



Camila Rodriguez - CAFE  
Oscar Rodriguez - Google

# 19 Traction Channels:

- 1 Viral Marketing
  - 2 Public Relations (PR)
  - 3 Unconventional PR
  - 4 Search Engine Marketing (SEM)
  - 5 Social and Display Ads
  - 6 Offline Ads
  - 7 Search Engine Optimization (SEO)
  - 8 Content Marketing
  - 9 Email Marketing
  - 10 Engineering as Marketing
  - 11 Target Market Blogs
  - 12 Business Development (BD)
  - 13 Sales
  - 14 Affiliate Programs
  - 15 Existing Platforms
  - 16 Trade Shows
  - 17 Offline Events
  - 18 Speaking Engagements
  - 19 Community Building
- 





## DollarShaveClub.com - Our Blades Are F\*\*\*ing Great



Dollar Shave Club

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👍 113,478   💬 2,113

### Up next

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#### Dollar Beard Club - Beard Oppression

Dollar Beard Club  
1,125,334 views



#### Mix - DollarShaveClub.com - Our Blades Are F\*\*\*ing Great

YouTube



#### Let's Talk About #2

Dollar Shave Club  
3,425,031 views



#### What Should I Know Before Joining Dollar Shave Club? |

Dollar Shave Club  
338,297 views



#### Security - TV Commercial | Dollar Shave Club

Dollar Shave Club  
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FORTUNE 500



Unilever Buys Dollar Shave Club for \$1 Billion JULY 19, 2016

UFC's New Celebrity Investors Hope to Market It to the Mainstream 5:24 PM EDT

Viacom Forms Committee to Consider Redstone's CBS Merger Push 5:19 PM EDT

Donald Trump and Hillary Clinton Overlooked This Big Issue on Debate Night 4:58 PM EDT

FINANCE VENTURE CAPITAL

# Unilever Buys Dollar Shave Club for \$1 Billion

by Dan Primack

@danprimack

JULY 19, 2016, 9:42 PM EDT





## A Few Questions For You First...

- How many of you use Facebook?
- Every day? Occasionally?
- What other social media platforms do you know? And do you use?
- What is the difference between Twitter, Facebook, Instagram, Pinterest, LinkedIn, YouTube?





PINTEREST

**SOCIAL SITE**  
THAT IS ALL ABOUT  
**DISCOVERY**

**LARGEST**  
OPPORTUNITIES



USERS ARE:

**32% MALE**

**68% FEMALE**

**70**  
MILLION  
ACTIVE USERS



TWITTER

**MICRO BLOGGING**  
**SOCIAL SITE**  
THAT LIMITS EACH  
POST TO **140**  
CHARACTERS

**LARGEST**  
PENETRATION



BUT SPREADING  
SLOWLY AND STEADILY

**5,700 TWEETS**  
HAPPEN  
EVERY SECOND

**560**  
MILLION  
ACTIVE USERS



FACEBOOK

**SOCIAL SHARING**  
**SITE THAT HAS**  
**1 BILLION**  
USERS WORLDWIDE

**LARGEST**  
OPPORTUNITIES



COMMUNICATING WITH  
**CONSUMERS**  
IN A NON-OBTRUSIVE WAY

USERS  
SHARE  
**2.5 BILLION**  
PIECES OF CONTENT EACH DAY

**1**  
BILLION  
ACTIVE USERS



INSTAGRAM

**SOCIAL SHARING**  
**SITE ALL AROUND**  
**PICTURES**  
AND NOW **15 SECOND**  
**VIDEOS**

MANY BRANDS  
ARE PARTICIPATING  
THROUGH THE USE OF  
**# HASHTAGS**

AND POSTING

**PICTURES**  
CONSUMERS  
CAN RELATE TO

**MOST FOLLOWED**  
**BRAND IS**



**150**  
MILLION  
ACTIVE USERS



GOOGLE+

**SOCIAL NETWORK**  
**BUILT BY GOOGLE**  
THAT ALLOWS FOR  
**BRANDS**  
AND **USERS**  
TO BUILD CIRCLES

NOT AS MANY  
BRANDS  
ACTIVE,  
BUT THE ONES THAT ARE  
**TEND TO BE A**  
**GOOD FIT** WITH A  
GREAT FOLLOWING

GROWING RAPIDLY  
WITH **925,000**

NEW USERS  
EVERY DAY

**400**  
MILLION  
ACTIVE USERS



LINKEDIN

**BUSINESS**  
**ORIENTED**  
SOCIAL NETWORKING SITE

BRANDS THAT ARE  
PARTICIPATING  
ARE **CORPORATE**  
**BRANDS**  
GIVING POTENTIAL AND  
CURRENT ASSOCIATES  
A PLACE TO **NETWORK**  
& **CONNECT**



**79% OF USERS**  
ARE **35**  
OR OLDER

**240**  
MILLION  
ACTIVE USERS



So Which One is For You?



No Need to Have a Presence on Every Platform

## Questions to Ask Yourself

What is the purpose for using the platform?

Where is my audience?

Where are my competitors?

# Creating a Strategy includes...

- An evaluation
- A set of goals
- A set of policies
- Budget (money and time)
- An Action Plan
- Integration into other parts of your marketing plans

# Evaluating

- Where am I now?
- How would I rate my professional use of social media?
- What social sites am I using and why?
- What are my strong areas?
- In which areas do I need to grow and Improve?

# Setting Goals

Where do I want to be?

- engagement with clients
- customer service
- generating and promoting content
- revenue





# Creating Policies

- Who will be responsible for managing the platform?
- What voice will I have?
- How will I react to in different scenarios? (questions, criticisms, concerns)



# Setting a Budget

- Time
- Money



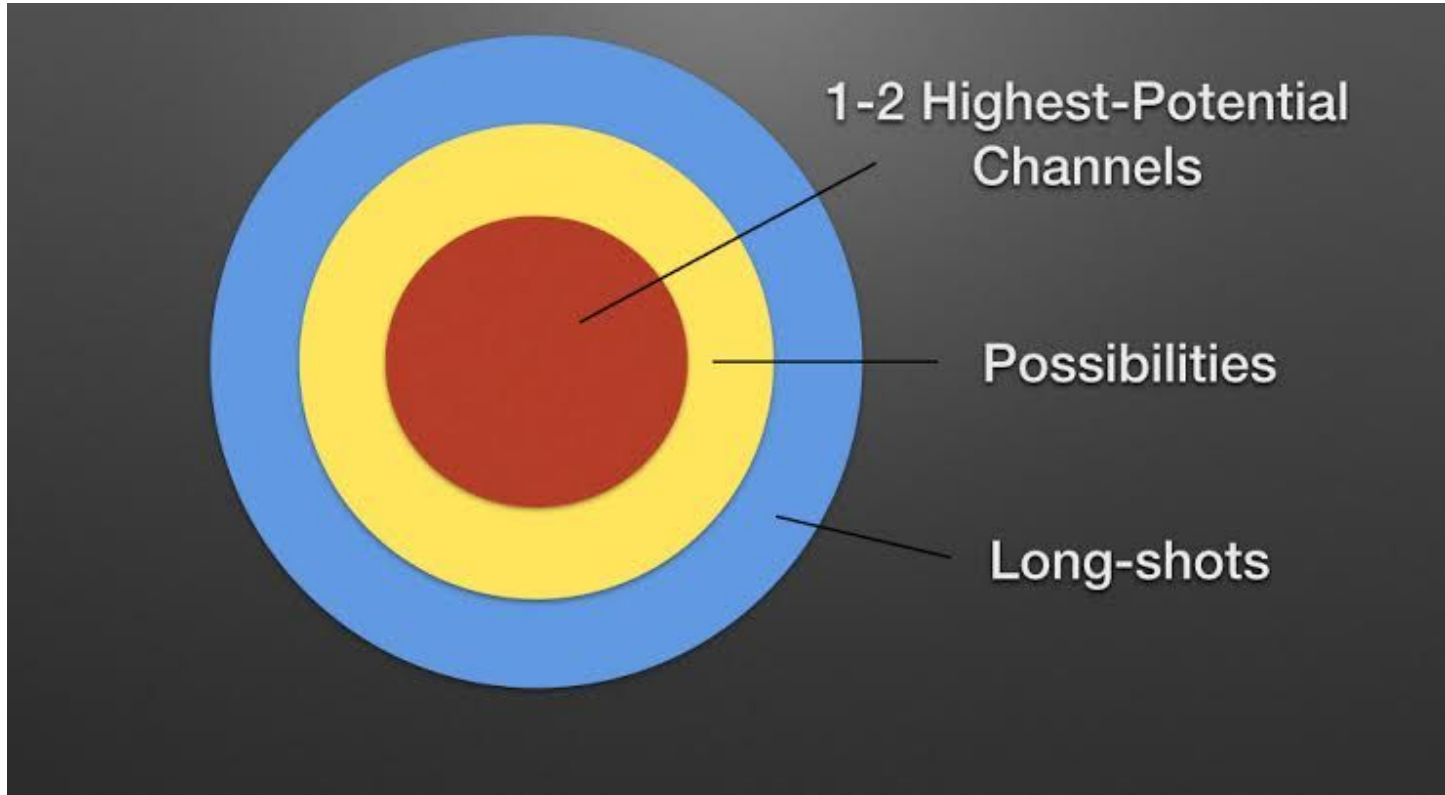


# Putting It All Together In an Action Plan

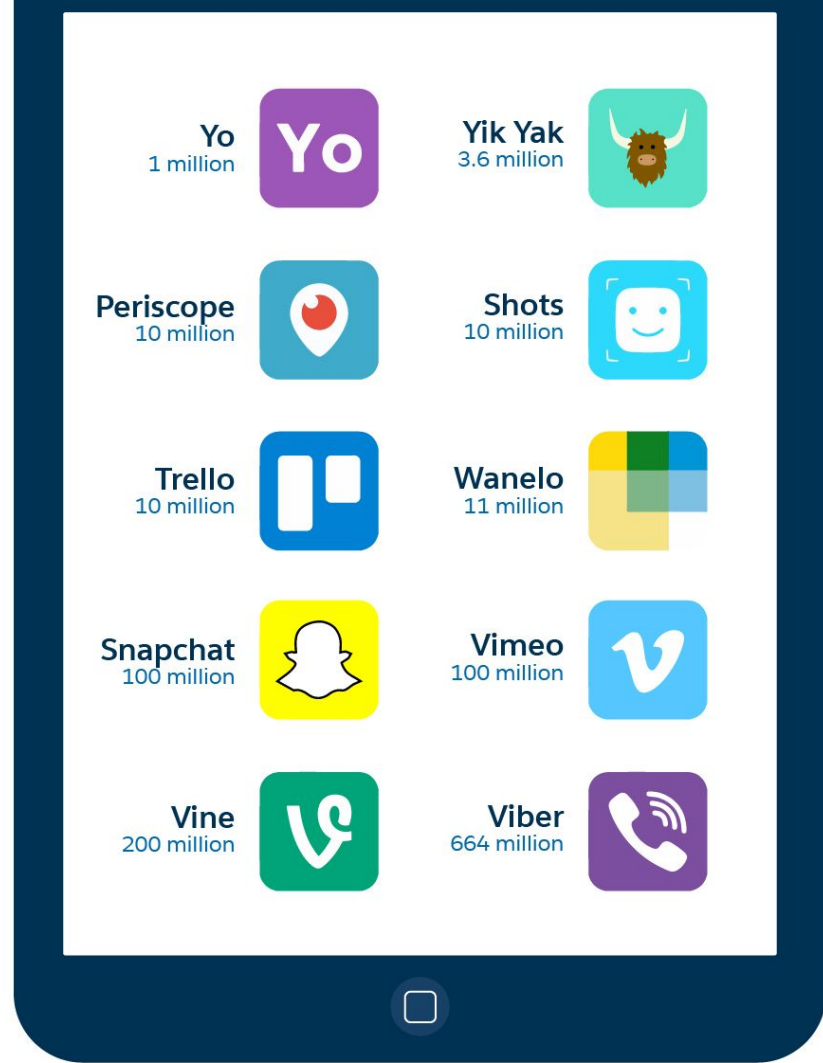
- What actions do I need to take?
- Who will carry out these changes?
- By when they will take place, and for how long?



# Experiment, experiment, experiment



# Platforms to Watch Out for In 2016 and Beyond





Questions?

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