



WORLD MEDIA INTELLIGENCE
CONGRESS

BERLIN 4-6 October 2017
at The Sheraton Hotel

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SOCIAL
CEOs

SOCIAL
DATA

AFRICA
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INDEX

ABI
Leaders

GOLDEN
SOCIAL
AGE

SOCIAL CEOs



THE NEW
CEO

SOCIAL
CEOs

HOW
SOCIAL?

SOCIAL
SA

AFRICA

CEOs
SAY

THE NEW CEO

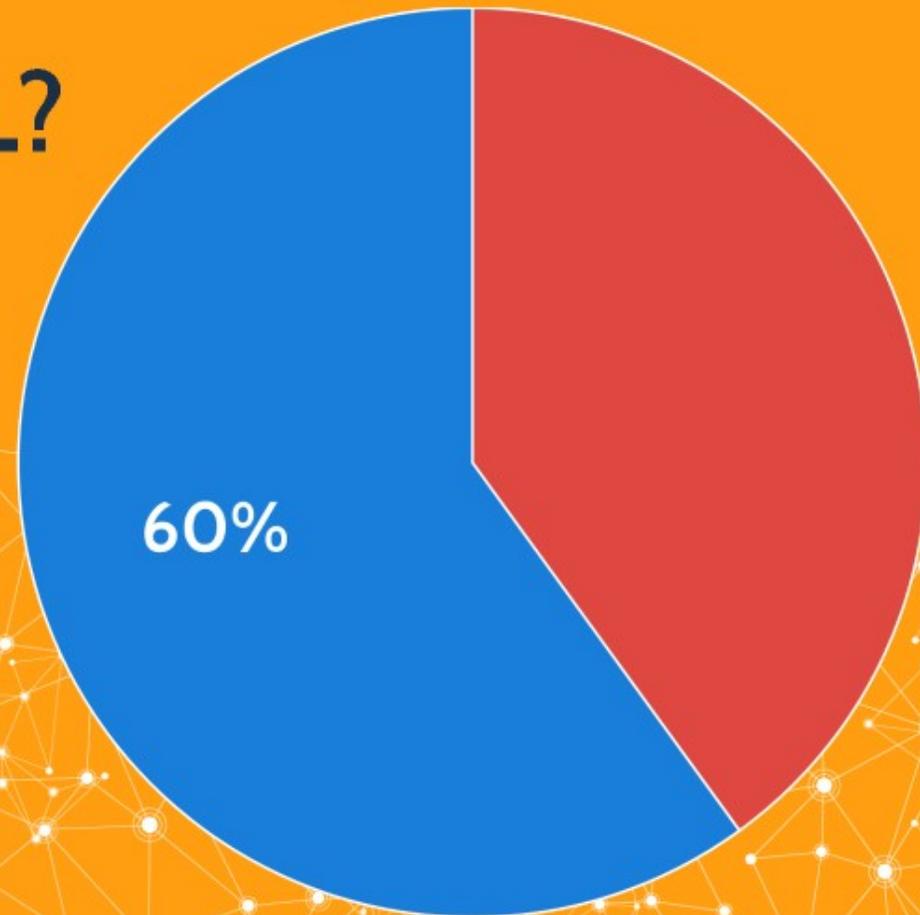


A woman with long brown hair, wearing a white blazer, is holding a white smartphone. The image is overlaid with a network graphic consisting of white dots connected by thin lines, forming a complex web-like structure. The background is a soft, out-of-focus grey.

SOCIAL CEOs

- 89% better at empowering others
- 52% stronger at communication
 - 46% more influential
- 36% better at cultivating networks
 - 19% more passionate for results
 - 16% better at making decisions

HOW SOCIAL?



● SOCIAL CEOS ● UNSOCIAL CEOS

SOCIAL SA



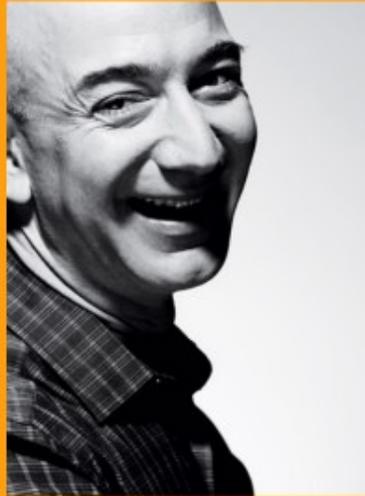
- WhatsApp – 10M MAUs
- Youtube – 7,2M MAUs
- Instagram – 3,8M MAUs
- LinkedIn – 6,1M MAUs
- Twitter – 8M MAUs
- Facebook – 16M [14M mobile]

AFRICA



2017 = 1,250 billion
2050 = 2,674 billion

CEOs SAY



"If you do build a great experience, customers tell each other about that. Word of mouth is very powerful." Jeff Bezos

RICHARD
BRANSON -
VIRGIN

PETE
CASHMORE -
MASHABLE

RICHARD BRANSON - VIRGIN



“Even if you have all the money in the world to spend, the best way to get eyes on your business and get eyes on your product is to establish a social media presence.”

PETE CASHMORE - MASHABLE



“We’re living at a time when attention is the new currency. Those who insert themselves into as many channels as possible look set to capture the most value.”



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SOCIAL DATA

CEOs are being overwhelmed with social media data. What they want is a simple benchmark.

SOCIAL ACTIVITY FUNNEL

- Facebook
- Twitter
- Instagram
- Pinterest
- YouTube
- Dark Social

VISITS
3.1M

CHANGE
▲ 25%

BY CHANNEL



PAGEVIEWS
5.1M

CHANGE
▲ 15%

BY CHANNEL



GOAL COMPLETIONS
193.8K

CHANGE
▲ 31%

BY CHANNEL



PURCHASES
65K

CHANGE
▲ 32%

BY CHANNEL



VALUE CREATED

TOTAL SOCIAL ROI
\$6.1M ▲ 26%

BUSINESS VALUE
\$3.3M ▲ 39%

REVENUE
\$2.8M ▲ 23%



Goals		URLs	Domain(s)	Channels		
			All Channels	Facebook		
GOALS	DOMAIN(S)	GOAL COMPLETIONS	TOTAL BUSINESS VALUE	TOTAL REVENUE	GOAL COMPLETION RATE	GOAL COMPLETIONS
Video View	seattlesurfwear.com	62.8K	\$8.94	\$15.72	86%	71.7K
Coupon Download	seattlesurfwear.com	35.4K	\$86.55	\$21.06	41%	15.9K

AFRICA BRAND INDEX



THE BENCHMARK

CEO: "Don't show me reams, and reams, of data. Show me how my brand stacks up against my competitor's brand!"





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#1 GROWTH

- Adoption of brand's social service
- Also referred to as reach
- Popularity = performance
- Stasis is a lack of performance

#2 ENGAGEMENT

- Social accounts are like hives
- Not about how big, but how busy
- How engaged are people with content
- The more engaged, the more likely to share

#3 RESPONSE

- Solving problems
- Answering customers
- Good relations = brand loyalty

#4 SENTIMENT

How well brands are liked
Favourable mentions



SOUTH AFRICA

- One brand scored over 90%
- 10 brands got over 80%
- Most brands scored below 50%



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ABI Leaders

Segment by:
Geography or Industry

Jan '17 to July '17

SA

1 = SuperSport

2 = Espresso

3 = Woolworths

AFRICA

1 = SuperSport

2 = GT Bank

3 = Espresso

4 = Idols

SA RETAIL

1 = Woolworths

2 = Pick n Pay

3 = Spar







SA's TOP RETAIL BRANDS

RETAIL BRAND	ABI SCORE	SA SATISFACTION INDEX*
Woolworths	87.39	82.1
Pick n Pay	55.77	76.5
Spar	46.49	75.2
Checkers	34.03	77.2

* South African Customer Satisfaction Index for Supermarkets via Consulta [April 2017]



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GOLDEN SOCIAL AGE



- Digital technology impacts in-store sales
- Accelerated digital influences behaviour
- Retailers underestimate digital onslaught
- Approaching 100% connected shopper
- 80% shoppers go digital before entering store

GOLDEN SOCIAL AGE

A black and white photograph of a man with glasses and a suit standing in a hallway. The hallway has a framed picture on the wall and a light fixture. A network diagram with nodes and connecting lines is overlaid on the image, particularly around the man's head and shoulders.

- Relationship between networks & well-being
- Formation of networks
- Influence thoughts, feelings & behaviours
- Understand how society works

WHAT METRICS MATTER MOST?



BENCHMARK



Your brand is what other people say
about you when you're not in the room!"
- Jeff Bezos, CEO, Amazon



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Life is too short,
to wake up in the morning
with regrets. *Save the people*

who treat you right,
forgive those who don't
do every thing
right.

DO IT.
It's not easy,
but it would be
worth it.

DO IT



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