

# Why Privacy Matters

## *Privacy in Social Media Insight & Engagement*

Ralph Szeto



**We are an award winning digital and social media communications consultant since 2008**

*Enabling brand communication and engagement excellence in digital space*

*Renowned for developing guiding principles, insights to user engagement, and delivering KPIs*

# Engagement

## Audience Engagement & Activation

# Engagement - Platforms

facebook

Vital part of daily communication in today's world

You Tube  
Broadcast Yourself™

香港討論區  
discuss

Enabling people to make contact with the press of a button

OpenRice



新浪微博  
weibo.com

Pinterest



Connecting and engaging corporations targeted audiences on a regular basis

twitter

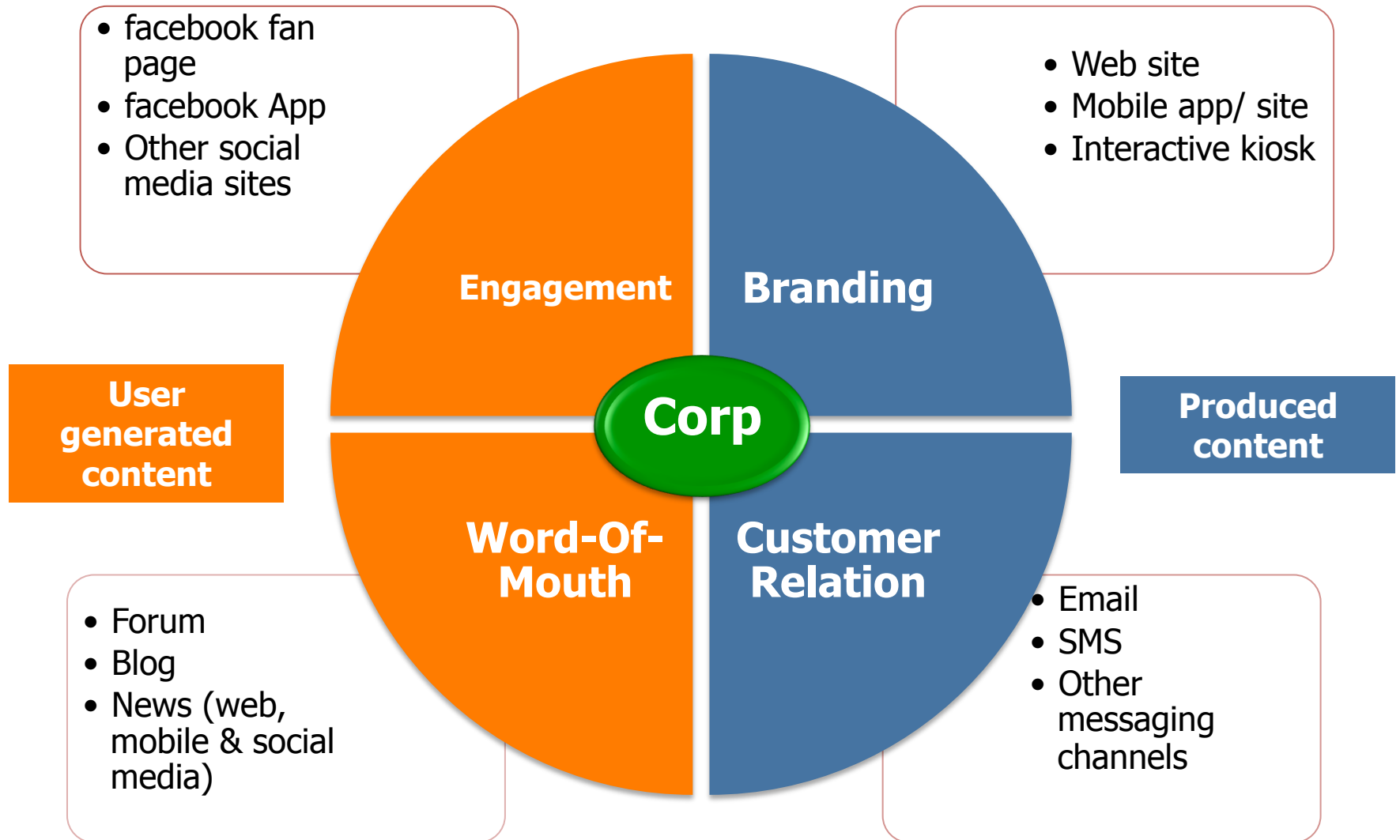
youku 优酷  
.com

LinkedIn

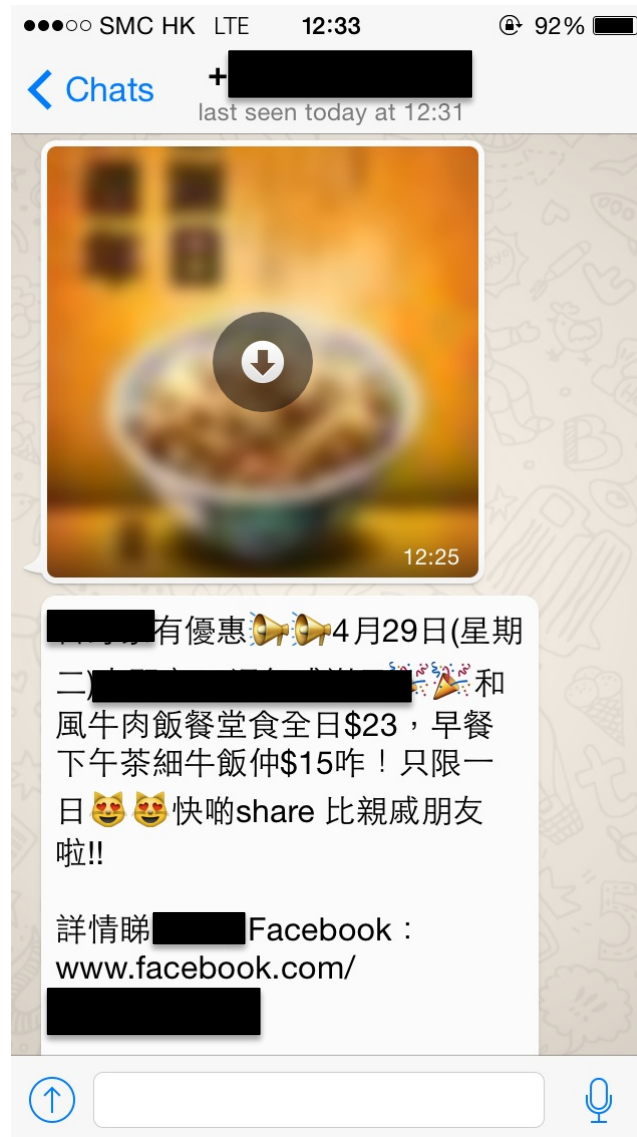
Variance in individual & business usages

CMRS  
digital solutions limited

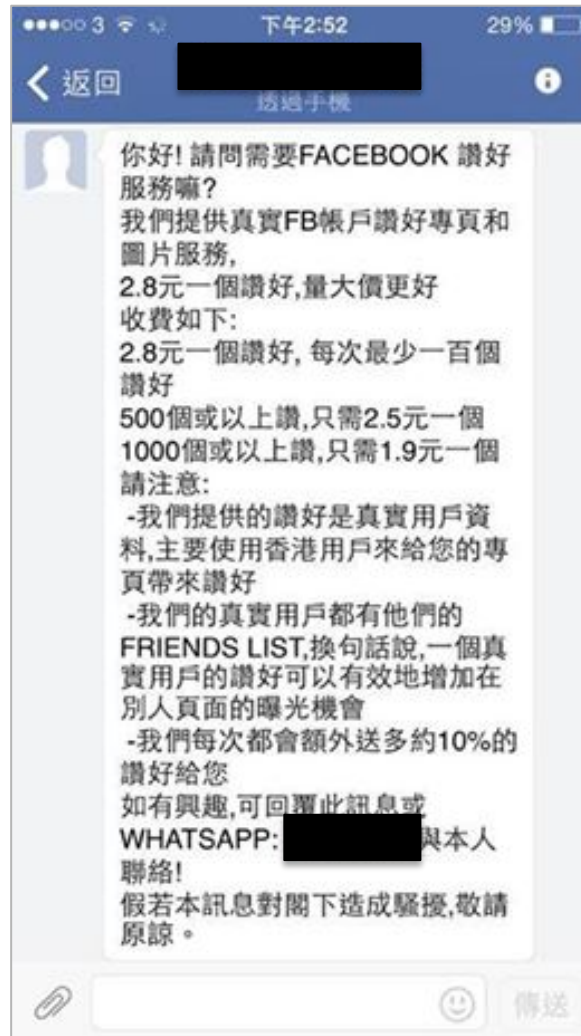
# Engagement – Touch Points



# Case Study - 1



# Case Study - 2



# Engagement - Objectives

Social media is not only for marketing

It's also not just the job of marketing





# Insight

Perception, Engagement & Channel

# Perspectives of Insight

## Perception

- Opinions of brand, product and service
- Brand attribute
- Comment of campaign
- Crisis and issue

## Engagement

- Engaged Social media channels
- Content strategy and analysis
- Campaign tactic
- Performance indication
- Benchmarking

## Channel

- External channel strategy
- Deployment tactic
- Campaign tracking practice

# **#1 Web + Mobile : Not Device Dependent**



## **#2** *Always-On*



# **#3** *Width & Depth*



## **#4 Proper Ways of Data Collection**

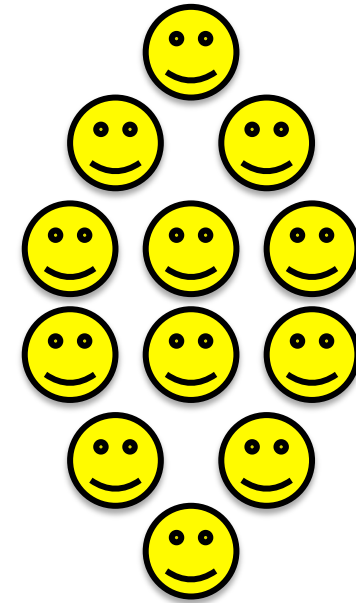
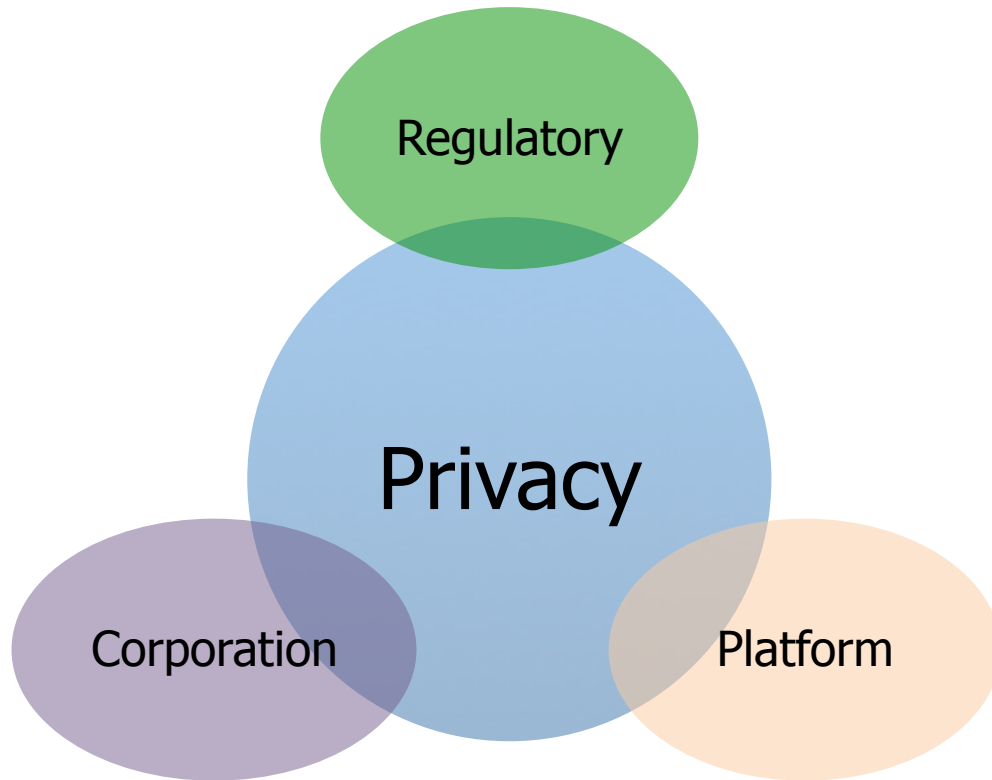
Data Mining, Search Engine, Panel, Opt-in ....

## **#5** *Appropriate Deliverables*

To gauge consumer insight,  
need to know what Ralph Szeto said  
about your company  
on his facebook profile ?



# Privacy Trio





# Social media in 2014

2011-13

Growth

Listen

Social for social sake

Sporadic social

Follow email & direct marketing

Mobile...it's coming

Marketing



2014

Engagement & monetization

Insight

Social for business sake

Integrated across channels

Learn from email & direct marketing

Mobile...it's here

More than marketing

# Thank You !

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