

# Effective Social Media Management

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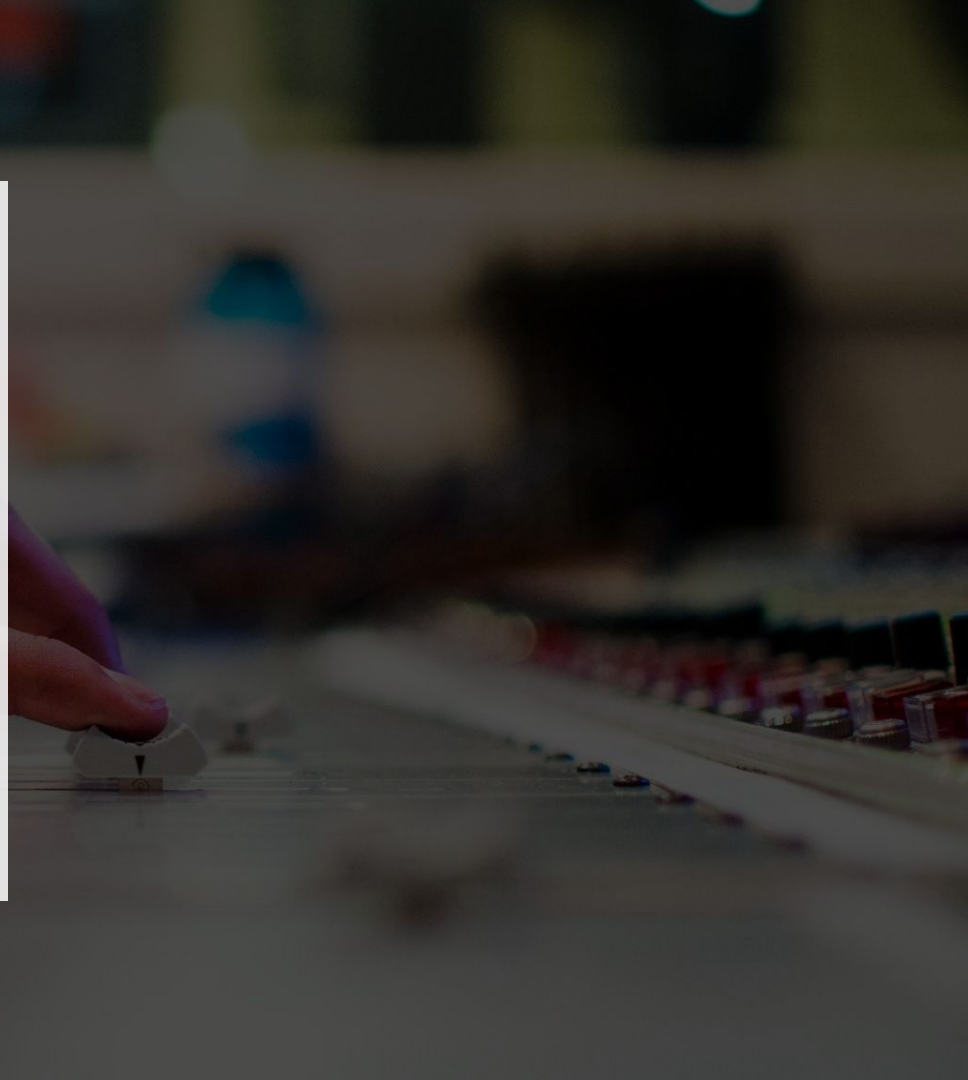
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**Social Media is not  
just for Marketing**



## Management of social requires you to:

- Be there, listen & observe behaviours
- Build brand awareness
- Make an emotional connect with your audience
- Humanise your brand
- Measure your efforts



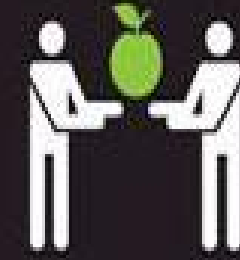
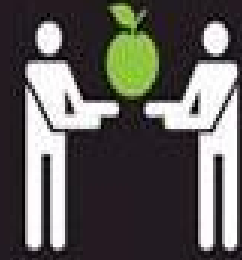
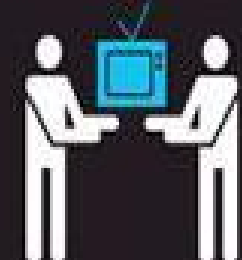
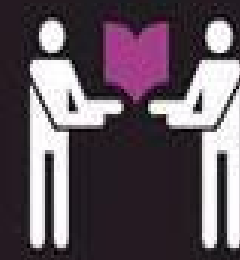
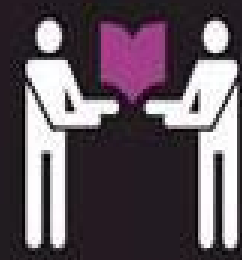
# Social Media Age is now moving towards Collaborative Economy Age

Figure 01

## CUSTOMERS ARE EMPOWERED IN THE COLLABORATIVE ECONOMY ERA

A Social Media-Driven Era Evolves to the Collaborative Economy Era





An aerial view of a city skyline at dusk, featuring numerous skyscrapers and illuminated buildings. The text is overlaid in the center in a large, white, sans-serif font.

An economic model where  
ownership & access are  
shared between people,  
startups, & corporations.



Ten-year-old Etsy has 19 million active shoppers, doesn't own a single factory, warehouse, or showroom, had an IPO for \$3.3B

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Eight-year-old Lending Club has issued over \$7B in P2P loans, doesn't own a single bank, branch or ATM and is valued at \$7B

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Seven-year-old Airbnb has over 23 million guests, doesn't own a single bed, bath, or bar, and is valued at \$25B

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Six-year-old Uber had 140M rides in 2014, doesn't own a single taxi, cab, or town car and is valued at \$40B

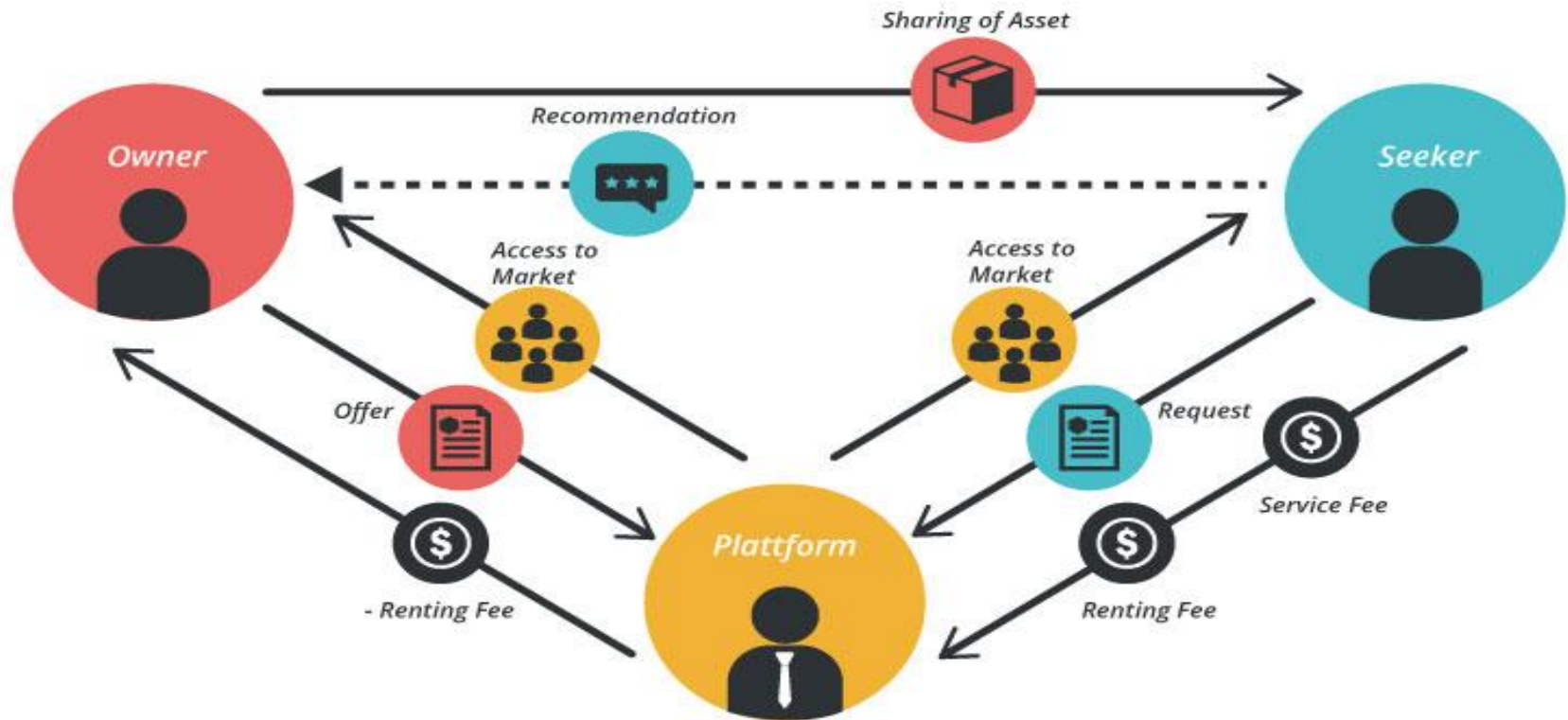
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In the next 10 years, PwC predicts the Collaborative Economy will grow from \$15B Revenue to \$335B Revenue

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# Sharing Economy



## REVENUE & BUSINESS MODEL



# **Social Media has changed Business**

No business today has a choice of whether going social or not. Its a compulsion. Why?

Because your audience is there & waiting to converse with you !



**THANK YOU**