



社群行銷，打造你的品牌價值！

以數據為本，創造生生不息的數位生態圈，經營忠實支持者。

Sept. 2016



Social@Ogilvy Service



AUDIENCE PROFILING

Knowing
consumers thru
social and digital
data.



CONTENT CREATION

Real-time/
relevant
content



COMMUNITY MANAGEMENT

Response with
humanity.



PERFORMANCE MARKETING

Reach right people with
right context in right
time.



SOCIAL CRM

Back-end infrastructure
uses social data to unlock
value and build lasting
relationships.



SOCIAL CARE

Front-end customer
support.

ALL THE TOOLS



AUDIENCE PROFILING
Knowing Consumers Thru
Social and Digital Data.



Content Creation



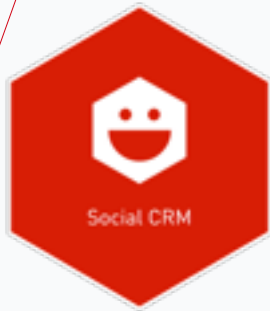
Community
Management



sproutsocial



PERFORMANCE
MARKETING



SOCIAL CRM



SOCIAL CARE



SOCIAL SHOPPING



OgilvyOne

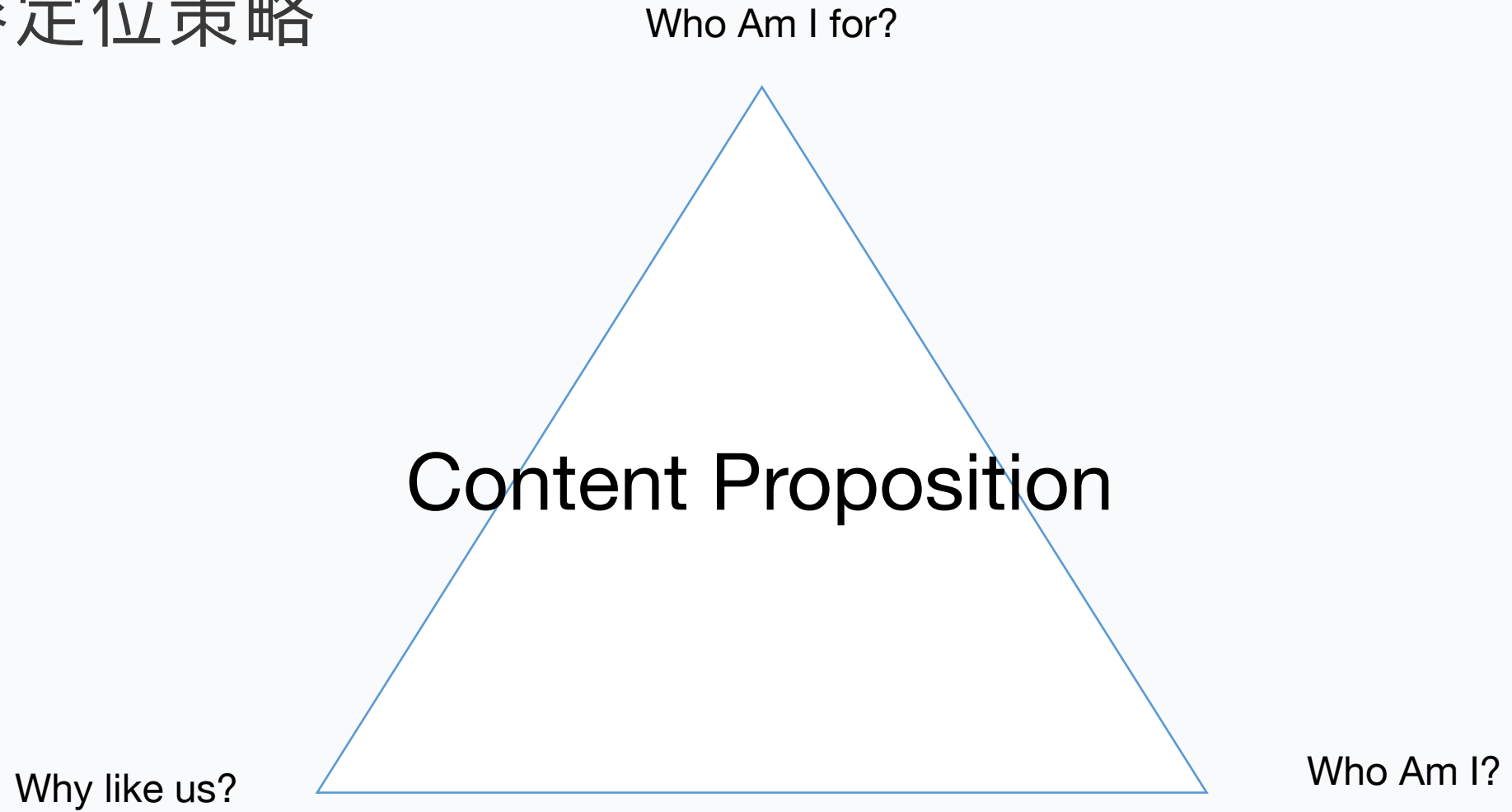
再來60 分鐘內 | 看消費者的數據來源

從數據成為策略

數位生態圈的形成

*會有很多工具，可小抄

内容定位策略



內容定位策略

Who Am I for?
消費者想要什麼？

Content Proposition

Why Like Us?
有何未滿足需求？

Who Am I?
我們機會點

疑惑

怎麼描繪消費者
才不是**25-40**的模糊概念
才能瞄準到對的人
找到對的洞察
發展適合的策略？



2) Content Proposition

Who am I for?

Why like us?

Who am I?



Who Am I for:

YOUR SOCIAL LISTENING PLATFORM



global
web
index

Running a simple query

PRO PLATFORM™ TIPS

www.globalwebindex.net



THE SOCIAL INSIGHTS AND OPTIMIZATION PLATFORM

Account: Charles Kirkland ...

Create New Open Save More

Create Ad

CREATE AUDIENCE

Custom Audience

Location

UNITED STATES
All United States
+ Country, region, or city

Age and Gender

Age
18 - Any

Gender
All Men Women

Interests
+ Interest

Connections

Pages

People Connected to
+ Your Page

People Not Connected to
+ Your Page

Choose an Audience to Start



Everyone on Facebook



People connected to your Page



A Custom Audience

☐ Don't show this again

Lifestyle

US demographic and interest data based on purchase behavior, brand affinity and other activities. Source: Personixx
Request audiences here from Acxiom Data Guru.

Lifestyle

Selected Audience

Compare

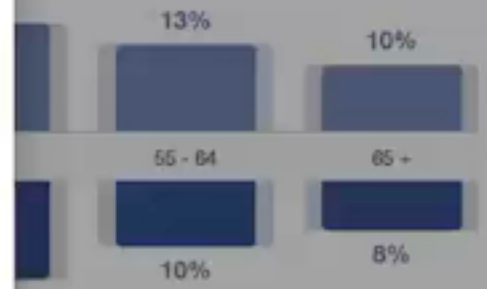
Facebook

America

Household

Purchase

aged 18 and older.



REVISED AND UPDATED
SECOND EDITION

STEWART BRILLIGAN | DHARMESH SHAH
COFOUNDERS OF HUBSPOT

FOUND
MARKETING

PAGE, AND
CUSTOMERS ONLINE

Finance
Frank



CEO
Tom

Human
Resources
Hannah

Start Making My Persona!

press ENTER

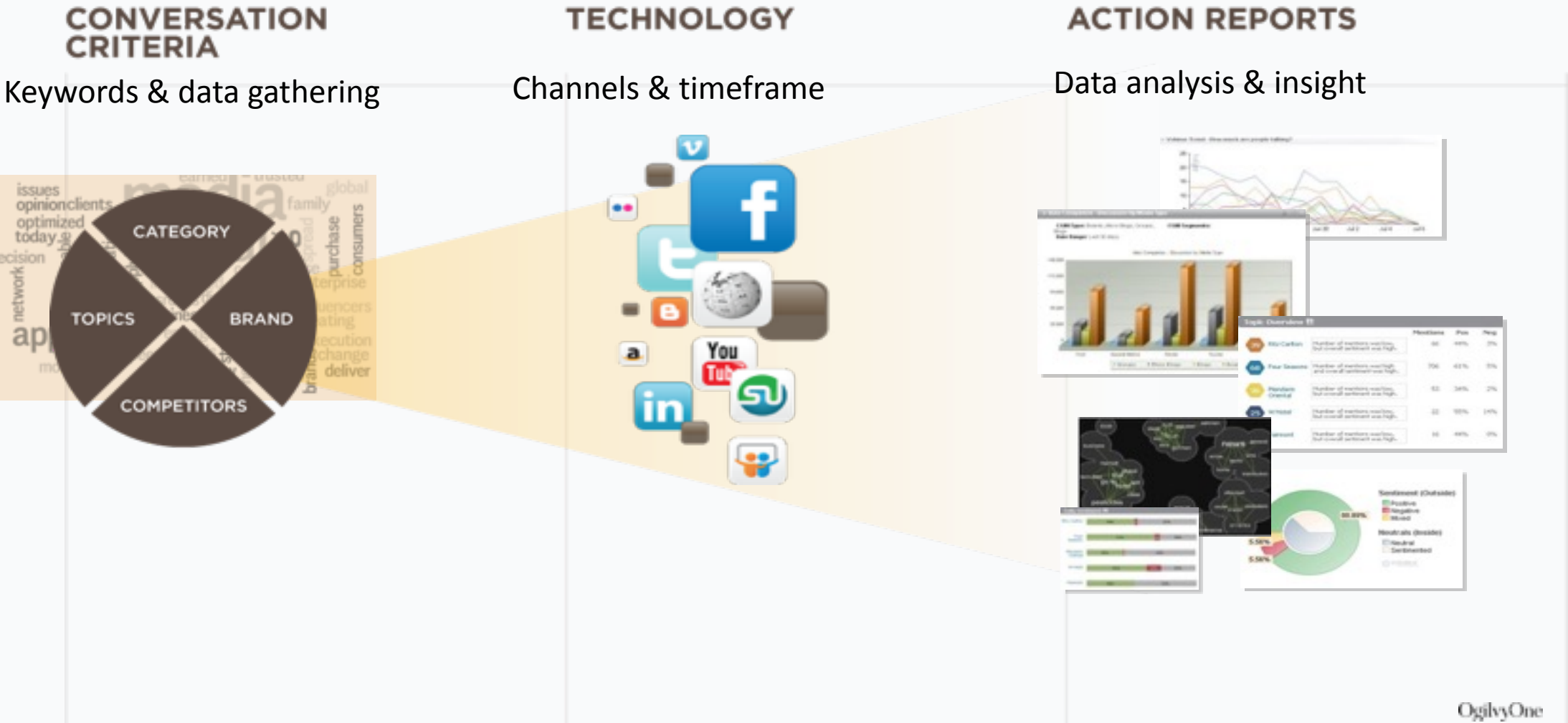
Why Like Us



SOCIAL LISTENING



SOCIAL LISTENING: MONITORING OR INSIGHT EXPLORING



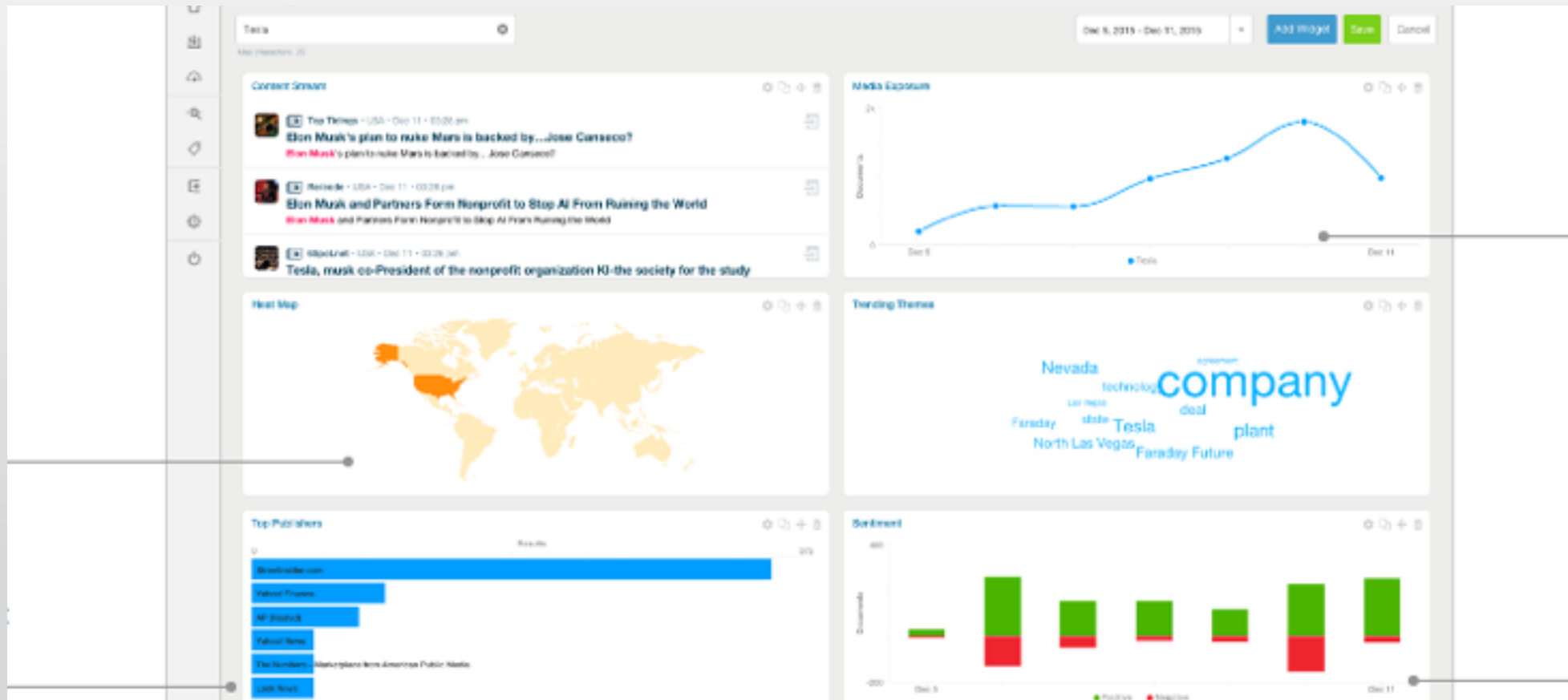
Social Listening Tools: language matters.

Global vendors

Local vendors



Meltwater:



OpView

各類別情緒分析比較示意圖



查詢畫面示意圖

文章列表 Home / 檢視 / 文章列表

查詢條件

期間: 最近24小時, 最近48小時, 最近15天, 最近30天, 2016/03, 2016/04/13 15:1, 2016/04/13 15:1

來源: 討論區, 社群網站, facebook, 部落格, 新聞, 新聞全文

主題: 金評史主, 油區, 諾斯cosco, 諾映林利, 紀光學, 台豐, TRF, 油價, alphago

啟用主題: ON

輸入關鍵字: 查詢

客製搜尋框:可在增減主題前先搜尋

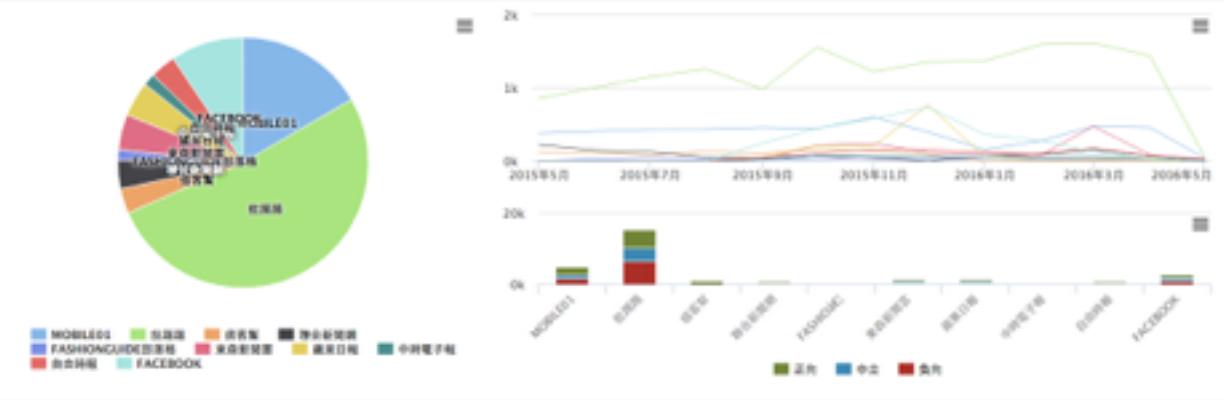
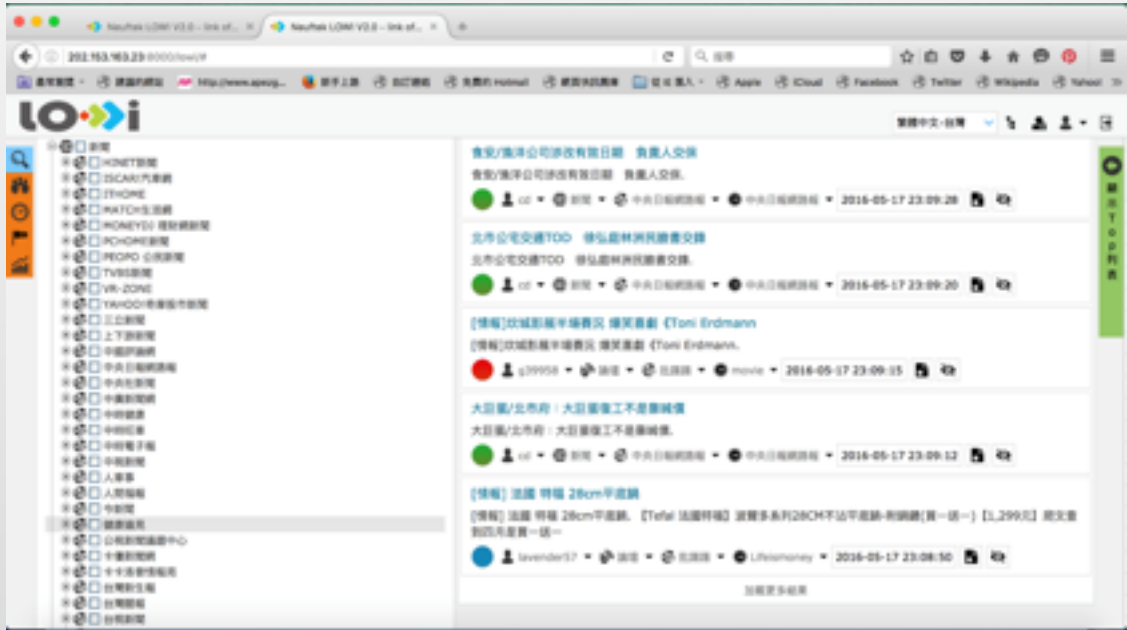
優勢

缺點

聲量很齊全

分析功能弱、分類維度限制很多、
速度會很慢、三個月無法展現趨勢

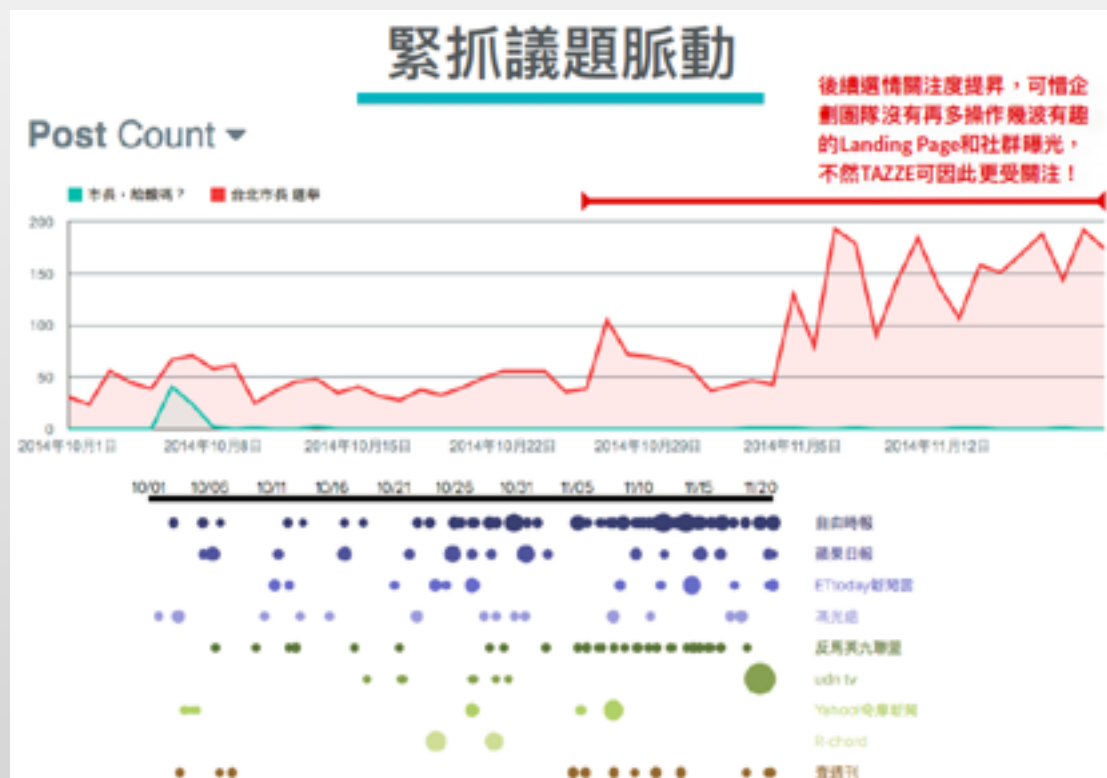
Neuftek LOWI



	標題	作者	熱度	情緒類型
1	誰說房市不會泡沫？ 愛爾蘭人狠戳戳破台灣謠言	ebola01	105	負向
2	房仲爆失業潮？ 她，以前背名牌包喝下午茶，現在兼賣早餐	ebola01	105	負向
3	誰說房市不會泡沫？ 愛爾蘭人狠戳戳破台灣謠言	ebola01	103	負向
4	藍網立論：央行大權 是「凌遲」房市	ebola01	72	負向
5	2月6日台南『大地震』可怕，若發生在台北『倒4千棟』『	ebola01	51	負向
6	年輕朋友們，別為了『房價』，延誤『婚事』	ebola01	40	負向
7	年輕朋友們，別為了『房價』，延誤『婚事』	ebola01	40	負向
8	社子島》居民要450%容積率，柯文哲：土壤液化區，不要想暴富，變	ebola01	35	負向
9	北市房屋稅好重！繳1次少住1坪，繳30年稅 房子等於「充公」	ebola01	25	負向
10	泡沫經濟真正受害者是誰？答案是那絕大多數「從來沒有房子」的人	ebola01	19	負向
11	北市房屋稅好重！繳1次少住1坪，繳30年稅 房子等於「充公」	ebola01	19	負向

優勢	缺點
可以快速給出不熟悉議題的輪廓、dashboard上面馬上可以看出insight、主回文的分別	缺乏主題分類標籤功能、切詞不太能參考、聲量不是最多

Qsearch



Gogoro

Influencers

gogoro ▾

#	Page Name	Engagement Score ①	Connect Influencer	Connect to Fans
1	小老頭汽機車資訊網	8,301.0	B	
2	Yahoo奇摩新聞	6,747.9	A	
3	老媽不負責任的機車評論	2,806.7	B	
4	ETtoday新聞雲	1,098.9	A	
5	Gogoro Taiwan	1,088.3		
6	宇賓人	1,085.3	D	
7	Mobile01	900.8	C	
8	謝曉輝 Eric	808.9	B	
9	自由時報	751.4	A	
10	小老頭大魔王 Singer	741.5	B	

優勢

缺點

快速分析熱門議題

來源只有臉書的專頁

Who Am I?

The Red Papers

Getting to the brand's best self

*Developing
a big idea*



內容定位策略

Who Am I for?
消費者想要什麼？

Content Proposition

Why Like Us?
有何未滿足需求？

Who Am I?
我們機會點

3) Content Grid

兼顧品牌與產品體驗的行銷傳播架構

BROAD 大眾化

切實可行

萬眾矚目

品牌大理想

USEFUL

實用性

ENTERTAINING

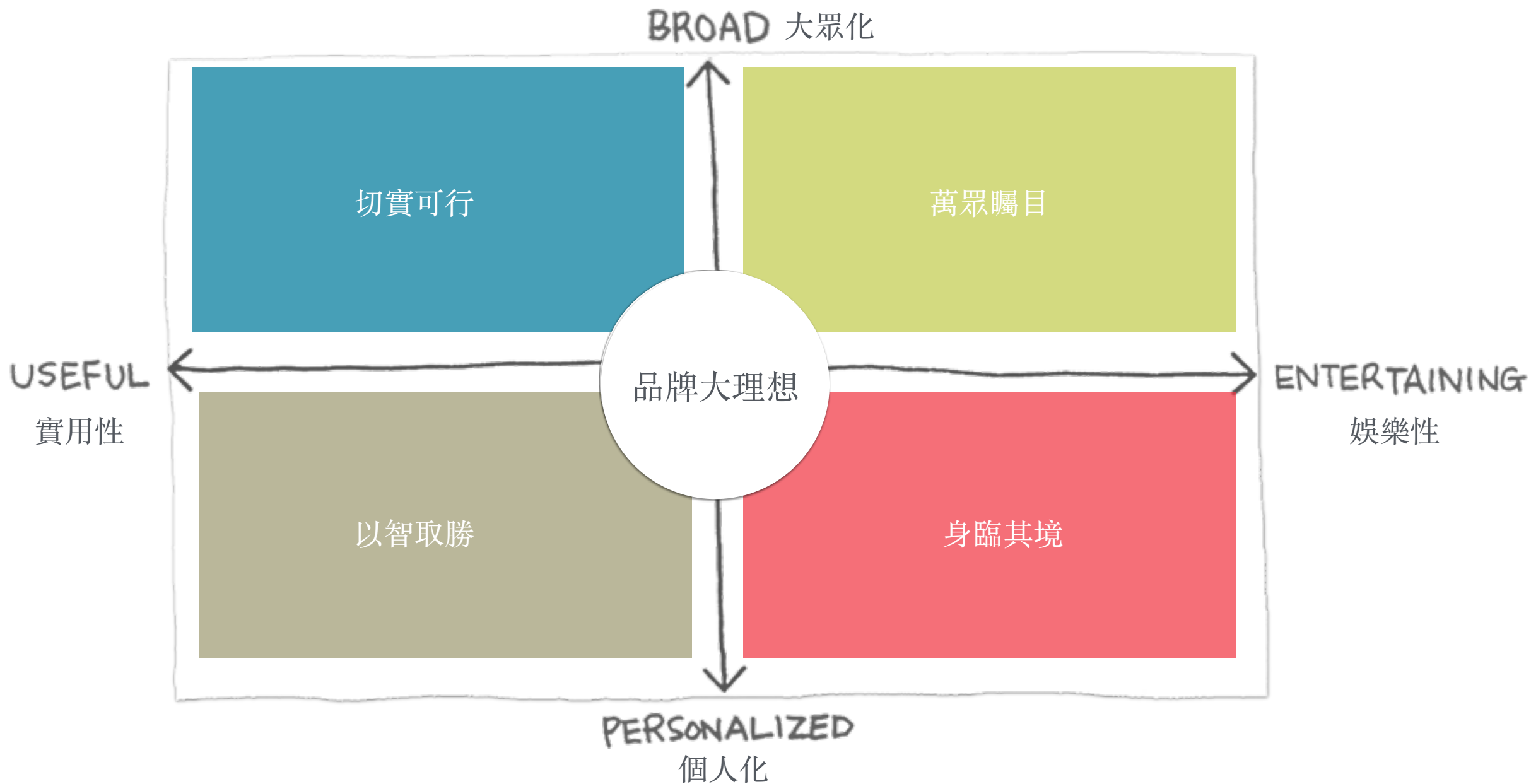
娛樂性

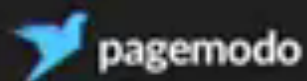
以智取勝

身臨其境

PERSONALIZED

個人化





FEATURES

PRICING

AGENCIES

BLOG

Sign Up

Sign In

Grow Your Business with Powerful Social Media Marketing Tools



Start Now! Connect with Facebook

As Seen On:

Inc.

TE

Mashable

smallbiz
technology

lynda.com

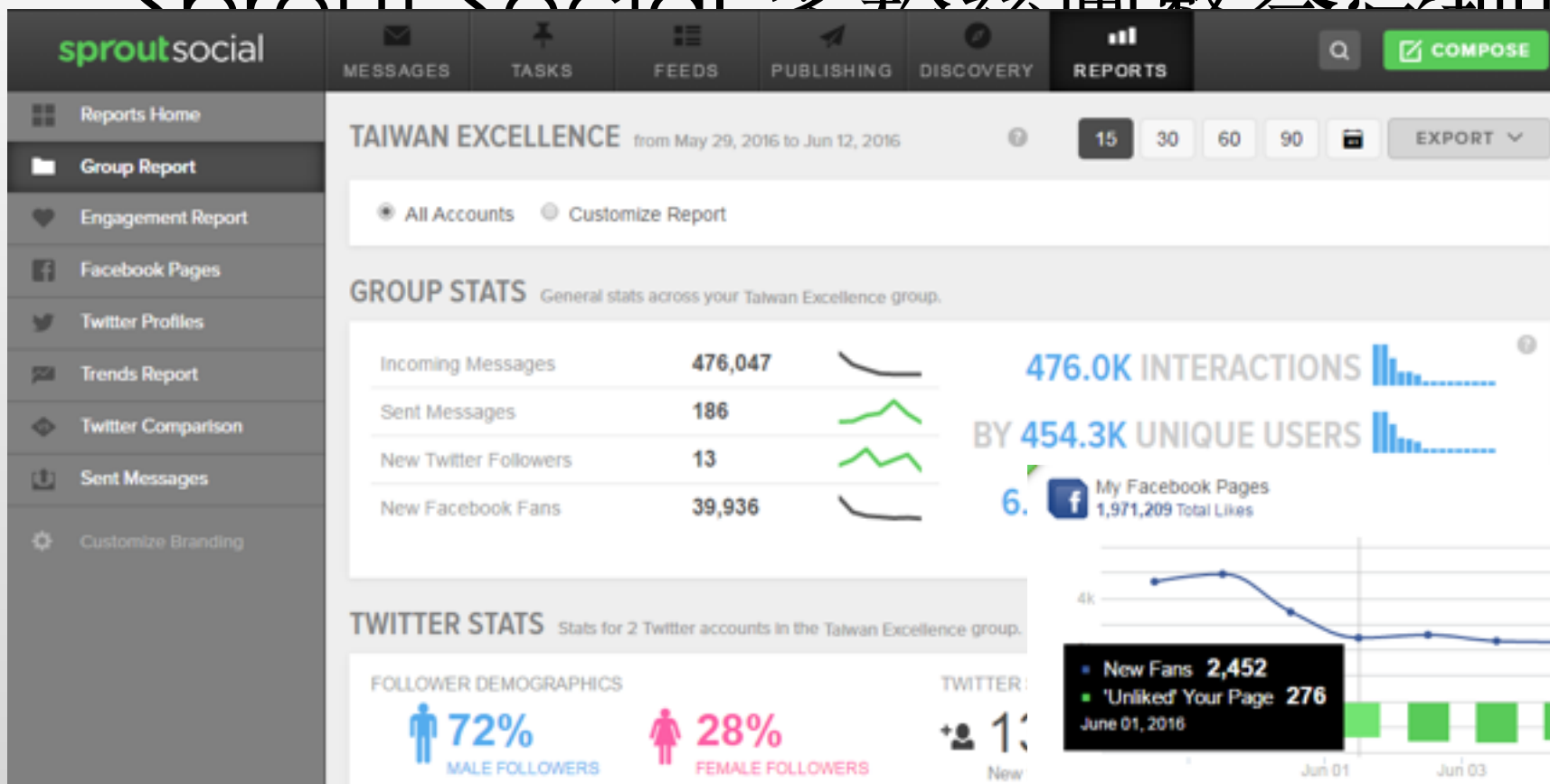
Social Media Management Platform

Sprout Social-多粉絲團整合管理的好工具

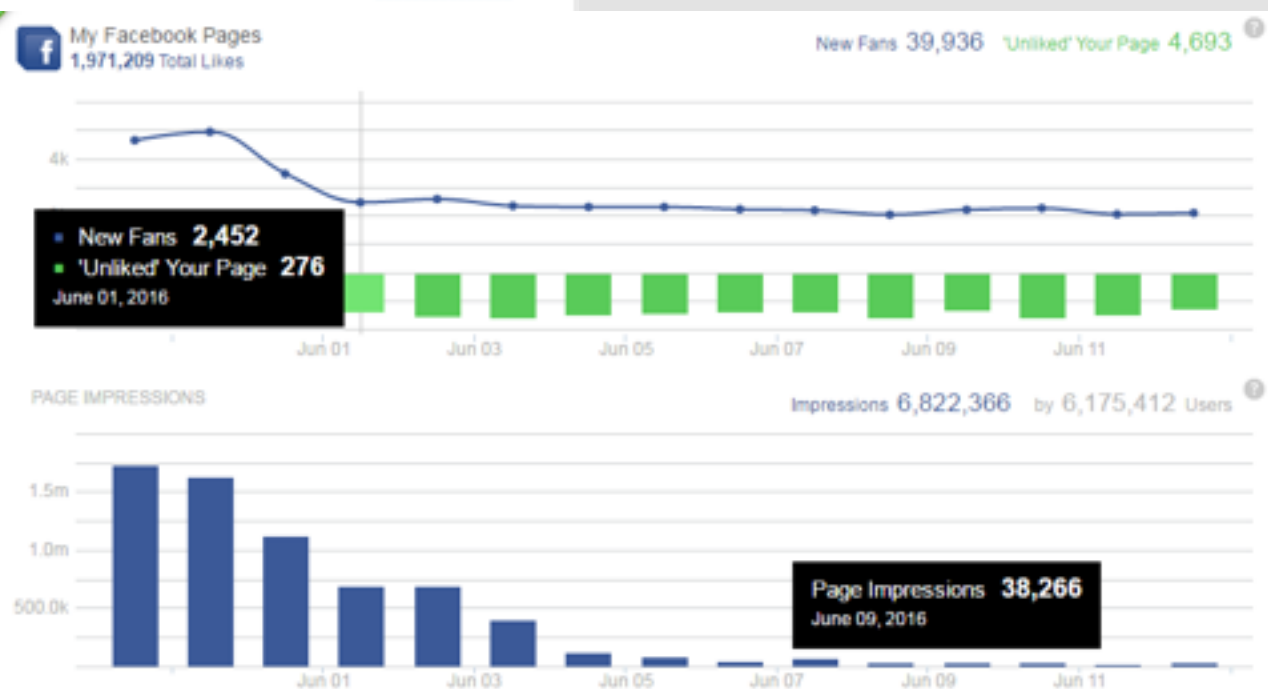


sproutsocial

Sprout Social 多社群網路整合管理的好工具



- 成效綜覽，一目瞭然
- 重點指標，清晰明顯



Sprout Social 多社群整合管理的好工具

- 粉絲留言，輕鬆管理
- 貼文排程，方便寫意
- 缺點:指標較少



Ans: 有10個台灣精品的LOGO

男子漢 陳小穎 吳俊賢 林詩韻 楊麗惠

，快來捕捉熱氣球，就有機會獲得台東鹿野熱氣球搭乘券喔~

陳繼舜 > TaiwanExcellence.TW a minute ago

Comment on Post "【熱氣球找找看 台灣精品讓你壓雲駕霧！】 想要



Ans: 有10個台灣精品的LOGO

Liz Lu Yuanjie Lu 呂香妃

，快來捕捉熱氣球，就有機會獲得台東鹿野熱氣球搭乘券喔~

Hsing-Da Chen > TaiwanExcellence.TW 3 minutes ago

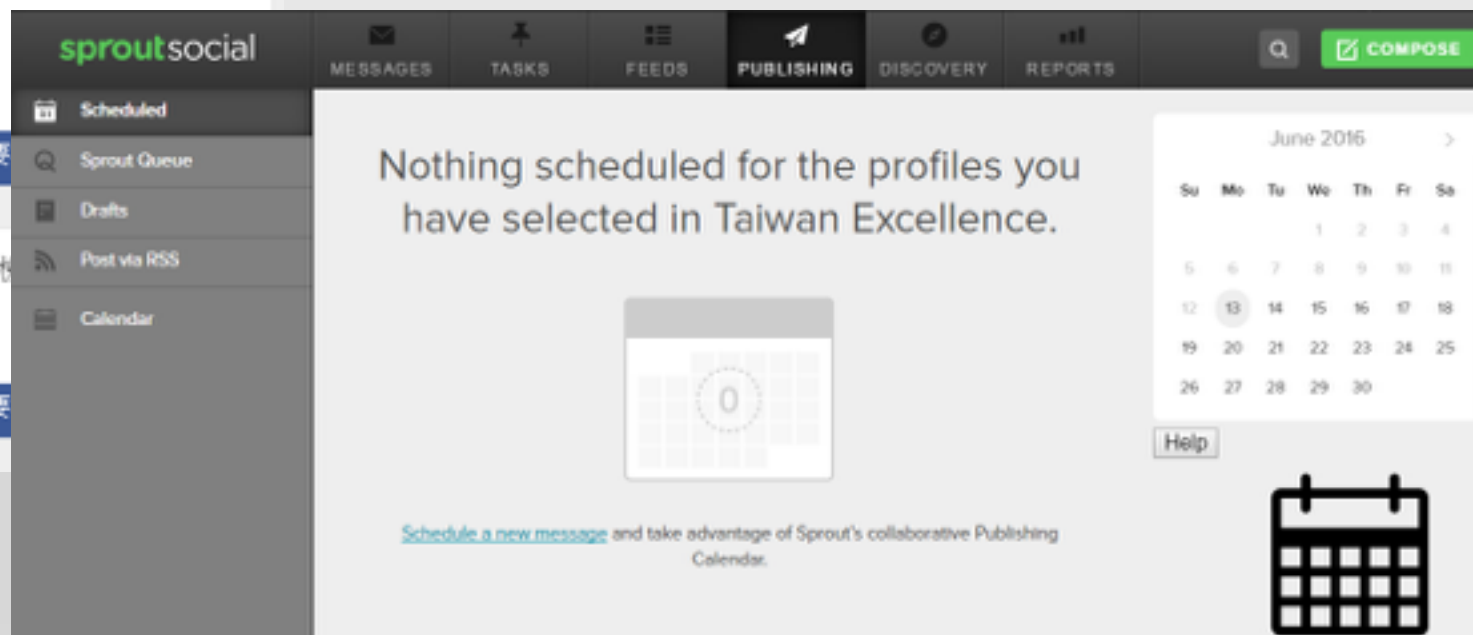
Comment on Post "【熱氣球找找看 台灣精品讓你壓雲駕霧！】 想要



陳靜怡張羅拉Hanks Wu陳菲菲郭超齡 快來捕捉熱氣球，就有機會獲得台東鹿野熱氣球搭乘券喔~

郭美鈴 > TaiwanExcellence.TW 5 minutes ago

Comment on Post "【熱氣球找找看 台灣精品讓你壓雲駕霧！】 想要



Fanpage Karma-競品調査妙用良方



Fanpage Karma-競品調查妙用良方

- 競品追蹤，瞭若指掌
- 指標細緻，完整分析



南僑水晶肥皂 Facebook Insights

About: "水晶肥皂～河水沖不去的老朋友！追求與大自然和諧共生的健康生活，是我們的堅持與夢想！"

Category: Brands & Co. [change](#) Most popular in: Taiwan

First insight: 南僑水晶肥皂 is an occasional poster.

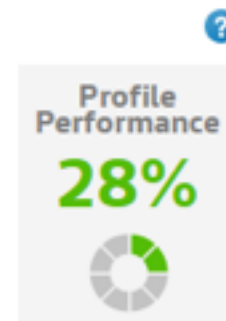
Last update of analytics data 14 hours ago - [Update](#)

[On Facebook](#) | [Excel Export](#)

KPI overview

Number of fans	15k
Average Weekly Growth	0.38%
Ad-Value (EUR)	2.4k €
Service Level	100%
Response time	59 h

Posts per day	0.3
Engagement	1.0%
Post interaction	4.2%
Total reach per day	n.a.
Post reach per day	n.a.



Detailed analytics

[CONTENT](#) [TIMES & TYPES](#) [INFLUENCERS](#) [FAN POSTS](#) [AD VALUE](#) [HISTORY](#) [VIDEOS](#)

Fanpage Karma-競品調査妙用良方

POSTS PER DAY



Number of fans



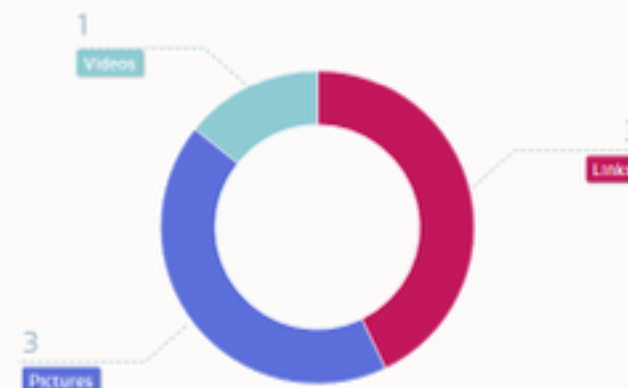
ENGAGEMENT PER DAYTIME



SUCCESS RATE BY POST TYPE

Type	Total	Avg. Likes	Avg. Comments	Avg. Shares	Avg. Total Reactions
Status	0	0	0	0	0
Pictures	3.0	168	131	131	430
Links	3.0	940	5.0	11	957
Videos	1.0	33	1.0	1.0	35
Offers	0	0	0	0	0
Music	0	0	0	0	0
Slideshows	0	0	0	0	0
Others	0	0	0	0	0
Total	7.0	480	58	61	599

TYPES OF POSTS



DEFINING MARKETING INTENT

Efficiency

Brands who want to improve and socialize their existing content publishing model.

Content Optimizer Model

Creativity

+

Effectiveness

Brands who want to evolve to a more strategic use of content in order to reach specific business goals.



Editorial Model
Pivotal: Speed & Agility



Real Time Marketing Model
Pivotal: Trends



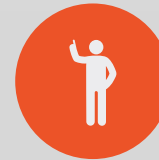
Community Platform Model
Pivotal: Engagement



Curator Model
Pivotal: Collaboration



Partner Model
Pivotal: Major Scale



Lead Gen Model
Pivotal: Leads

Business Transformation

Brands who want to fully transform to a content-centric business.

Brand Media Company Model

Social Bakers-衡量指標的好工具



Social Bakers-觀察各產業社群指標的權威



- 合作廠商多，資料齊全
- 指標精準度高
- 產業報告具分析功能

Social Bakers-未來成效預估



socialbakers

