



Social Media on LATAM

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Accelerating the shift to digital

2009: "The Year The Media Died"

TV Advertising declining, newspapers are going under, Web eclipses all other forms of media.



- 40% of all retail spend is influenced by the Web
- 62% of marketers say that traditional advertising efforts are no longer as effective
- High income households use Internet more than TV
- On average 14-24 year olds have 20 online friends they've never met in person

53% of CMOs are striving to grow digital marketing capabilities

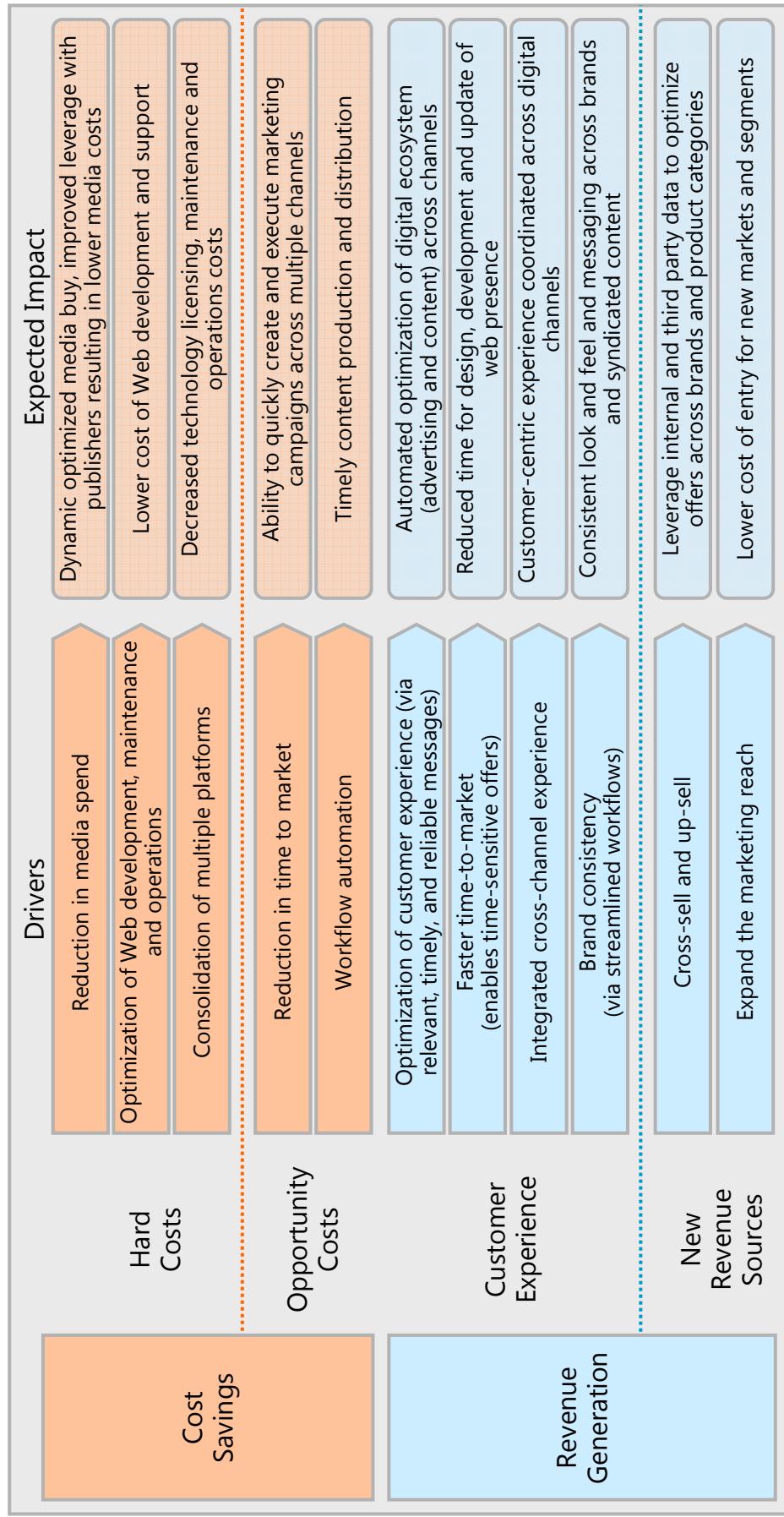
36% of CMOs question the effectiveness of online presence

42% of CMOs plan to change their Web agency

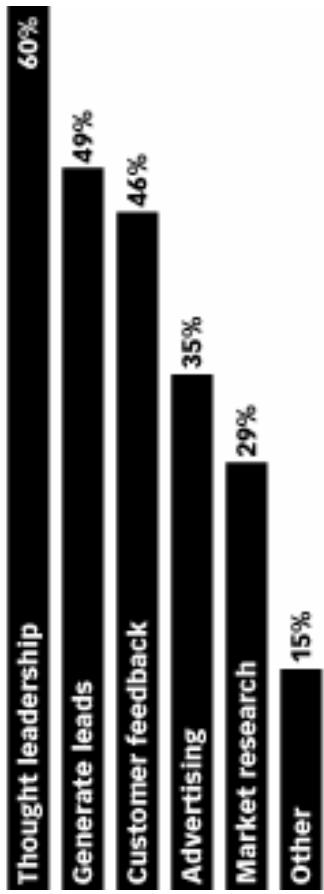
Yet only **9%** of CMOs plan to improve their relationship with the CIO

Business Case for Optimized Internet Business Platform

Going forward, an integrated digital platform can become a source for competitive advantage. Cost savings will be achieved through the elimination of organizational redundancies, system consolidation, and improved efficiencies



Reasons that US B2B Marketers Use Social Networks, 2009 (% of respondents)



Note: among the 54% of respondents who said they use social media for marketing

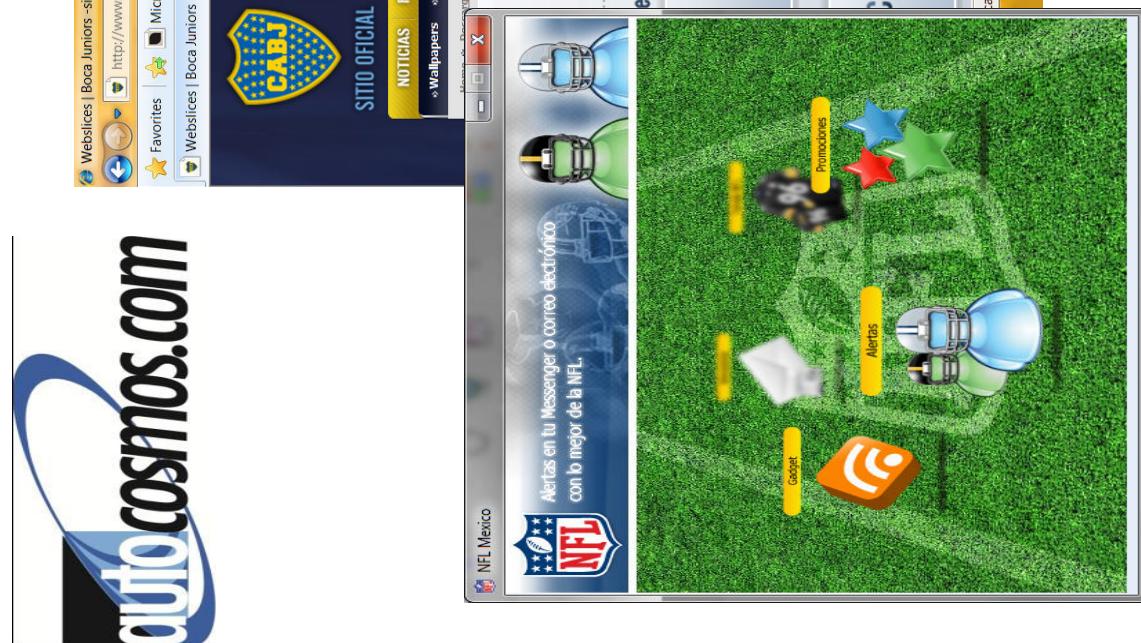
*Source: B2B Magazine, "2010 Outlook: Marketing Priorities and Plans
Survey Results," November 16, 2009*

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www.eMarketer.com

- 25% of enterprises will use social network analysis to improve performance and productivity by 2015.
(Gartner, February 2010)
- The killer app for social network analysis will become the real-time "next best offer" that your contact center makes from all this intelligence, or the marketing campaign you re-arrange on the fly to save it from near-failure. (Forrester, December 2009)

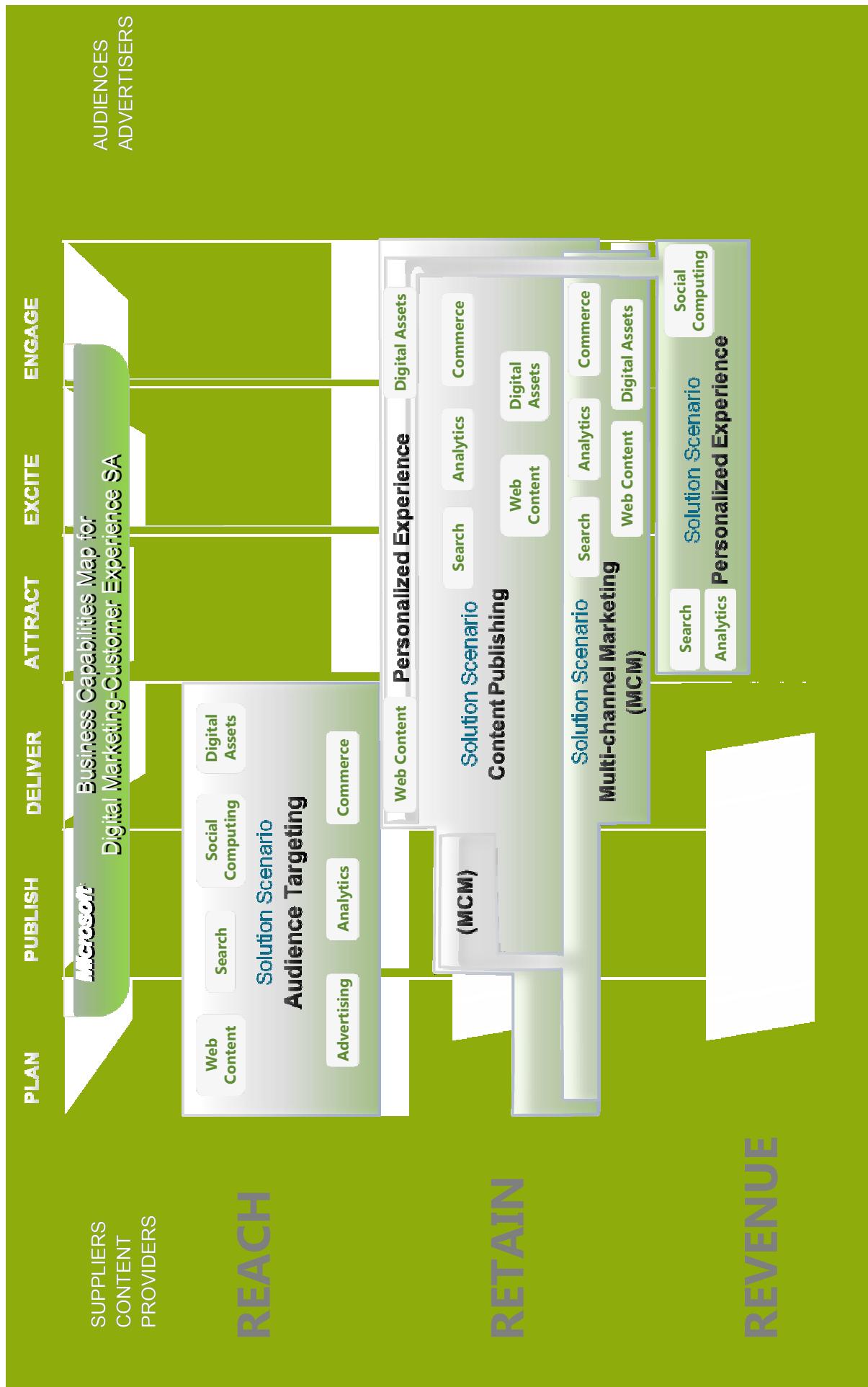
Microsoft®



This screenshot captures a Microsoft Internet Explorer 8 window. The address bar at the top shows the URL <http://www.bocajuniors.com/webslices>. The main content area displays the official website of Club Atlético Boca Juniors. The page features a dark blue header with the club's name and a yellow banner below it that reads 'SITIO OFICIAL'. The menu bar includes links for 'NOTICIAS', 'FÚTBOL', 'LA BOMBONERA', 'EL CLUB', 'SUCURSOS', 'DEPORTES', 'PEÑAS', 'MARKETING', 'DESCARGAS', 'TV', 'RADIO', 'FANÁTICOS', 'VIAJES', and 'MÁS'. On the right side of the page, there are social media links for YouTube, Facebook, Twitter, and LinkedIn, along with a 'SEGUINOS EN' button. The bottom of the page contains a footer with links to 'NOTICIAS', 'FÚTBOL', 'LA BOMBONERA', 'EL CLUB', 'SUCURSOS', 'DEPORTES', 'PEÑAS', 'MARKETING', 'DESCARGAS', 'TV', 'RADIO', 'FANÁTICOS', 'VIAJES', and 'MÁS'. The overall layout is clean and modern for its time.

Microsoft solution map for digital marketing

Customer experience solution area—workload and capability alignment



http://pas2010/Pages/home.aspx - Windows Internet Explorer

Favorites http://pas2010/Pages/home.aspx

Solution Area Home Forefront Identity Manager Suggested Sites Get More Add-ons desktop

http://pas2010/Pages/home.aspx

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contoso Food for everyday life.

Dinner Budget Wise Entertaining Healthy Living Your Kids Cooking School Community

search by Keyword

BARBECUE AND GRILLING | SUMMER RECIPES | HOLIDAY RECIPES

Celebrate Summer

Burgers, kabobs, and more... crank up the grill with sizzling, crowd-pleasing recipes

get \$50 up to in coupons

SAVE ALL SUMMER LONG LEARN MORE

NEW DIGITAL MAGAZINE EDITION AVAILABLE SEE IT NOW!

PLASTIC PLATES Clean-up Made Easy LEARN MORE

SWEETENED ICED TEA An Original Summertime Favorite LEARN MORE

All-American BBQ Chicken by Contoso user
"This sweet and spicy sauce works great on pork spareribs, too!"
Posted on 7/27/2009
[See All Comments](#)

Watch How-To Videos SEE ALL

Grilled T-Bone Steak PLAY * BBQ Chicken PLAY *

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http://pas2010/Pages/Community.aspx - Windows Internet Explorer

File Edit View Favorites Favorites Solution Area Home Forefront Identity Manager Suggested Sites Get More Add-ons desktop http://pas2010/Pages/Community.aspx http://pas2010/Pages/Community.aspx

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SEARCH by Keyword SEARCH

Family Food Shop Contoso Products Promotions Coupons My Recipe Box Sign Up

Dinner Budget Wise Entertaining Healthy Living Your Kids Cooking School Community

Community > Message Boards > Healthy Living

Healthy Living Print Send to a Friend

Share your ideas and learn new nutrition and fitness tips.

MESSAGE BOARDS IN HEALTHY LIVING

Message Board	Views	Posts	Last Post
Healthful Living	54,794	2,017	Jun 3, 2009 07:33 AM by Moderator
Ask Carol	5,644	579	Jun 4, 2009 10:25 PM by Valerie
Dealing with Diabetes	59,357	553	May 22, 2009 01:09 PM by Audrey

+ LEARN MORE

BOTTLED WATER

Naturally Pure

RECENT TOPICS IN HEALTHY LIVING

Topic	Author	Message Board	Views	Replies
4th of July Picnic	marilyn	Ask Carol	545	13
Gluten-free Cooking	john	Ask Carol	310	2
Late-night snacks	tracey	Ask Carol	184	14
giving up dairy?	roberta	Healthful Living	84	34

Featured Articles

Diabetes & You: Resources

Food Spotlight: Serve up tropical flavors

Quick Tips: Add color to your plate

What's New: Antioxidants in new places

Free Weekly Recipe SEE ALL

Grilled Vegan Feast

Rating: ★★★★ by Contoso user

"Salad goes portable with these easy vegetable skewers — perfect for outdoor dining!"

Posted on 1/27/2009

See All Comments

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Done

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Http://pas2010/Pages/YourKids.aspx

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Dinner Budget Wise Entertaining Healthy Living Your Kids KIDS IN THE KITCHEN KIDS' NUTRITION LUNCHBOX SOLUTIONS BIRTHDAY PARTIES

Consumer Alerts Contact Us Corporate Site

search by Keyword SEARCH

"I Can Make It Myself" Recipes
10 Essential Kitchen Skills for Kids
Veggie Superheroes

What's Cookin' in the Kids' Kitchen

Kids Can Cook

Weekend Pancakes

NEXT RECIPE >

Colorful Cupcakes

Making cupcakes is pretty cool, but decorating them is even better! Just ask your kids as they whip up this fun, easy dessert.

SEE IT NOW

Orange Drink

Delicious and Nutritious

Perfect Drink for Kids on the Go!

See Cooking Skills by Age

Recipes For Kids

KIDS MULTI-VITAMINS

6 NEW Fun Flavors

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+ LEARN MORE

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100%

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Dinner Budget Wise Entertaining Healthy Living Your Kids LUNCHBOX SOLUTIONS BIRTHDAY PARTIES

KidApproved Recipes

Kick-Start Breakfasts Superstar Lunches Tummy-Pleasing Snacks Quick Dinners

Watch How-To Videos SEE ALL

Perfect Grilled Ham and Cheese Sandwich (3:13 min) PLAY *

Extra Beefy Tacos (2:48 min) PLAY *

Kick-Start Breakfasts

A good breakfast starts the day off right! Get more healthy, fun ideas for your kids' breakfasts, like this Egg-n-Bacon Wrap.

SEE IT NOW

Veggie Breakfast Scramble

Orange juice Fresh Squeezed and 100% Natural Great Companion for any Healthy Breakfast + LEARN MORE

Sunny Morning Toast

Banana Pancakes

Strawberry Star Pancakes

French Toast

Broccoli Quiche

The screenshot shows the homepage of the contoso website. At the top, there's a navigation bar with links for Family Food, Shop Contoso, Products, Promotions, Coupons, My Recipe Box, and Sign Up. Below this is a main menu with categories: Dinner, Budget Wise, Entertaining, Healthy Living, Your Kids, LUNCHBOX SOLUTIONS, and BIRTHDAY PARTIES. A search bar is located at the top right. The main content area features a large image of a rolled-up pancake (Egg-n-Bacon Wrap). To the right, there's a section for 'KidApproved Recipes' with links to Kick-Start Breakfasts, Superstar Lunches, Tummy-Pleasing Snacks, and Quick Dinners. Below this is a 'Watch How-To Videos' section with two video thumbnails: 'Perfect Grilled Ham and Cheese Sandwich' (3:13 min) and 'Extra Beefy Tacos' (2:48 min), each with a 'PLAY *' button. Further down, there are several recipe cards with images and titles: 'Veggie Breakfast Scramble' (with an orange juice bottle and fresh fruit), 'Sunny Morning Toast' (with a fried egg on toast), 'Banana Pancakes' (with banana slices), 'Strawberry Star Pancakes' (with a strawberry), and 'French Toast' (with a slice of bread). A 'Broccoli Quiche' card is partially visible on the far right. A 'SEE IT NOW' button is positioned near the bottom left of the main image. The overall layout is clean and organized, designed to showcase healthy meal options for families.

http://pas2010/Pages/home.aspx - Windows Internet Explorer

http://pas2010/Pages/home.aspx

Favorites

Solution Area Home Forefront Identity Manager Suggested Sites Get More Add-ons desktop

http://pas2010/Pages/home.aspx

contoso Food for everyday life.

Family Food Shop Contoso Products Promotions Coupons My Recipe Box Sign Up

search by Keyword SEARCH

Kid-Approved Recipes

Kick-Start Breakfasts Superstar Lunches Tummy-Pleasing Snacks Quick Dinners

Watch How-To Videos SEE ALL

Grilled Salmon (2:28 min) Broccoli Quiche (2:54 min)

KIDS DRINKS

Two-for-One Special

DIJON MUSTARD

Now Available with LESS Fat

Celebrate Summer

BARBECUE AND GRILLING | SUMMER RECIPES | HOLIDAY RECIPES

Burgers, kabobs, and more... crank up the grill with sizzling, crowd-pleasing recipes

MESSAGE BOARDS IN HEALTHY LIVING

Healthful Living

Posted by Moderator on 06/03/2009 07:33 AM
VIEWS: 54,794 | POSTS: 2017
[See All](#)

Ask Carol

Posted by Valerie on 06/04/2009 10:25 PM
"Carol is a registered dietitian, so she can answer any question you have about general nutrition, as well as diets to help control diabetes, blood pressure, allergies, and more."

VIEWS: 5,644 | POSTS: 579

Fast 5-Ingredient Dinners

Get dinner on the table in a flash with these recipes. [+ LEARN MORE](#)

RECENT TOPICS IN HEALTHY LIVING

Healthy / Tasty snacks

Posted on Ask Carol by marilyn on 06/04/2009 10:25 PM
VIEWS: 545 | REPLIES: 13
[See All](#)

Gluten-free Cooking

Posted on Ask Carol by john on 06/04/2009 10:25 PM
VIEWS: 310 | POSTS: 2
[See All](#)

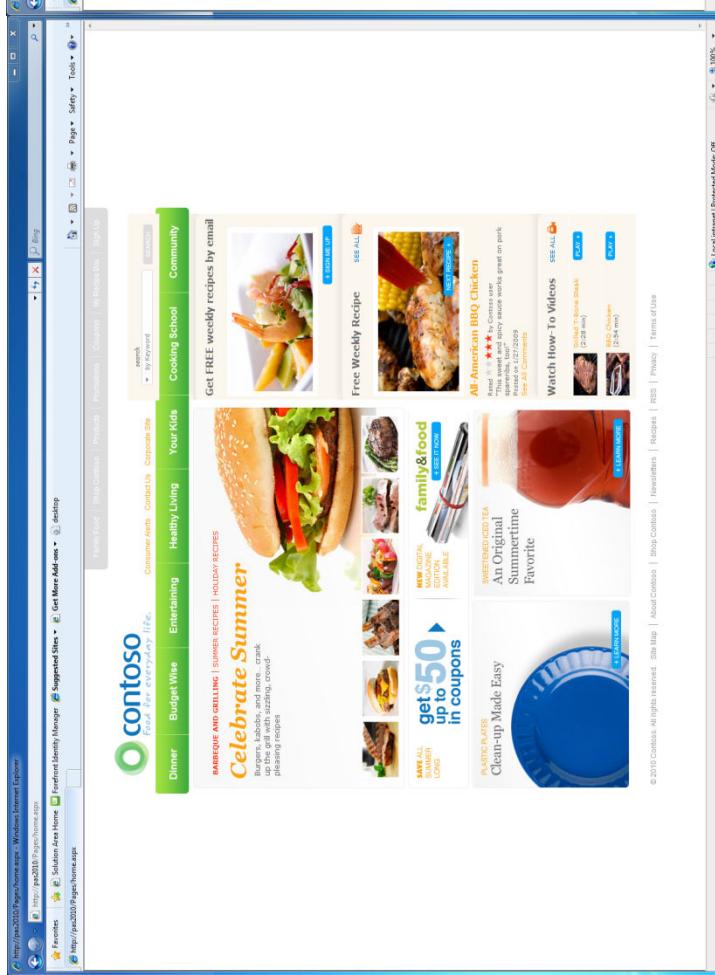
get \$50 up to in coupons

SAVE ALL SUMMER LONG

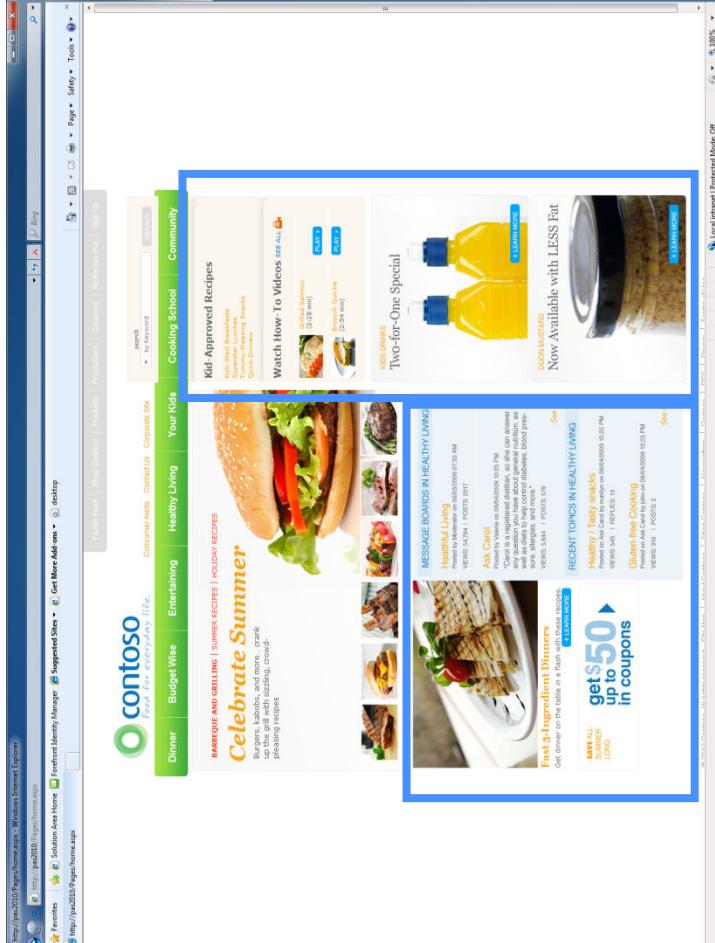
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comparison

- BEFORE



- AFTER



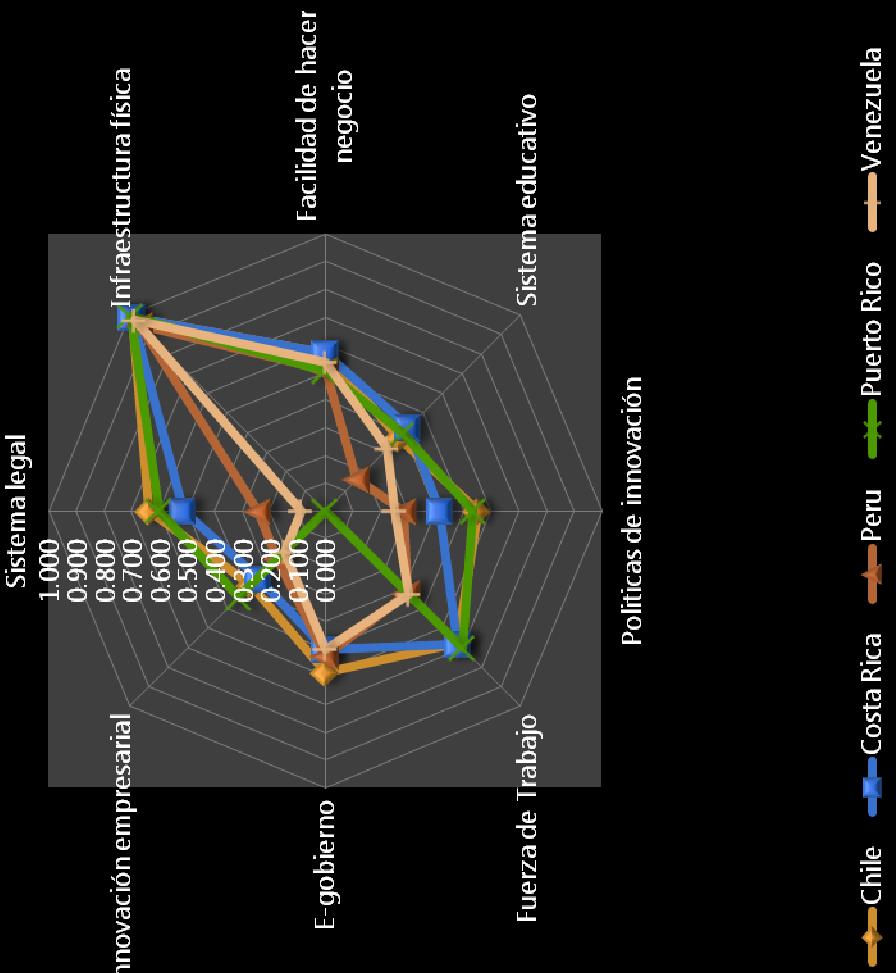
When Should We Use It?

		ROMI Objectives *				
		Awareness/ Perception	Deployment & Usage. Providing Support	Building Community & Relationships	Generating Demand	Recruiting and Readying Partners
Channel		High	Med	High	Med	Med
Blogs	High	High	High	High	Med	Med
Microblogs	High	High	High	High	Med	Med
Online Forums & Comments	High	High	High	High	Med	Med
Social Networking Sites	High	Med	High	High	Med	Med
Media Sharing	Med	Low	Med	Med	Med	High
Wiki/Collaboration Software	Med	Med	Med	Low	Low	Low
Social Bookmarking	Low	Med	Med	Low	Low	Low
Virtual World	Low	Low	Low	Low	Low	Low
Social Widgets	Med	Low	Med	Low	Low	Low

América Latina

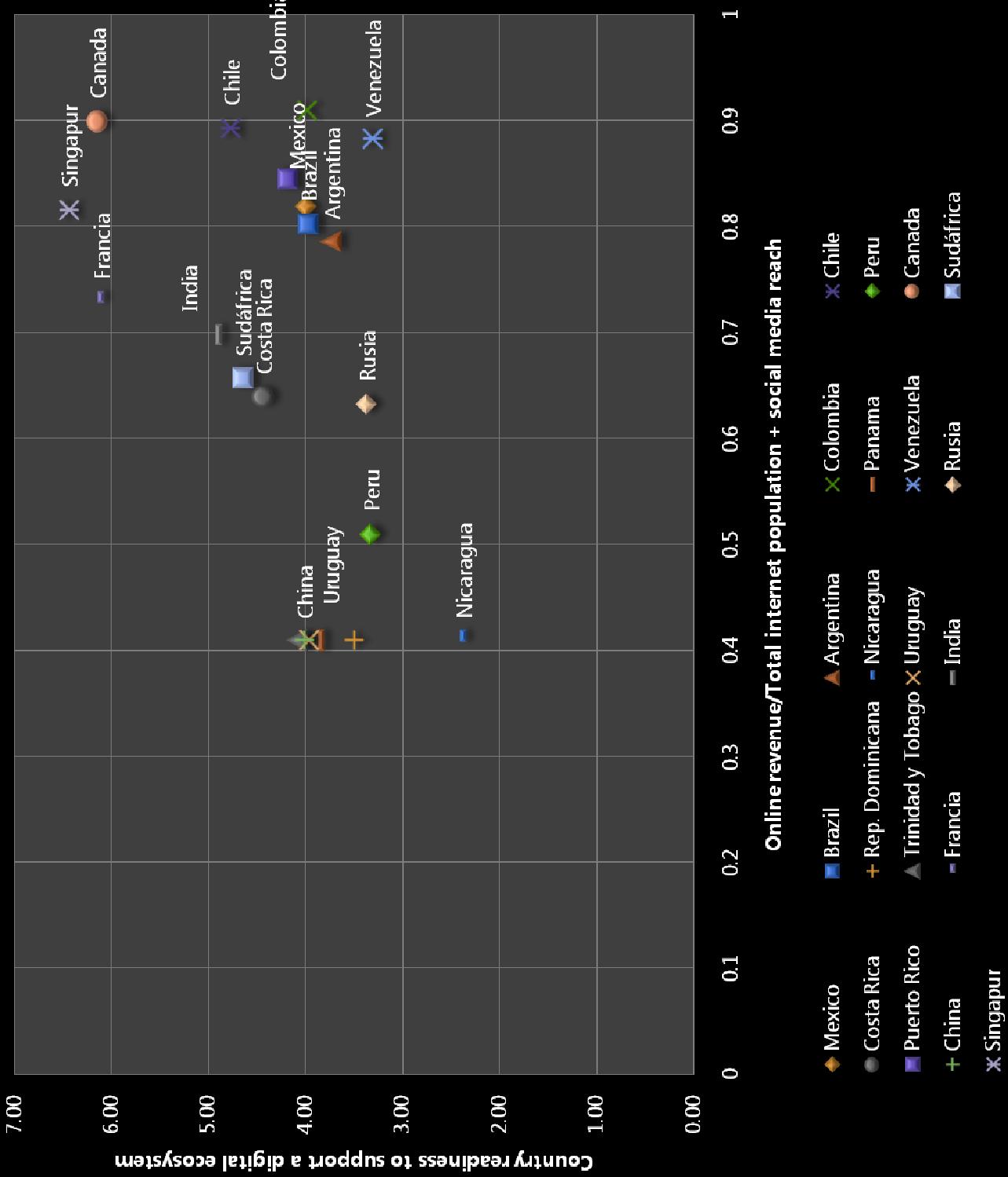


Categorías	Métricas
Sistema Educativo	Education expenditure Quality of math and science education Quality of the educational system Tertiary enrolment
E-gobierno	E-government readiness index
Innovación empresarial	Capacity for innovation Company spending on R&D Firm-level technology absorption Utility patents
Infraestructura	Venture capital availability Business monthly telephone subscription Business telephone connection charge Cost of mobile telephone call High-speed monthly broadband subscription Lowest cost of broadband
Políticas de innovación	Government prioritization of ICT Government success in ICT promotion Importance of ICT to government vision of the future Intellectual property protection State of cluster development Effectiveness of law-making bodies Efficiency of legal framework Judicial independence Laws relating to ICT Property rights
Sistema legal	
Medios Sociales	Publicidad en línea Total de usuarios de Internet Reach de Medios sociales Comscore
Fuerza de trabajo	Availability of scientists and engineers Extent of staff training Quality of management schools
Facilidad para hacer negocio	Dealing with Licenses - Cost (% of income per capita) Starting a Business - Cost (% of income per capita) Starting a Business - Starting a Business - Rank Starting a Business - Time (days) Doing Business Ranking



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Ecosistema de Medios Digitales

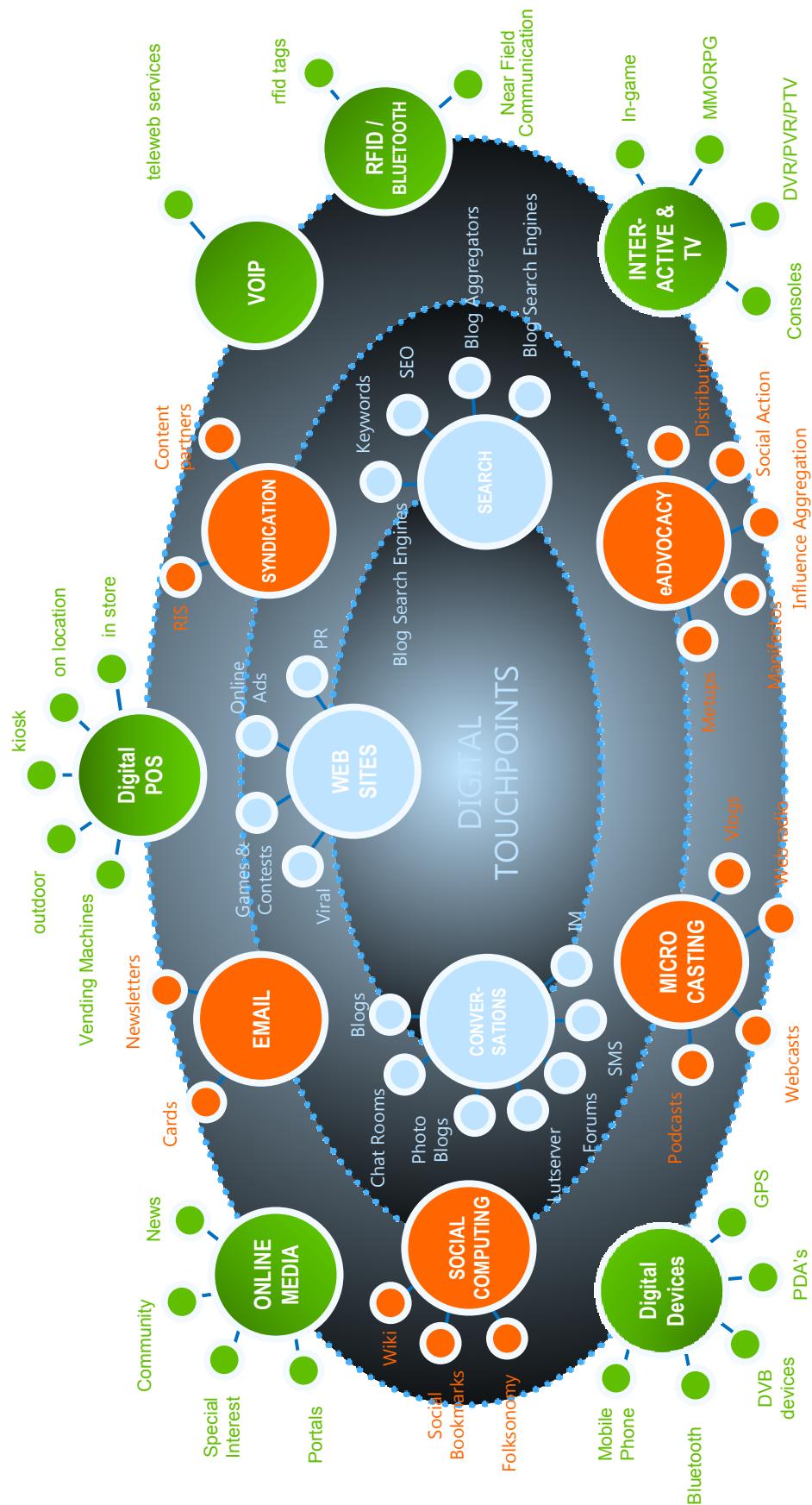


soft

Microsoft®

Video

The opportunity: Leveraging and integrating all digital touch points



What to do next?

Recommendation

Products & Services to explore

Earned Media

Participate on the social media services where your customers are participating

Consumer products that aggregate social media services to simplify the digital lifestyle

Owned Media

Run your own site so you control your brand's "official" content and message

Software to build and manage your own site, which can integrate social media

Paid Media

Drive a huge audience to your brand's site and/or social media, depending on your strategy

Audience & advertising experiences to ignite your marketing & social media efforts

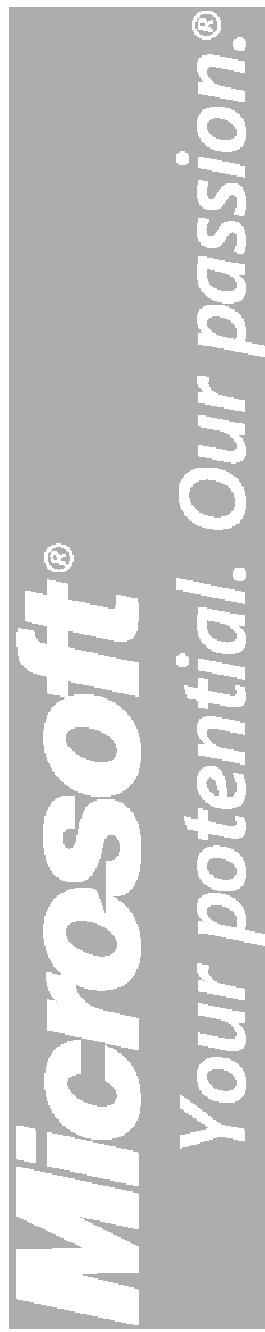
Social Intelligence

Manage the data, customers, and content while offering social tools to employees

Software to manage social media customers and data, plus bring social technologies to employees



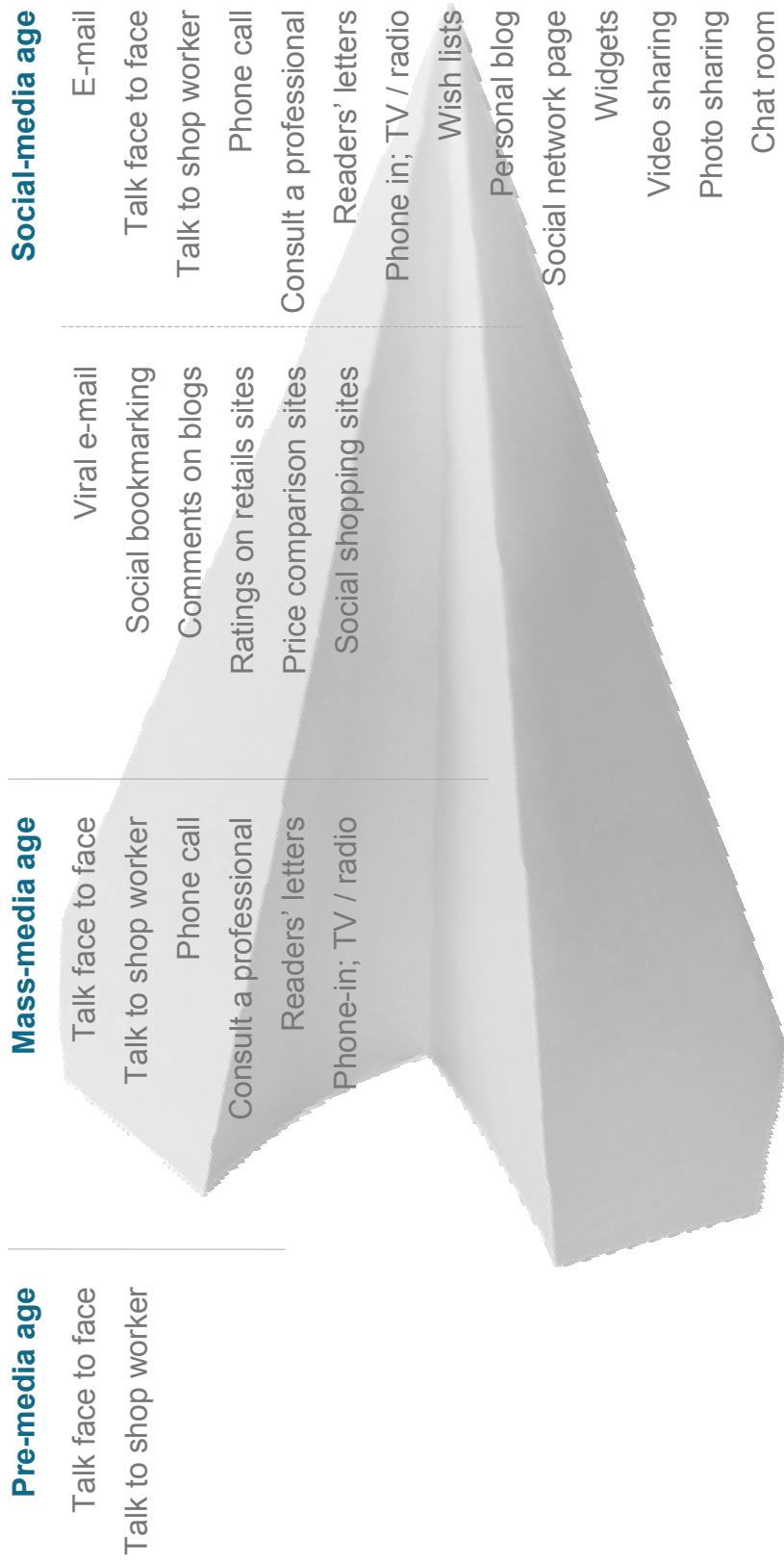
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Changing media landscape

The way marketers interact with customers has always been changing



Where to Start?

How to **reach** this audience?
... when you have something to say or sell

But ...

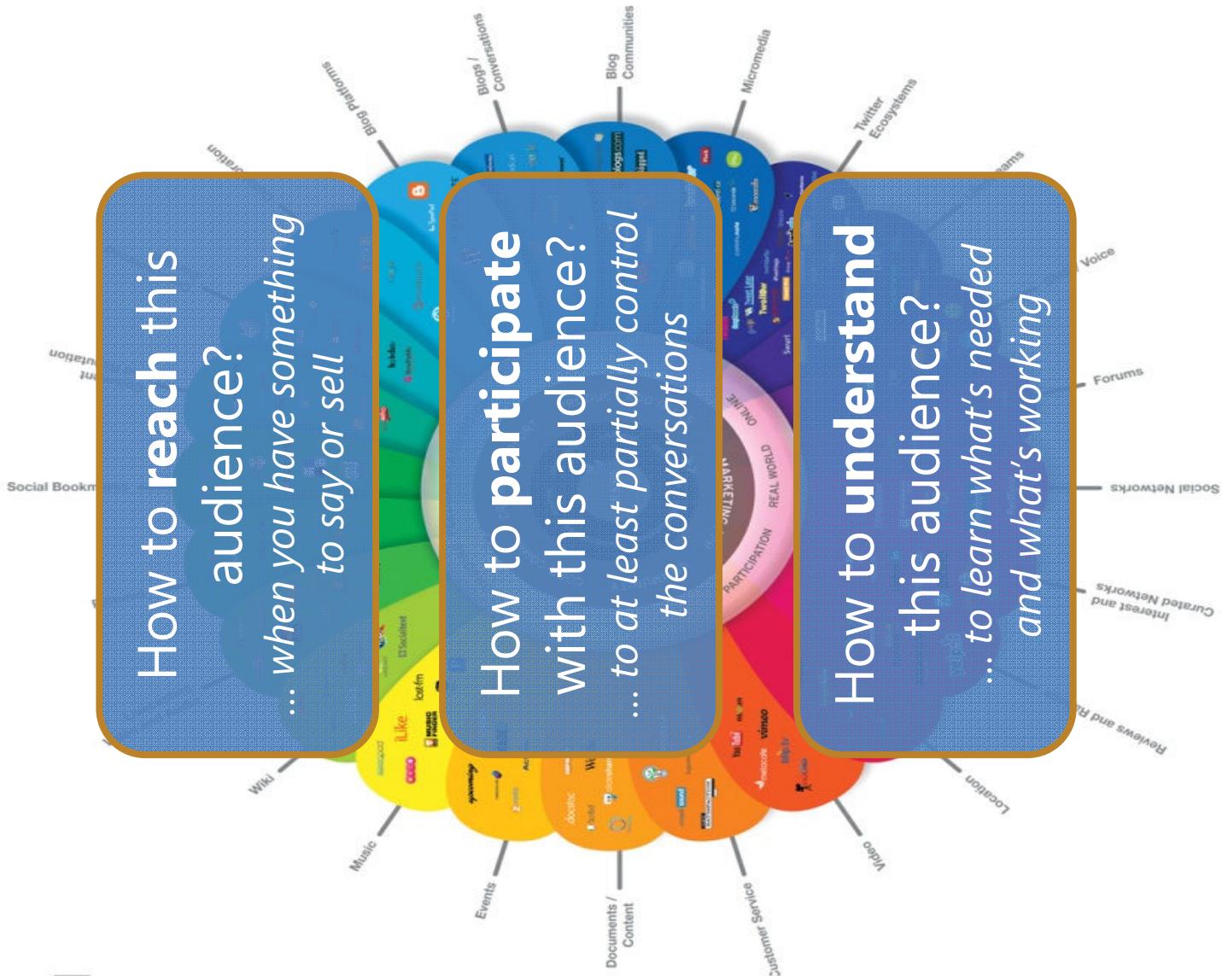
Asking where to start is the wrong question

Reacting is not a strategy

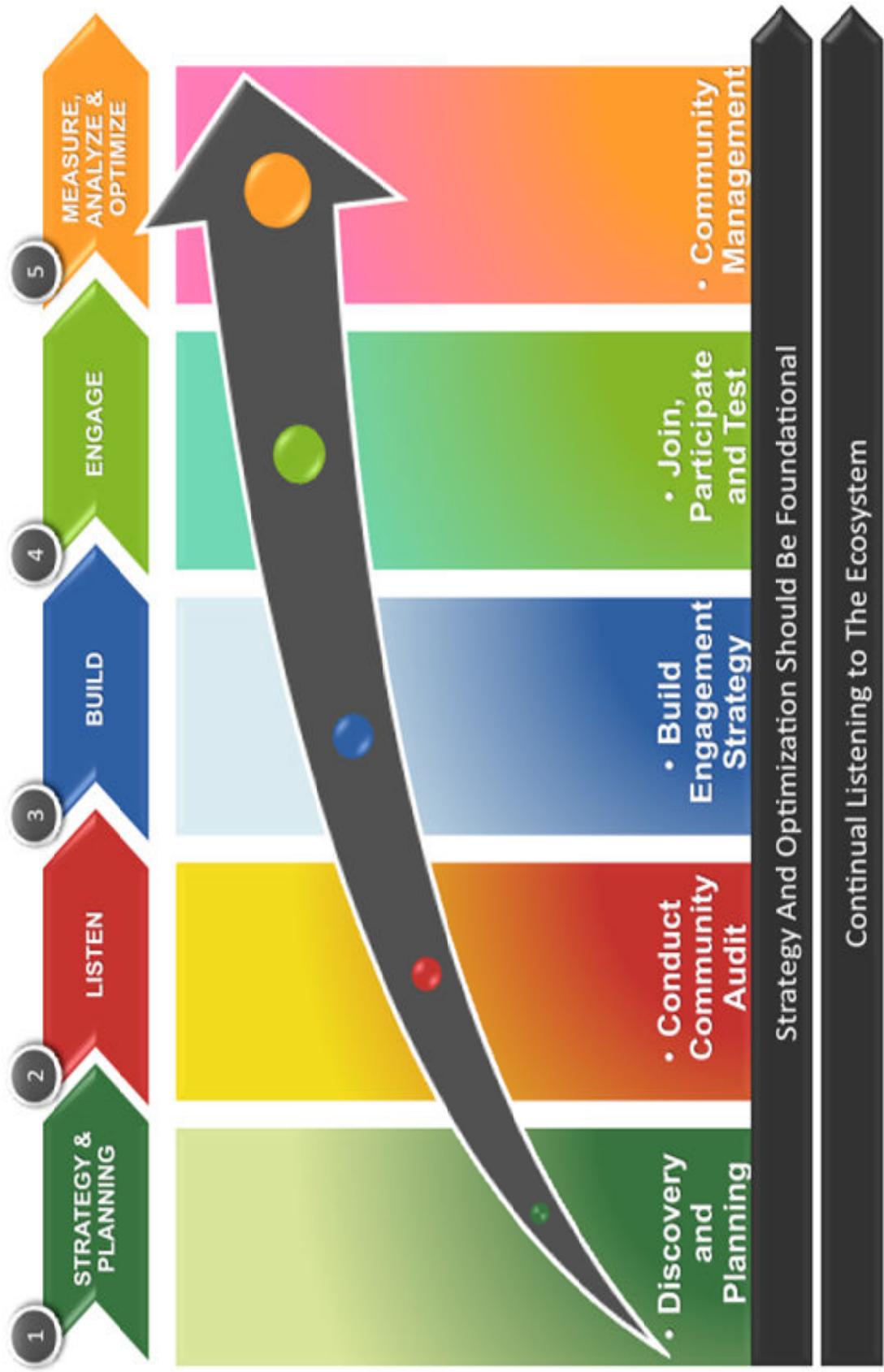
Uncoordinated marketing, customer service and editorial efforts will break down

How to **participate** with this audience?
... to at least partially control the conversations

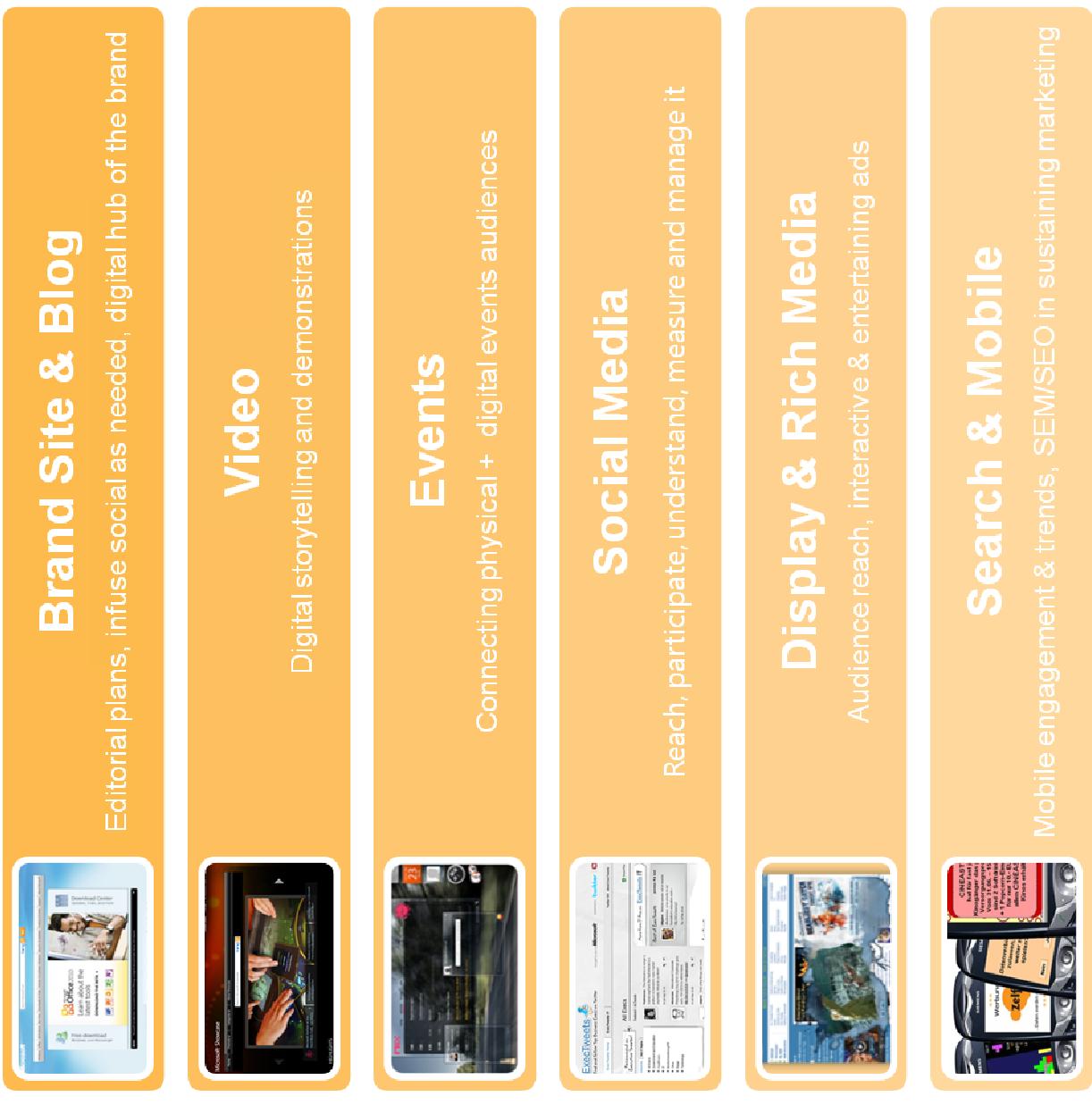
How to **understand** this audience?
... to learn what's needed and what's working



Creating a Social Media Strategy



Earned, Owned & Paid Media

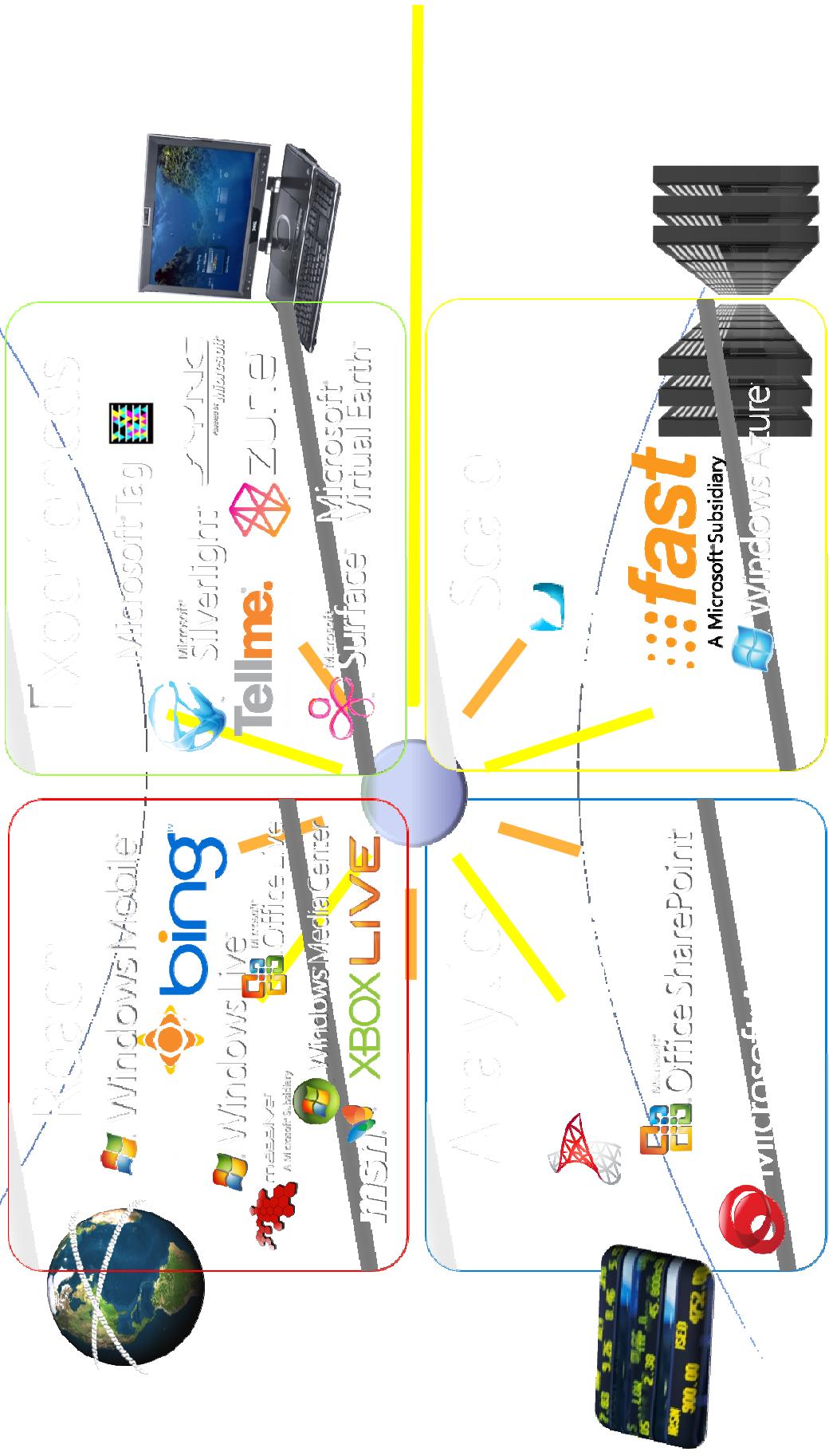


Maximize

Stimulate

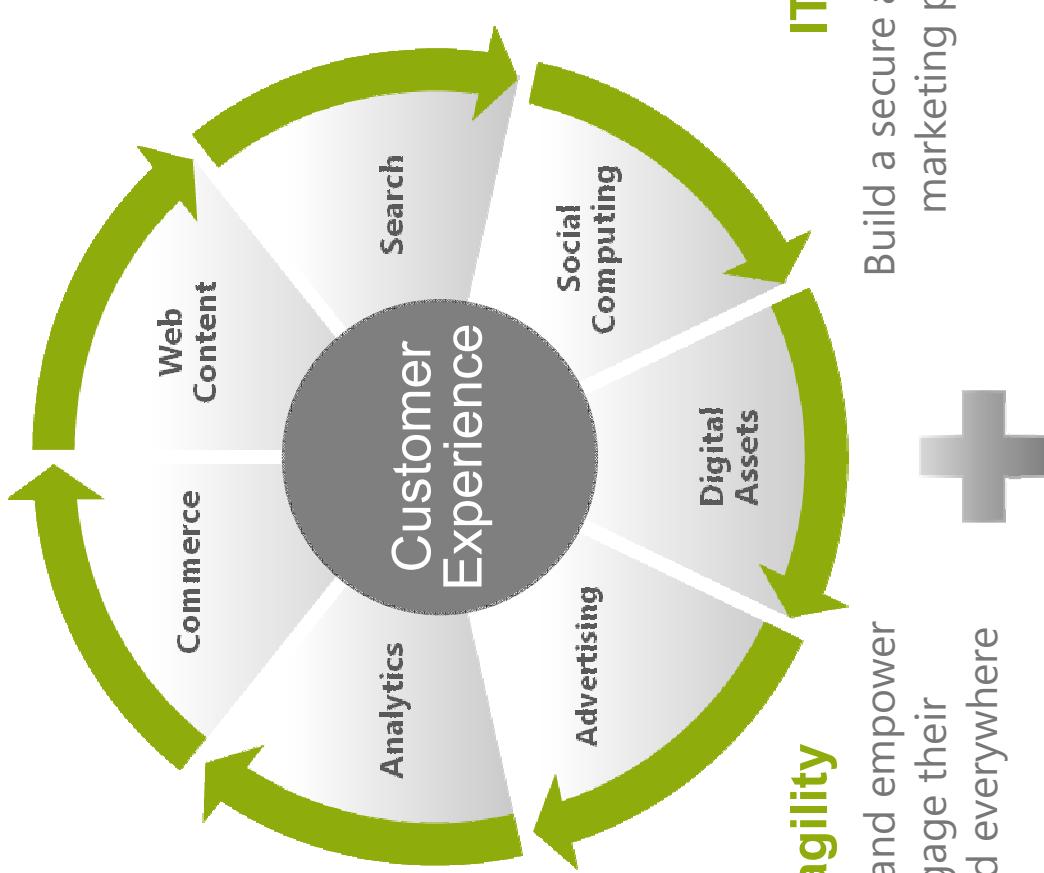
Innovate

Growing Your Brand ... Leveraging One Microsoft



The Microsoft digital marketing vision

Technology that delivers digital media agility and IT control



Digital media agility
Increase business agility and empower
business users to engage their
customers every time and everywhere

IT control

Build a secure and manageable digital
marketing platform more easily

The Microsoft digital marketing vision

Technical capabilities that enable customer experiences

