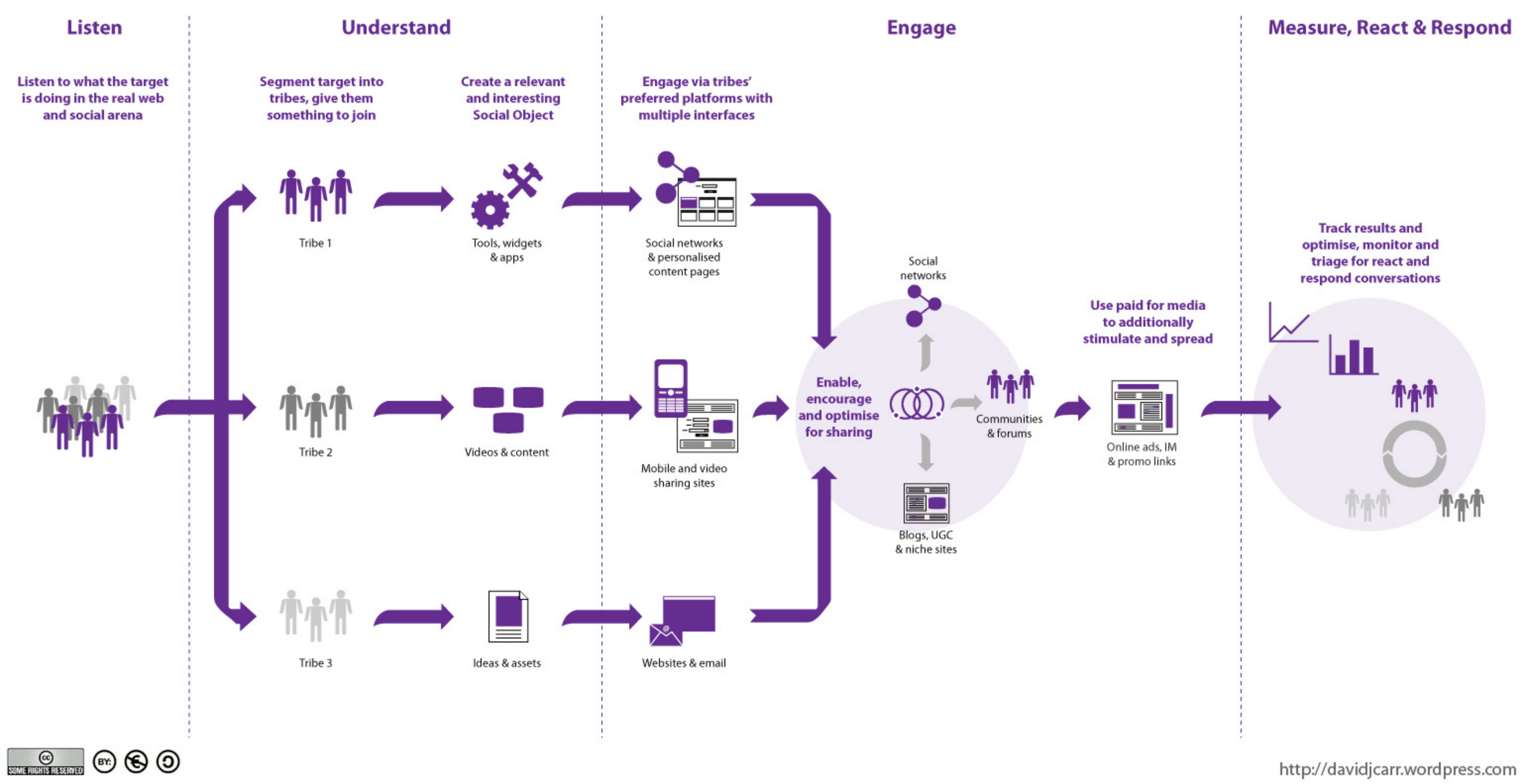
Listen
Understand
Engage
Measure, React & Respond
Listen to what the target is doing in the real web and social arena
Segment target into tribes, give them something to join
Create a relevant and interesting Social Object
Engage via tribes' preferred platforms with multiple interfaces
Tribe 1
Tribe 2
Tribe 3
Tools, widgets & apps
Videos & content
Ideas & assets
Social networks & personalised content pages
Mobile and video sharing sites
Websites & email
Enable, encourage and optimise for sharing
Social networks
Communities & forums
Blogs, UGC & niche sites
Use paid for media to additionally stimulate and spread
Online ads, IM & promo links
Track results and optimise, monitor and triage for react and respond conversations
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