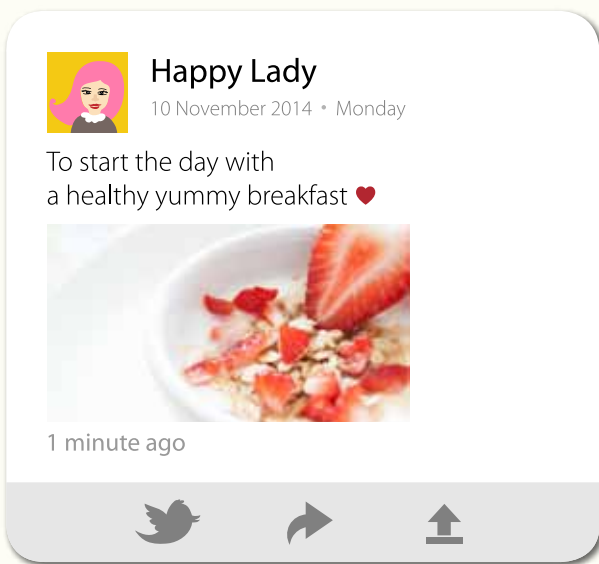




WHY SOCIAL MEDIA IS SO IMPORTANT ???



200 million active Twitter users send 400 million tweets per day



600,000 pieces of content shared on Facebook each minute



72 hours of video uploaded to YouTube every minute

Source: Content Marketing Institute (March 2014)

Harvard Business Review Study

12%

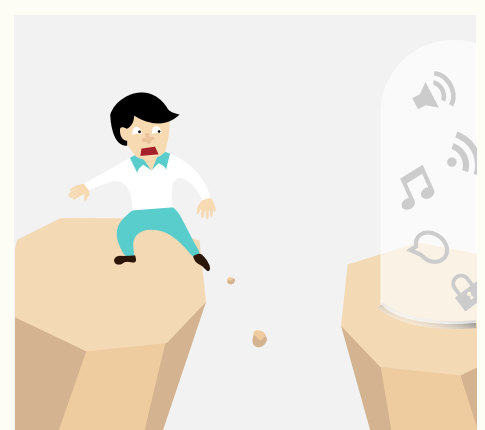
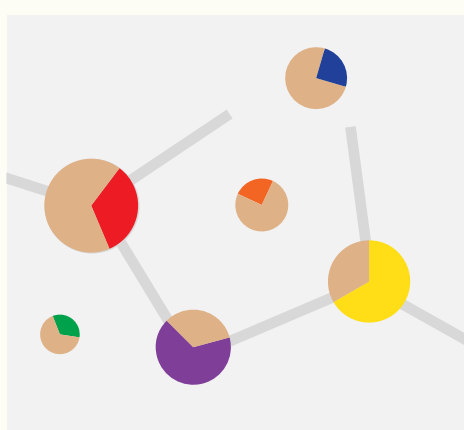
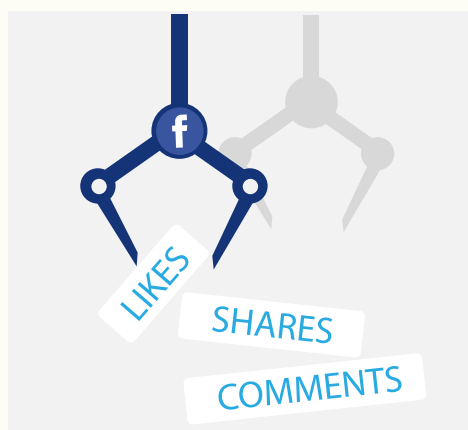
of companies using social media content believe they are using it effectively

94%

of enterprise CMO's believe big data analytics will make or break their organisations

82%

admit their companies are unprepared to take advantage of all these info



FACT

CEO's are relying more and more on their CMO's to guide business strategy and operations

All industries are integrating physical and digital presence for seamless customer service

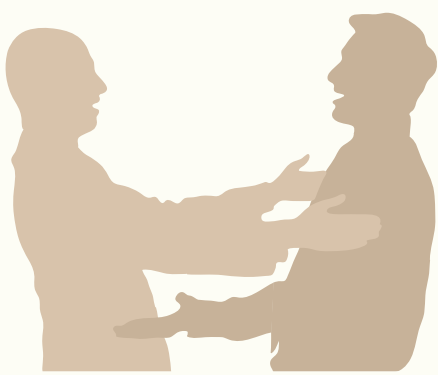
63%

of CEO's involve CMO's in business strategy planning



72%

of CFO's also included



WHY?

Leverage the valuable data from social media



RESULT

Companies tend to perform better overall

So much info, CMO's playing catch up

In person interviews

500

56

19

66%

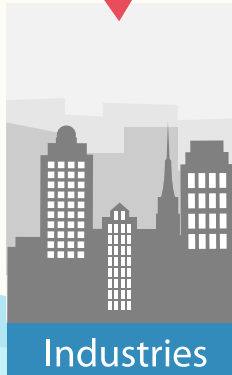
felt unprepared for the growth of social media evolving faster than can cope



CMO's



Countries



Industries

