

RedHab

**Induced virality on social media
marketing: How to exploit points of sale
networks in your communication strategy**

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How brand communication evolved

*From the Internet to Social Media
for intermediary communication.*

01

Introduction

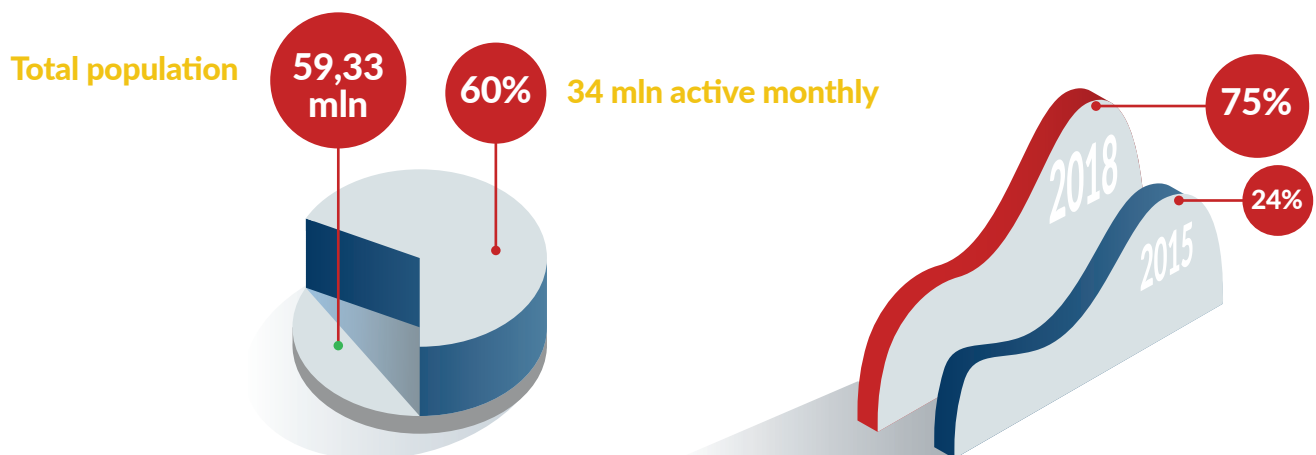


Up until a few years ago brands managed to reach their clients through advertising: they had the budget, the skills and above all the attention of their customers.

With the digital revolution, however, the rules have changed. Today people have a huge variety of ways in which to inform themselves, **favouring direct communication and being strongly influenced by those in their network**. In this new context brands have had to **reposition themselves within new media**, creating communities around themselves, often on a large scale.

At the same time, shops have felt the need to create **their own digital presence**, opening Facebook pages, Instagram profiles and YouTube channels. Often however **they have difficulty in creating good quality content and maintaining continuity**: they don't have the time, skills or tools necessary, nor can they afford professional help. In the case of **networks, franchises and chains, each activity communicates the same products and services in different ways**: the result is fragmented communication with little effect.

SOCIAL NETWORKS' USERS



If in the past brands resolved the problem by offering shops tools such as mini sites or newsletters in order to make local communication more harmonious, this is not possible with social networks. In fact the pages are created directly by shops which have their own online identity and independence.

How then to solve this problem without sacrificing spontaneous communication from individual shops and guaranteeing coordination and efficacy for both brand and seller?

Is it possible to exploit the capability of brands to produce high quality coordinated content to benefit both brand and business?

REDHAB

can do this

*Connecting brand communication
and those selling its products
and services.*

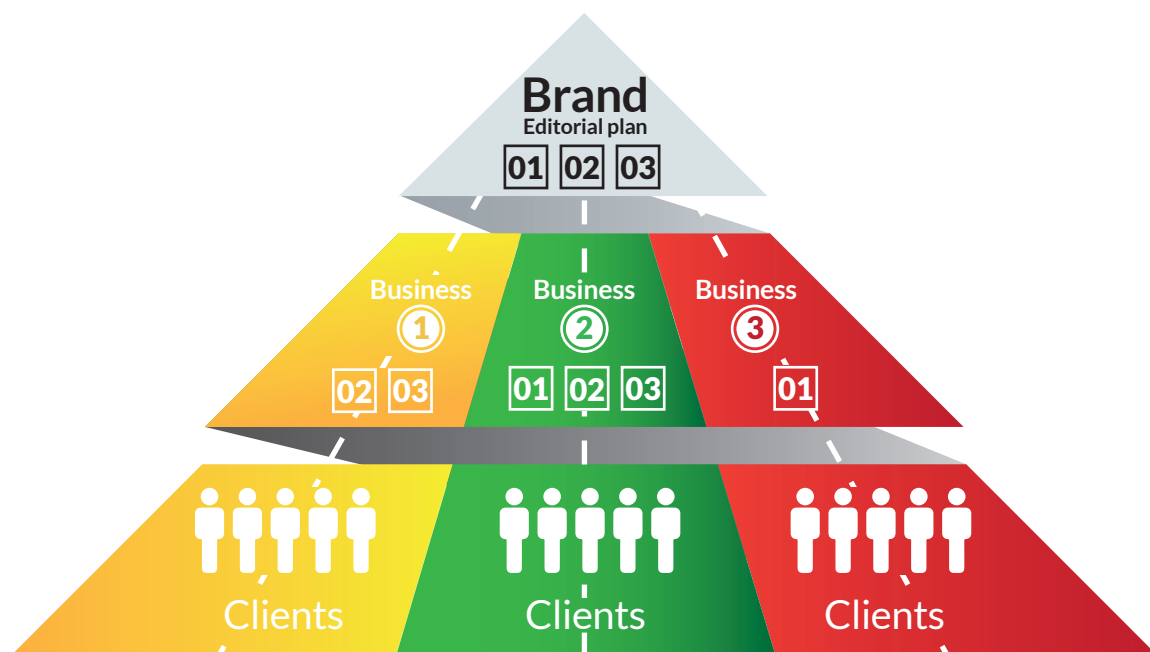


RedHab has the answer, easily and quickly joining together Brand communications with the reality of all those who sell and propose products and services.

RedHab platform allows the **Marketing Champion (responsible for the brands digital marketing)** to create individual content or editorial plans. **This content is used to populate the company's social media as if it were original content** (and not simply reposts from the brand's main pages).

In this way social media channels are always active and will transmit high quality content without excessive outlay of time and money.

The shop will continue to generate **content for local engagement** or relate daily stories but will have a layer of content which makes the page more interesting and higher in quality.



Features

How to use the platform to activate the process of induced virality.



The brand can define which shop to offer this service to and group them as:

- *Type of products sold*
- *Geographical area*
- *Size*
- *Type of partnership*

Centrally the brand can draft one or more editorial projects. This is a compilation of moments. Each moment is a collection of:

- *Pictures*
- *Text*
- *Date and time of publication*
- *Communication channel*

The brand decides to suggest or **plan the moments**.

In the **first case** the shop involved has to **explicitly approve**, while in the **second case** the moments will be **directly scheduled**. The shop will always be able to **intervene in the editorial plan** and modify it, enriching with added moments or cancelling moments they do not want published. Once planned or accepted the moments will become **real content which will be automatically published from**.

RedHab platform and in certain cases on channels defined by the marketing champion.

The channels managed are:

- *Facebook*
- *Facebook ADS*
- *SMS*
- *Email*
- *Linkedin*
- *Telegram*
- *Instagram*
- *Instagram ADS*



Sponsorship

Campaigns

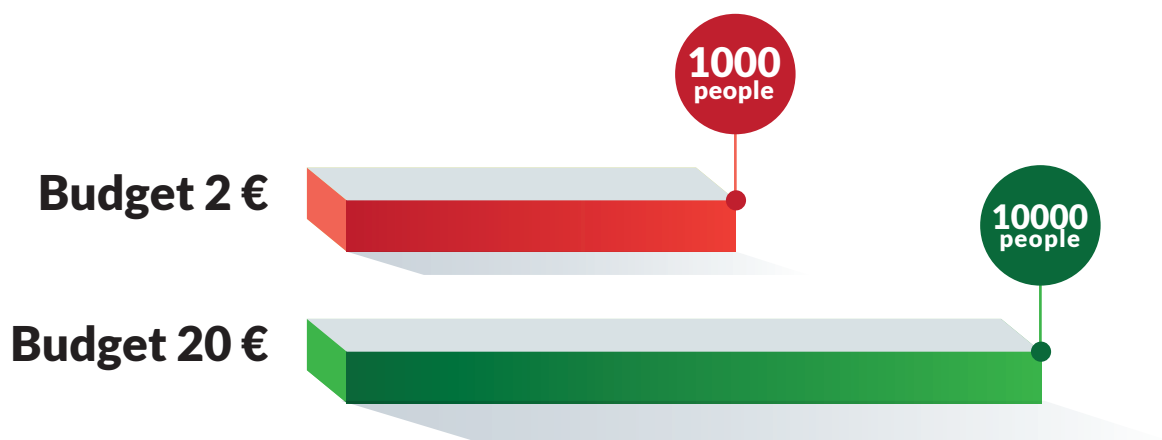
***Activating sponsorship and
planning targeted campaigns.***



By using RedHab platform, it is possible to target the right audience and activate sponsorship campaigns on different media.

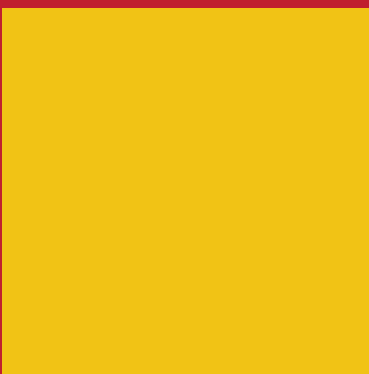
Sponsorships can be initiated without use of direct cash but via RedHab credits.

PEOPLE REACHED IN A WEEK



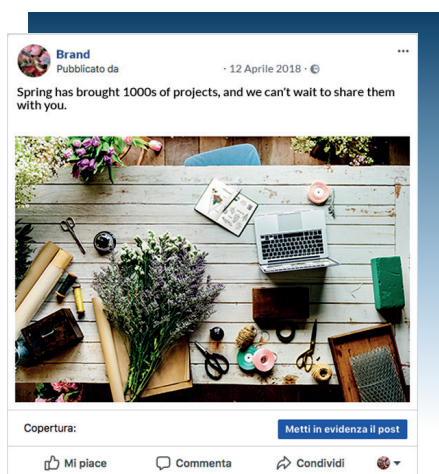
Analysis of results and points

Monitoring of progress and results obtained from moments and businesses.



The Brand can constantly verify which moments have been used and which businesses have adhered to the editorial plan, monitoring progress and results obtained from every single business and from each moment over all businesses.

The results can be visualised in **aggregated form**, but each individual post by different commercial activities can also be **analysed**. This allows not only the recording of progress of each individual campaign but the understanding of what type of engagement the businesses creates, **best performers** and where instead there is need for intervention. **The Marketing Champion** can impose a points system for every action or result obtained by the shop, for example if they have used the proposed moment, sharing and reactions obtained etc. In this way, the marketing champion can **verify** which shops are **performing highly** and which may be in need of **support**.

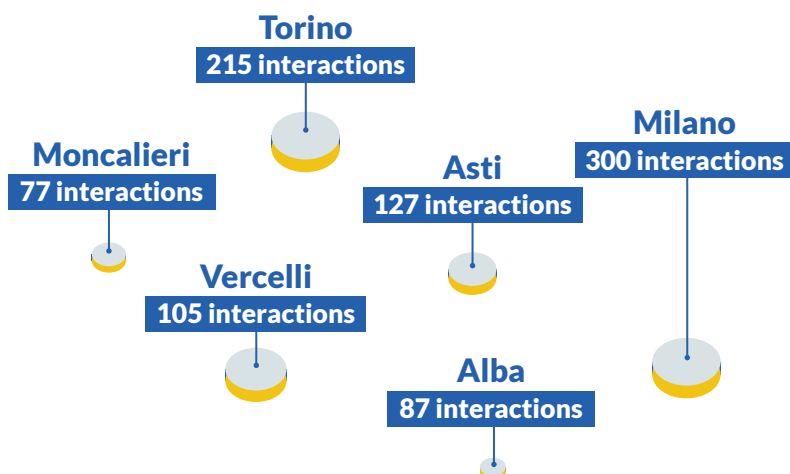


FACEBOOK POST

Programmed post or planning from the brand's marketing champion.

SHARING

How many brand sellers connected to the platform have shared the post.



SHOPS INTERACTIONS

Number of users who have interacted (likes, comments and shares) with content posted on the page.

REDHAB team

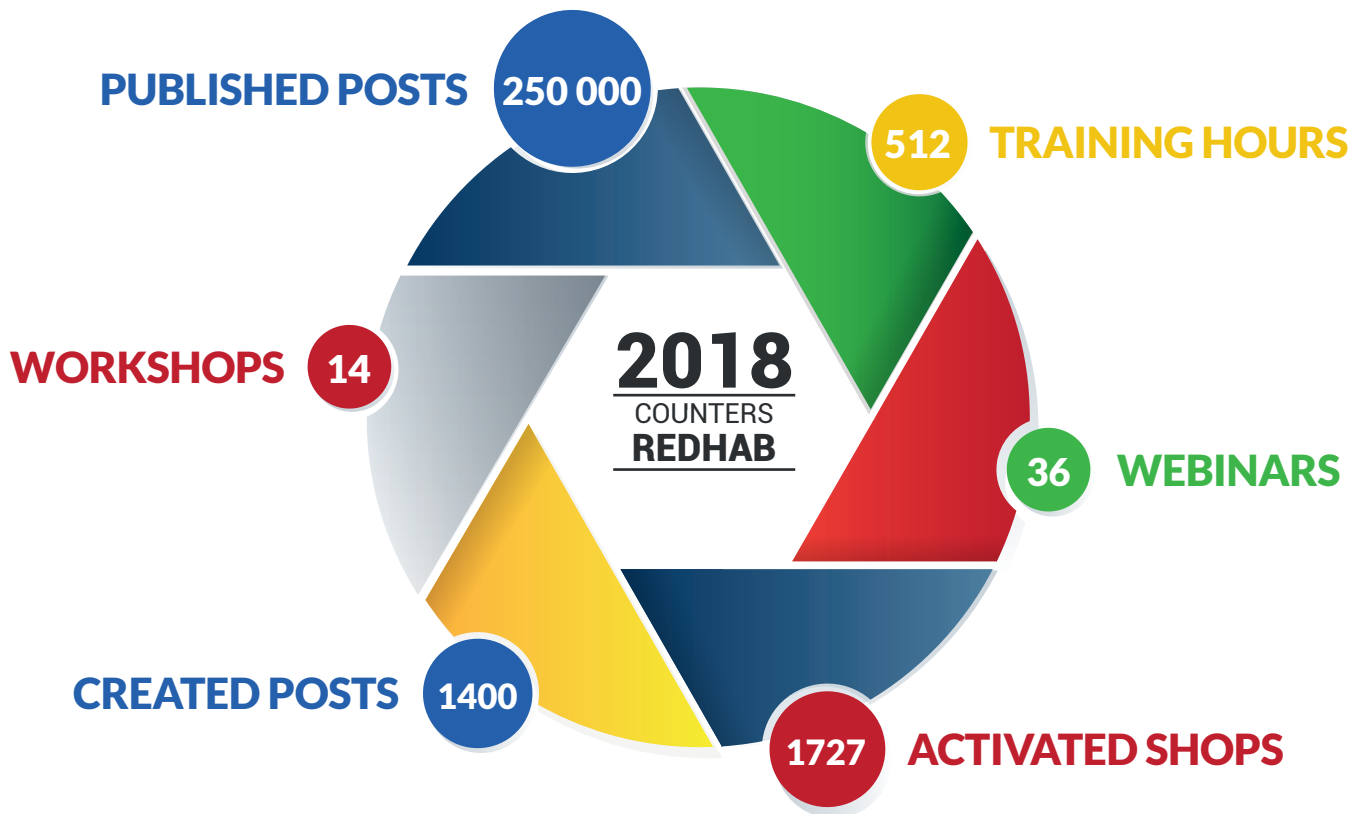
Support, help and training from the team on using the Platform.

we can assist you

The work of RedHab's team of experts, made up of digital professionals, has made it more simple than ever to use the platform. Brand support is assured, but also help and assistance to businesses on how the platform works.

The team is available to shops and the brands for:

- Assistance
- Training
- Activating of the platform for shops
- Creation of dedicated campaigns
- Webinar
- Analysis of results
- Advice on strategies for more effective communication



The advantages

*All the benefits of induced virality
for Brands and Businesses on
the platform.*



BRAND

Advantages for the parent company.



- *Speaking directly with the end client*
- *Strengthening the trust between business and client*
- *Creating supportive communication for the campaign*
- *Supplying a useful tool to sellers*
- *Controlling interactions and results*
- *Bringing back end clients to the community*
- *Increasing ties between the company and points of sale*

Using a platform which helps them manage their social networks

Minimizing the time dedicated to digital and increasing quality of communication

Having dedicated content

Creating quality posts using the company catalogues

Accumulating credits for advertising campaigns

Finding new clients

Publicizing the business



SHOPS

Advantages for businesses using the platform.



Improve your communication, take advantage of micro communities, perform useful services to your clients and talk directly to the public.

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WHAT DIFFERENTIATES US FROM OTHER SOCIAL MEDIA MARKETING AUTOMATION PLATFORM

BENCHMARK

SOCIAL MEDIA PLATFORM

FUNZIONALITÀ	REDHAB	HOOTSUITE	BUFFER	SOCIAL SEEDER	FBK LOCATION
FACEBOOK FAN PAGE	✓	✓	✓	✗	✓
FACEBOOK PROFILE	✗	✗	✗	✓	✗
FACEBOOK ADS	✓	✓ <small>only buying gold pack</small>	✓	✗	<small>just on main Facebook fan page</small>
INSTAGRAM	✓	✓	✓	✓	✓
INSTAGRAM ADS	✓	✓ <small>only buying gold pack</small>	✓	✗	✓
SMS, MAIL, TELEGRAM	✓	✗	✗	✗	✗
MARKETING AUTOMATION	✓	✓	✓	✗	✓
SUGGESTED POST	✓	✗	✗	✗	✗
MULTI POST EDITORIAL PLAN	✓	✗	✗	✗	✗
POST BY CUSTOMER CLUSTERING	✓	✗	✗	✗	✗
ADDRESS BOOK AND FIDELITY CARD	✓	✗	✗	✗	✗
CUSTOMER CARE BY PHONE CALL OR EMAIL	✓	✗	✗	✗	✗
GLOBAL ANALYTICS	✓	✗	✗	✗	✓
ATTIVAZIONE ENGAGEMENT LOCALE	✓	✗	✗	✗	✗
COMMENTI E INTERAZIONI SU PAGINE LOCALI	✓	✓	✓	✓	✗