



# FMeX

## 4 Social Engagement Essentials For 4Q2016



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## People Filter Based On Time



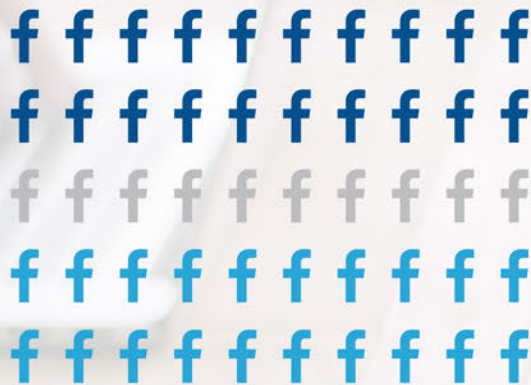
90% of Facebook  
engagements happen within  
the first 3 hours of a post



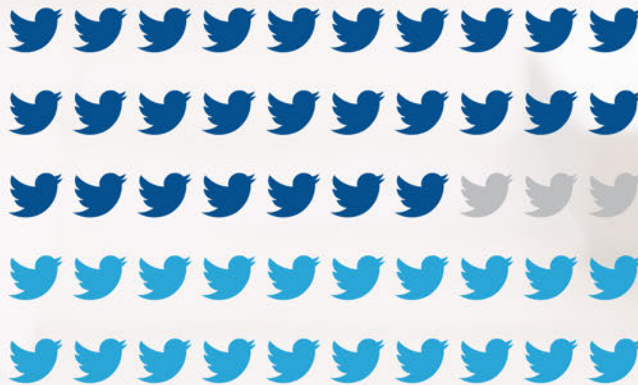
92% of Twitter retweets  
happen within the first  
hour of a post

Content decay happens fast. If people don't see it in  
the first three hours, they'll never see it.

## You Have 50 Chances To Make An Impression



| Total Content/Channel 500 posts  
| Attention Rate 10%  
| Consumption/Person 50 posts



| Total Content/Channel 1,500 tweets  
| Attention Rate 3%  
| Consumption/Person 50 tweets



# Develop A Spectrum Of Content



**Short Form Content**  
**Calendar For Social**  
General content calendar  
based on tone of voice



**'Spike' Campaign Content**  
Periodic fan  
acquisition at scale



**'Social Poster' Content**  
Visual content drives scale and  
WOM through network at 2x  
rate of non-visual



**Visual Content**  
General imagery  
and product info

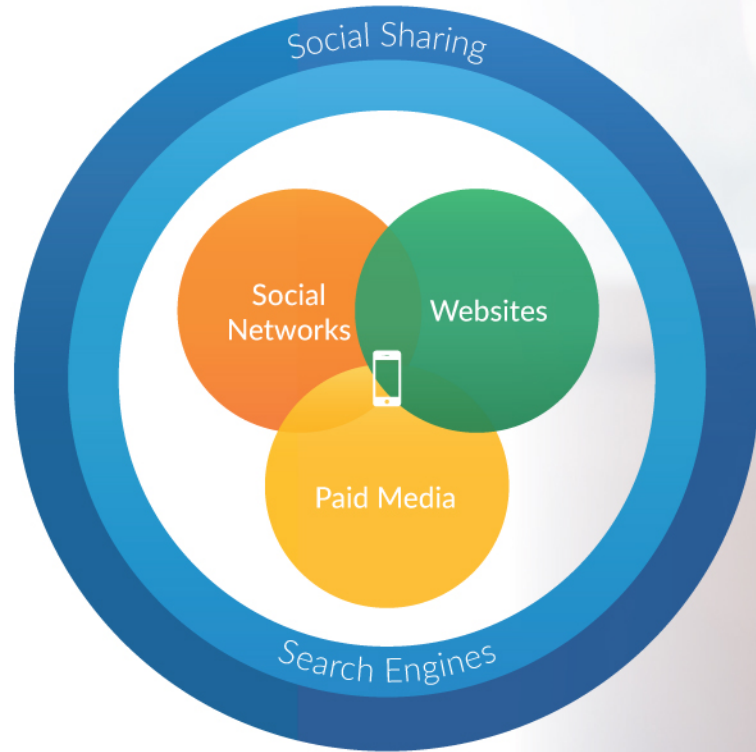


**Video Content**  
Video content e.g.  
product demos  
primed to feed search



**Long Form Content**  
Content optimized for  
enthusiasts and search

## Mobile In The Middle



Mobile technology and behavior is at the center of the current digital ecosystem, including web, social and search activities.





## One-To-One Social Engagement



PEOPLE ARE  
*PEOPLE*, NOT JUST  
AN EMAIL OR A  
PHONE NUMBER.

# Start where you are. Use what you have. Do what you can.

Arthur Ashe

- Personalize Content Delivery
- Email Optimization
- Customize Messaging
- Bring Your Own Device





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Driving Engagement Through  
Great Content



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