



FMeX

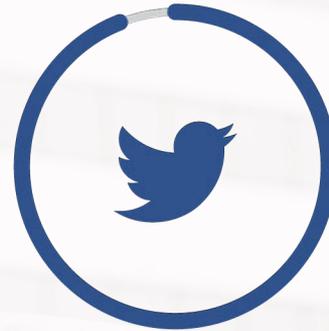
4 Social Engagement Essentials For 4Q2016



People Filter Based On Time



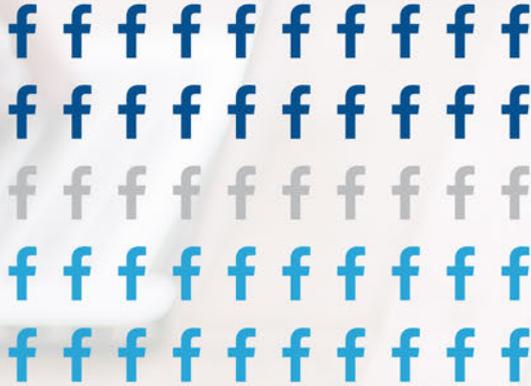
90% of Facebook engagements happen within the first 3 hours of a post



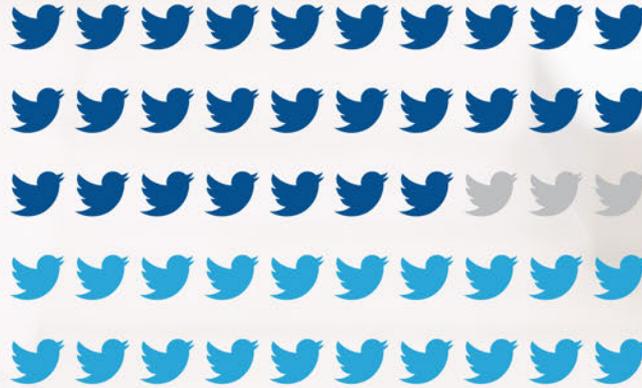
92% of Twitter retweets happen within the first hour of a post

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

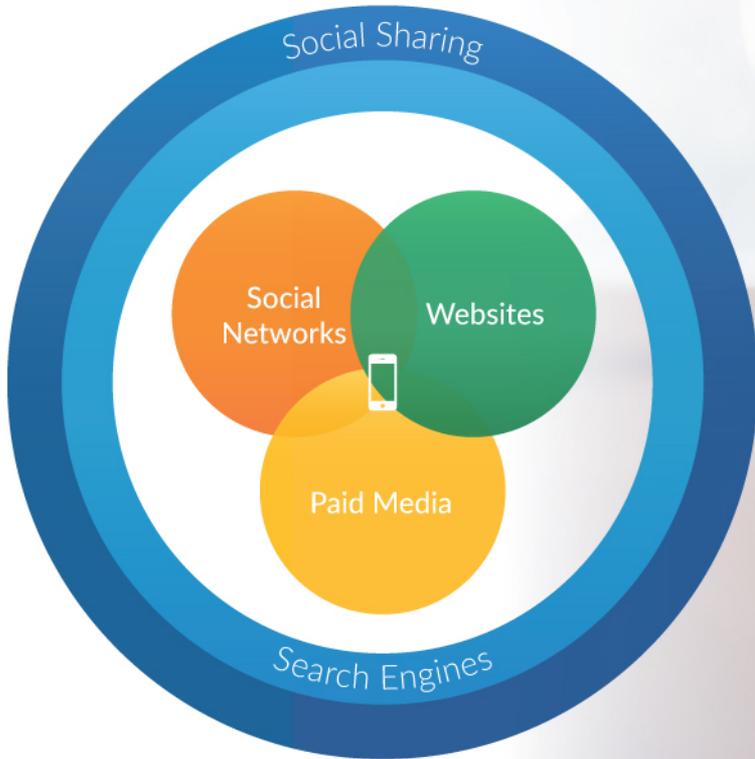


Video Content
Video content e.g. product demos primed to feed search



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





FMeX

Driving Engagement Through
Great Content



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