

Developing the Community Using Social Media



FOUR Js
The Power of Simplicity



Myth #1

Customers do not use social media

False:

- 94 percent B2B buyers use social media
- 75% B2B buyers & 84% C-level or VPs buy using social media
- 55% B2B buyers search for vendor information on social media



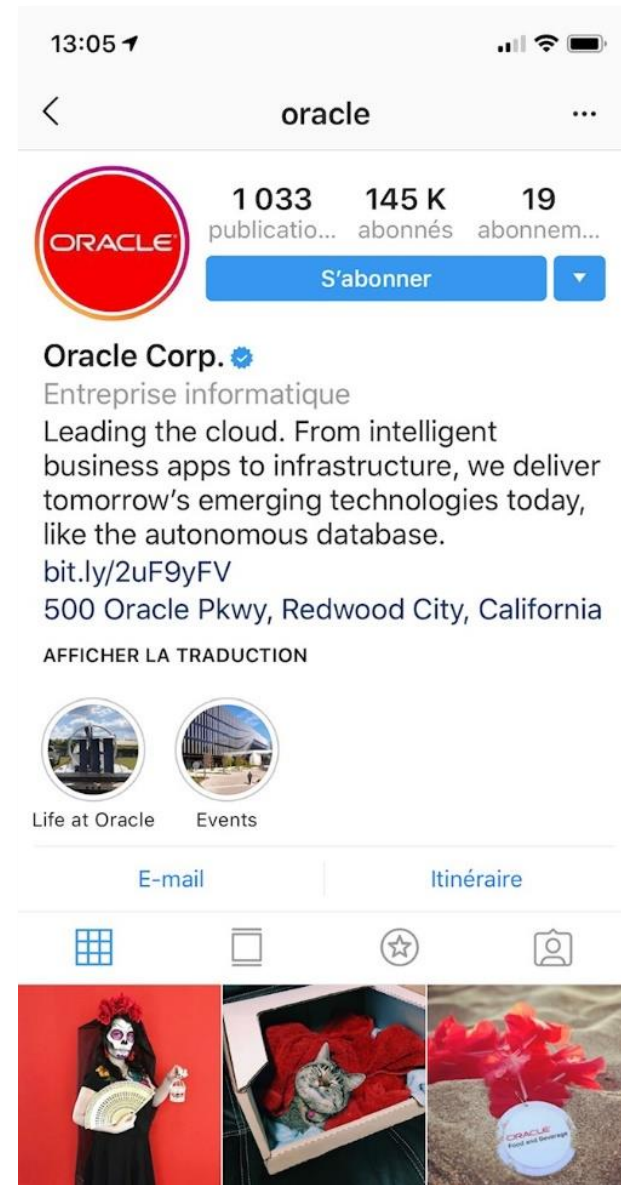
Myth #2

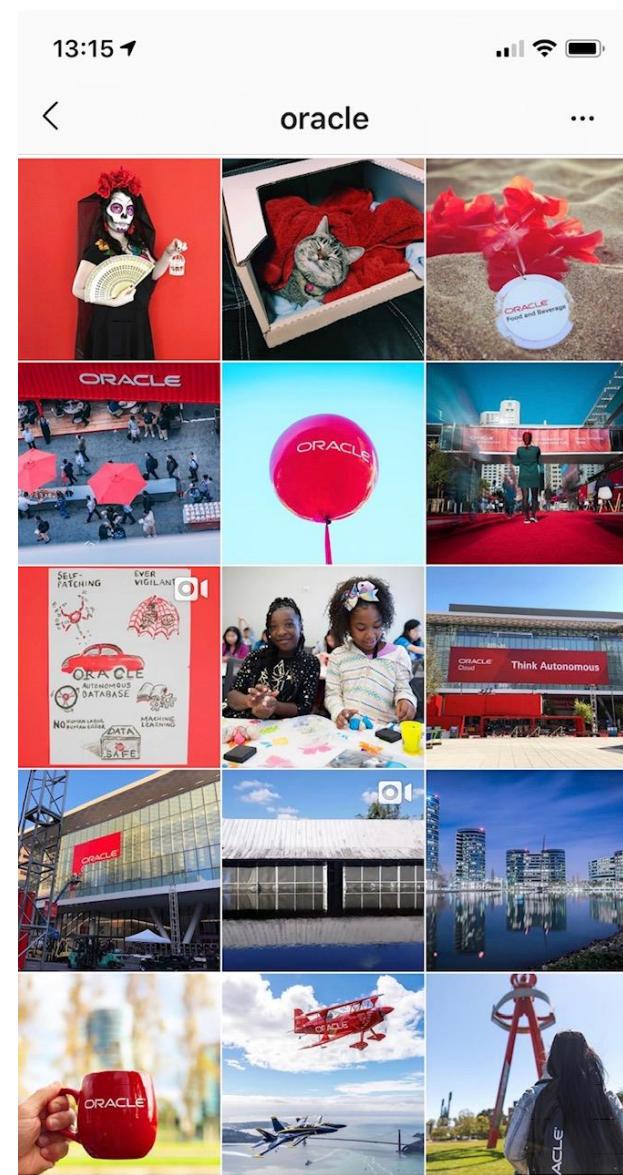
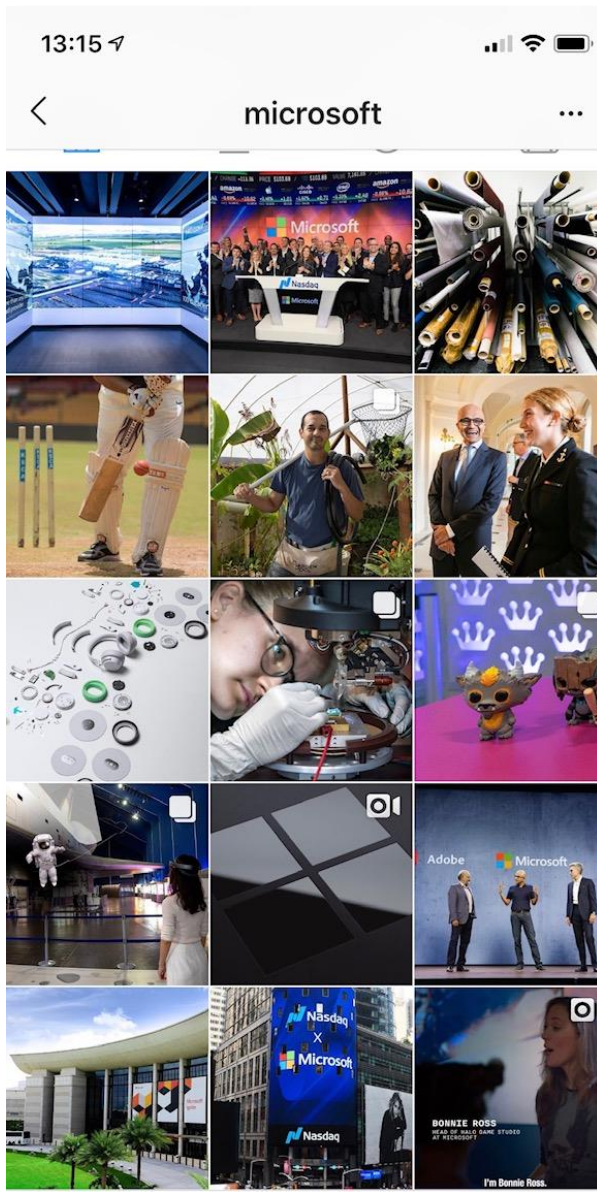
Social media does not work for B2B

False:

- Flourishing economy hurting high-street
- Important to create and harvest stories
- Generates more interest
- That will lead to more stories







Myth #3

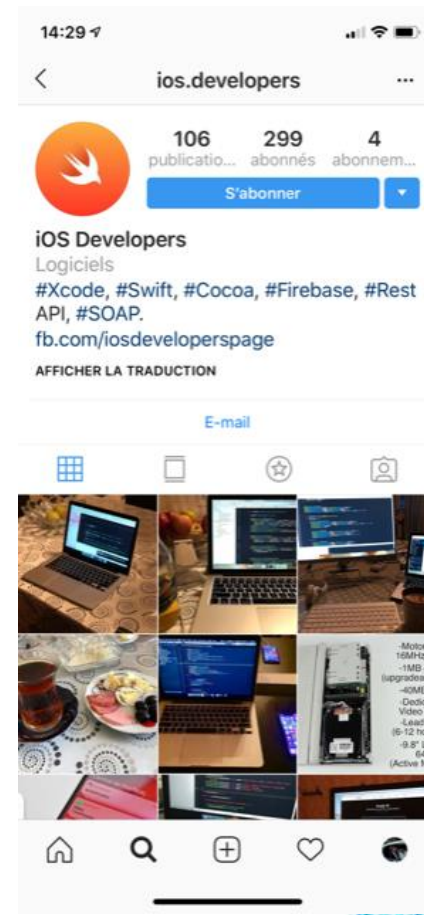
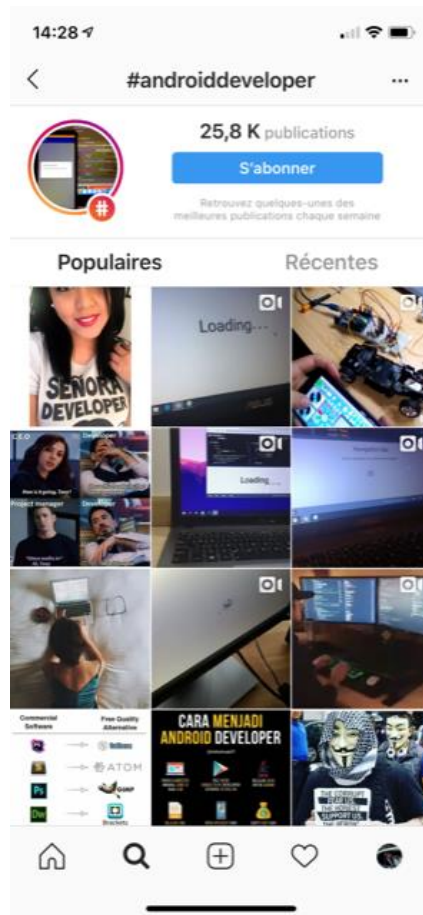
Only friends & family see feed

False:

- It is possible to target audience
- Target iOS & Android developers
- Target Swift developers with GRW
- Target app developers with vNext+



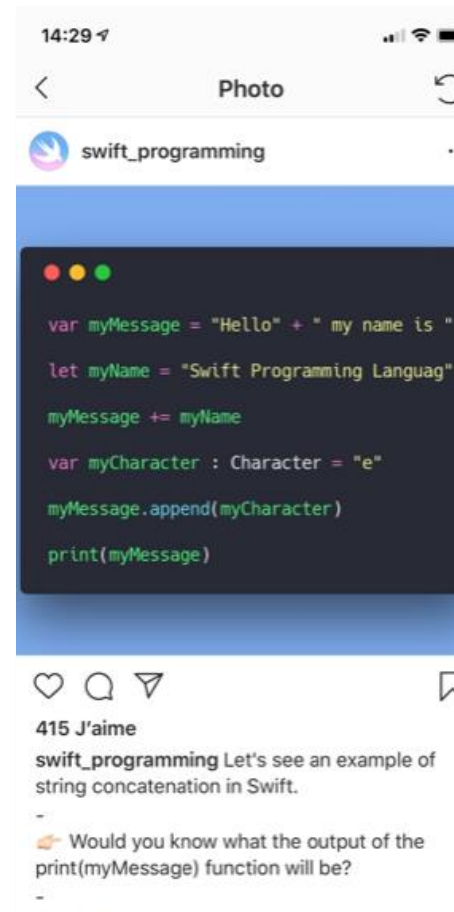
Who can we target on IG?



Who can we target on IG?



Who can we target on IG?



Myth #4

Social media can't be measured

False:

- **Tracking apps measure click-throughs**



Sample Content Plan

December

Monday	Tuesday	Wednesday	Thursday	Friday
MOTIVATION goal setting personal development	SPOTLIGHT Four Js staff community players customer success	PRODUCT NEWS announcements feature of the week key support answers	WELL-BEING fitness & nutrition	CORPORATE CULTURE Regional culture, events, humour, births, birthdays, marriages, new hires
3.12.2018	4.12.2018	5.12.2018	6.12.2018	7.12.2018
	Welcome to our Instagram feed (1' video)	Feature of the week (1' video)	Tech neck #1 Tech neck #2 (videos 1')	Christmas dinner around the world (photos)
10.12.2018	11.12.2018	12.12.2018	13.12.2018	14.12.2018
Success story #1 (1' video 1')	@ work in Namibia (photo)	Bug fix of the week (1' video)	Fitness #1 (1' video)	Paris Christmas lights London Christmas lights Madrid Christmas lights, etc... (photos, videos)
17.12.2018	18.12.2018	19.12.2018	20.12.2018	21.12.2018
Life hack #1 (1' video/photo)	@ work in Iceland (photo)	EAP launch (1' video)	Nutrition #1 (1' video)	Four Js on the slopes (photos videos)
24.12.2018	25.12.2018	26.12.2018	27.12.2018	28.12.2018
Motivation #1 (1' video/photo)	Merry Christmas! (photo)	EAP feature of the week (1' video)	Fitness #2 (1' video)	New year resolutions Around the world



THANK YOU!



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