



social media





Creating Value

- social media as part of your communications mix

Social media is now well accepted in the B2B environment, yet its use and impact in the industrial sector continues to evolve, presenting a challenge for companies to communicate with their markets and to be clear what the real long-term value will be for their business.

With our 20+ years of global communications experience, specialized in the industrial sector, we know how to create and deliver content. Social media is one of many channels where content is used to increase coverage, create a community,

influence decision makers, prepare for and manage a crisis, position a thought leader or change behaviour. Our team can integrate your social media activities into a 360° communications plan to deliver the right message to the right audience at the right time, in the right place.

Our practical and phased approach will help you take the guesswork out of the social media planning process, enabling you to make better informed decisions about where to invest your time and financial resources.

Social Media – The EMG Way™

Listen, learn, adapt

From social networks to blogs, our team works with you to first identify potential groups and communities to engage with based on topic relevance, interaction, activity level and reach. With our offices in Shanghai, Beijing and Singapore, and the support of our Eurocom Worldwide and EMG Asiacom networks, we can provide a truly global overview. Once you have connected with the right audience, we work with you using the right tools, resources and know-how to monitor, study and report back in real-time about trending topics in the industry, what is being said about your company and by whom.

We then work with you to develop the right content so you can evolve from broadcasting to engaging and from pushing news stories to storytelling. The result is better engagement with focus communities to become the trusted source they rely on – an important step in driving business growth.

In addition to informing you about what's going on in your community, our 24/7 monitoring provides competitive intelligence, and can also be your first line of defense against potential crisis situations, providing insights to guide your actions.

EMG proprietary tools to manage content

We support our clients' meaningful and productive dialogue with key markets, communities and customers by providing an infrastructure that captures coverage and conversations, and enables analysis to proactively adapt.

EMG Online Community Monitor™

Tracks web 2.0 and social media communities real-time. Enabling analysis of target audiences, the channels they use and the topics they discuss. Monitoring and reporting can be tailored to specific issues and campaigns to measure results and/or anticipate issues.

EMG Media Monitoring Portal™

Online repository of coverage and source for reporting tools and statistical analysis (volume comparison, media penetration, impact level). Metrics include languages, countries, categories, web/print, Ad Value Equivalent (AVE), tone of voice, ratings, and spokespersons.

Visit our website for more information
www.emg-pr.com

Contact EMG to increase the effectiveness of your social media activities as part of your overall communications plan at +31 164 317 000





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