



LARDI & PARTNER
CONSULTING GMBH · STRATEGY & BUSINESS ADVISORY

SOCIAL MEDIA STRATEGY

Going «social» with your business

WHAT IS SOCIAL MEDIA?

Over the last few years, social & collaborative tools – including blogs, wikis, social networks, video sharing, and community sites, among others – have transformed the way we do business. As Social Media becomes fundamental to network building, collaboration and knowledge sharing, businesses are increasingly adopting these tools for work.

In an organization, Social Media can be used internally (Enterprise 2.0) or externally (Business 2.0). Enterprise 2.0 refers to the use of social technologies for internal business use to improve collaboration, increase efficiency, or encourage innovation. Business 2.0 includes use of existing external Social Media channels for marketing, customer service, and branding. The approach differs based on whether your organization adopts Social Media internally or externally.

«Adopting Social Media brings value, but only if you are able to understand how it works and incorporate it into the context of your organization.»

Why is it important for your business?

Everyone has heard of Social Media. Either they are using it themselves, or someone they know is using. The new generation of consumers are rapidly adopting Social Media use, not only to communicate and collaborate, but also to advocate products / services. Companies, realizing this development, are moving quickly to adopt Social Media and access its dynamic market.

However, in their rush to develop a Facebook fan page that consumers will 'Like' or marketing videos that will 'go viral', companies are being exposed to risks that could impact their business and reputation.

The fundamental nature of Social Media - user-generated and user-

controlled platforms – makes it hard to govern or predict. This also makes the risks hard to anticipate and reputational damage difficult to contain.

How should businesses use Social Media?

There are many examples of companies rushing into Social Media adoption with disastrous consequences. On the other hand, companies that have ignored Social Media are unable to respond quickly to consumer input. Adopting Social Media brings value, but only if you are able to understand how it works and incorporate it into the context of your organization. The goal should be to incorporate Social Media to boost your current business operations and gain sustainable returns.

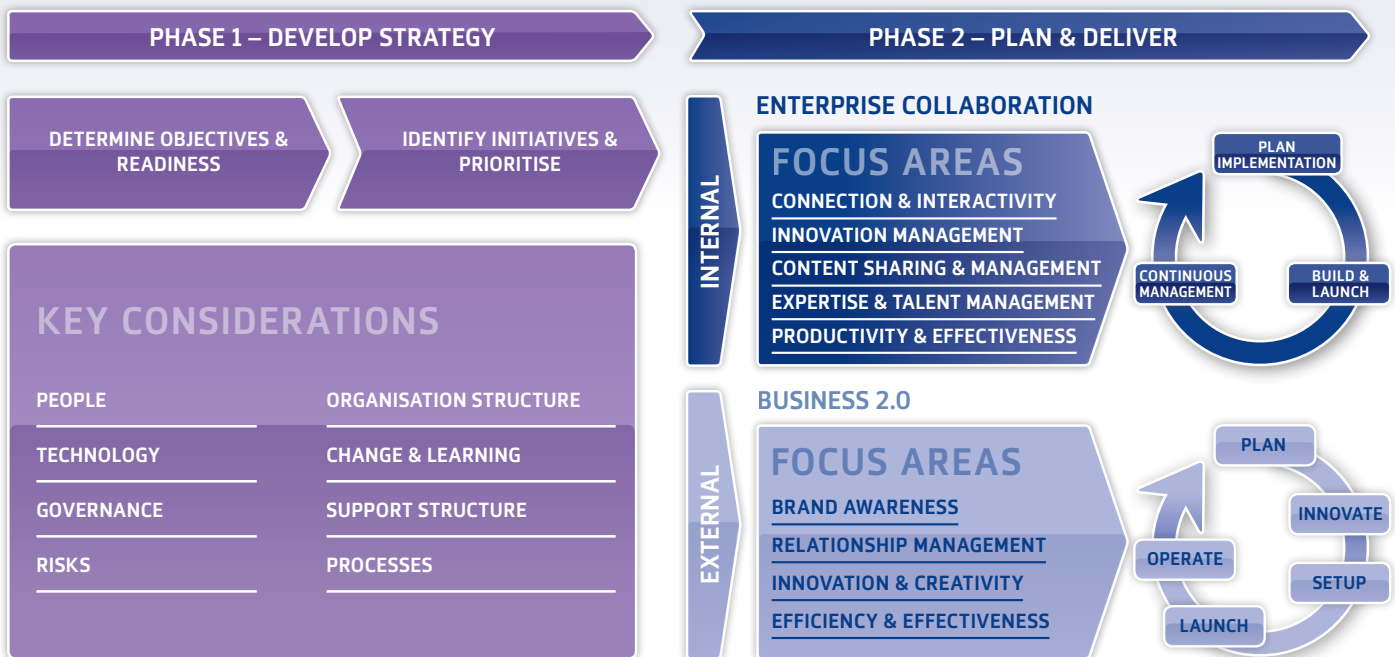
Our Social Media Strategy Framework

We have developed a Social Media Strategy framework to help you get the most out of Social Media for your business.

The framework enables you to identify the best areas in your business to apply Social Media for maximum benefit. This is achieved by aligning Social Media activities to your strategic objectives.

Using the framework, we guide you in determining your focus areas for Social Media adoption, as well as work with you to incorporate it into applicable areas of your business operations.

THE SOCIAL MEDIA STRATEGY FRAMEWORK



After determining the strategic fit, we help you plan and implement, dependent on whether you have chosen to focus on internal or external Social Media. The approaches are tailored to meet the needs of your target audiences, either internal employees or external customers, partners and peers.

A key point to note is that a Social Media Strategy differs from a So-

cial Media Marketing strategy. The former determines if Social Media aligns with your business goals, and where it could be applicable in your business operations. The latter, part of the existing marketing and branding campaign, aims to utilise external Social Media channels to position the organization in the market. We assist you in identifying Strategic Marketing or PR specialists that best fit your needs.

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INTERESTED?

Lardi & Partner Consulting GmbH is a dynamic and innovative consulting company that provides strategy and business advisory with a focus on helping companies gain a competitive advantage in the market.

We help you identify the best approach for adopting Social Media in your organization. Our Social Media Strategy framework provides a step-by-step guide to gain a competitive edge, increase innovation or improve operational efficiency / effectiveness with Social Media.

OUR SERVICES INCLUDE

- Assessing your organization's readiness for Social Media use (maturity assessment)
- Identifying the appropriate use for Social Media in your organization context
- Implementing successful Social Media projects
- Setting up measures to monitor Return on Investments (RoI)



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