

# Social Media Marketing

Developing Cost Effective Social Media Marketing Strategies and Delivering High Results for Your Brand

Stockholm, Sweden

12th and 13th February 2009

**CREATE MEANINGFUL EXPERIENCES THAT  
ENABLE YOUR CONSUMERS TO PULL YOUR BRAND INTO THEIR  
NEW WORLD AND BECOME YOUR BRAND STEWARDS**



In the fast pace of the technology savvy consumers, success will be achieved through smart use of effective tools and platforms which will offer high value for money and a sustained competitive edge.

Attending this premier **marcusevans** conference will enable you to:

- **Successfully** integrate social media functionalities within your marketing mix
- **Discover** cost effective channels of reaching your consumers
- **Build** the connection with brand advocates and provide them a platform for innovation
- **Track** the value of social media for your business
- **Reduce** costs by targeting the right market segment with the right information through the right channel
- **Keep** interest alive and secure first ratings in the search engines
- **Develop** compelling content that is relevant to the target audience
- **Encourage** user collaboration across the business

Learn from Case Study presentations how:

- **Nokia Corporation** combine social media functionalities with traditional marketing campaigns
- **Orange** build connection with brand advocates and enriches their innovation potential
- **Disneyland Resorts Paris** take advantage of cost-effective distribution tools
- **Reckitt Benckiser** integrate the web of social media marketing into the overall marketing mix
- **HP** introduce dynamic print media with web 2.0 and self publishing
- **Heineken** share its approach, experience, results and learning in the social media space

Silver Sponsor:



Media Partner:



In the Chair:

**Matthias Hoffmann**  
Marketing Manager  
**Dow Jones**

Your Expert Speaker Panel:

**Alban Martin**  
Head of Viral Marketing,  
Associate Professor, La Sorbonne  
France  
**Orange**

**Daan Josephus Jitta**  
Senior Vice President for Direct  
Channels and Innovation  
**ABN AMRO**

**Jussi-Pekka Erkkola**  
Digital Marketing Manager, Nokia  
Digital Marketing  
**Nokia**

**François Banon**  
Vice President Communication  
**Disneyland Resort Paris**

**Simon Addinall**  
EMEA Market  
Development Manager  
**HP**

**Neil George**  
Marketing Director  
**Reckitt Benckiser**

**Matthias Hoffmann**  
Marketing Manager  
**Dow Jones**

**David Chalmers**  
Head of Online Brand Experience,  
Europe  
**Cisco**

**Marco van Veen**  
Manager Web and Innovation Centre,  
Web Centre  
**Heineken International**

**Magnus Wester**  
Innovation Director, Business  
Innovation and User Experience  
**Ericsson BU Multimedia**

**Lennart Guldbrandsson**  
Chair  
**Wikimedia Sverige**

**Benjamin Long**  
IT Business Partner for  
Marketing Europe  
**Unilever Deutschland Services  
GmbH**

**Tansal Kurtulus**  
Brand Manager  
**Coca-Cola Turkey**

**Christoph Liedtke**  
Vice President, Global Media Relations  
**SAP AG**

## Speaker Profiles

### **Magnus Wester**

Innovation Director, Business Innovation and User Experience

#### **Ericsson BU Multimedia**

Magnus has established himself as a leading strategist for wireless end user services. Working as an innovation director at Ericsson Multimedia he is driving Ericsson's media strategies and media innovations in the area of new end user services. He has been leading Ericsson initiatives in the content and application area since 2001, securing new technologies and business models for Ericsson's portfolio of content download, mobile gaming, mobile communities, mobile music and mobile TV. In addition to seeking out, evaluating and executing new business opportunities for Ericsson, Magnus is also part in the Ericsson marketing team in the area of Mobile Media, having arranged mobile application awards and workshops to drive the media, content and application industry forward and helping operators to drive top line growth from new mobile media opportunities.

### **Lennart Gulbrandsson**

Chair

#### **Wikimedia Sverige**

Lennart began as a Wikipedia editor in 2005, became press contact for the Swedish language version in 2006 and is now chair of the Swedish national chapter of the Wikimedia Foundation, which runs Wikipedia. He is also the author of "Så fungerar Wikipedia" (How Wikipedia Works) which was published by Hexa förlag in 2008. In his capacity as chairman of Wikimedia Sverige, he has traveled thousands of miles talking about Wikipedia. By profession, Lennart is a screenwriter and script doctor, running his own company, Element X.

### **François Banon**

Vice President Communication

#### **Disneyland Resort Paris**

François graduated from IEP in Politics, Paris, and was awarded a Masters I of Management at Paris Dauphine-IX. François Banon has been, for almost 3 years, Communication Vice President at Disneyland Resort Paris. He is responsible for Advertising, Media Planning, Press Relations, Direct Marketing, Publishing, Broadcast, and Internet on a pan-European level. His career in advertising started in 1989 at LOWELINTAS Agency, where he became General Manager in 2000. He managed major brands such as La Poste, Française des Jeux, Air France, Unilever, Nestlé.

### **Alban Martin**

Head of Viral Marketing, Associate Professor,  
La Sorbonne France

#### **Orange**

Alban has written several books about Co-creation of value in the past as well as a guide of Facebook platform. He is Associate Professor at La Sorbonne teaching online communication strategy, and he is currently in charge of viral marketing activity at Orange Group – European Telecom Operator and Internet Provider

### **Benjamin Long**

IT Business Partner for Marketing Europe

#### **Unilever Deutschland Services GmbH**

After a first experience with Alcan delivering an eCRM for the US market in 2000, Benjamin joined Unilever as a business analyst for sales force automation projects. In 2004, he took charge of one of the first global Internet project in Unilever for the food service unit – the project has been rolled out in 30 countries across the globe in 2 years. Now, Benjamin is IT business partner for digital marketing and supports some of Unilever's biggest brands (Lipton, Flora/Becel, Dove, etc.) in defining and implementing their digital strategies. He also manages the "brand.com platform", a Unilever owned IT solution for supporting brand web sites which has been awarded at the CeBit 2008.

### **Jussi-Pekka Erkkola**

Digital Marketing Manager, Nokia Digital Marketing

#### **Nokia**

Jussi-Pekka Erkkola is working at Nokia digital marketing as a social media expert. In his role, he is focusing into Nokia social media strategies in Nokia marketing activities and consulting other parts of the organisation. Jussi-Pekka has taken part in the most of Nokia's social media activities. Before joining Nokia digital marketing, Jussi-Pekka has been working in Nokia corporate communications where he was also consulting and planning new and social media related activities.

### **Tansal Kurtulus**

Brand Manager

#### **Coca-Cola Turkey**

Tansal has joined Coca-Cola Turkey Marketing team in 2004. He has been the key player in accomplishing the re-launch of Sprite brand in Turkey with the prioritization of digital and interactive media. He has formed one of the first extensive brand partnerships with blog sites and has also led the first applications of mobile ad streaming in Turkey. He is currently focused on teen projects as well as having the sole responsibility of leading the thinking on the digital platform for brand Coca-Cola in Turkey.

### **Daan Josephus Jitta**

Senior Vice President for Direct Channels and Innovation

#### **ABN AMRO**

Since 2006, Daan Josephus Jitta is within ABN AMRO Netherlands responsible for Direct Channels and Innovation for commercial clients. He was responsible for ABN AMRO's launch of a virtual branch in Second Life, for an online community for entrepreneurs in the Netherlands and for a co-creation initiative focused on internet banking developments. Daan Josephus Jitta (1964) studied Physics at the University of Amsterdam and has had various business assignments for ABN AMRO in the last 9 years. Before 1999, Daan worked for 14 years for Pink Elephant in the Netherlands, a Dutch ICT services company

## Speaker Profiles

### **David Chalmers**

Head of Online Brand Experience, Europe

#### **Cisco**

With 11 years of experience at Cisco in a variety of Marketing roles covering the whole marketing spectrum, David now manages the Online Brand Experience for Europe, where he is responsible for evolving the content and capabilities on 17 country sites to improve the customer experience online. He is also responsible for developing digital marketing campaigns on the wider web to drive brand awareness. Current focus areas are social media, online interactions, mobile web and online video solutions. Prior to this, he has been responsible for CRM Strategy, E-Marketing, Direct Marketing, Event Marketing and Market Research, working in Europe, Middle East, Asia Pacific, and globally in the Hi-Tech sector. He has been involved in the use of the Internet for Marketing from the early days and is a passionate advocate for the power of online as platform for customer interaction.

### **Marco van Veen**

Manager Web and Innovation Centre, Web Centre

#### **Heineken International**

Marco van Veen joined Heineken International as Manager of Web and Innovation Centre in 2006, having worked in the the online industry for ten years. Previously he was one of the founders of BP's Dutch loyalty scheme Freebees. He has also worked as a Client Manager for the Netherlands based web agency Lost Boys, part of the LBICON network. Within Heineken International Marco is responsible for the strategy, development and roll out of all global online programs including Heineken.com, UEFA Champions League sponsorship and James Bond sponsorships.

### **Neil George**

Marketing Director

#### **Reckitt Benckiser**

Neil is a consumer marketing specialist with significant experience handling diverse product portfolios and geographies at two of the leading FMCG majors – Procter & Gamble and Reckitt Benckiser. Currently, Neil is country Head of Marketing (Marketing Director) for the Reckitt Benckiser, Netherlands based in Amsterdam. Previously Neil was Global Brand Marketing Manager for Developing Markets and Europe with Reckitt Benckiser plc, handling the homecare category. He has tremendous understanding of consumers across a variety of Developing Markets including Indonesia, India, South Africa, Pakistan, Middle East, Brazil and Mexico and recently with developed markets like the Netherlands. Expertise lies in delivering innovative and practical marketing solutions especially:

- Using consumer research and market understanding to a firm's advantage,
- Developing, qualifying and launching new products,
- Building brand equity,
- Developing and delivering exciting marketing programs especially via TV advertising and
- Managing new market entries.

He is author of more than twenty articles on marketing and retailing, an experienced marketing trainer and speaker at various marketing events including the 'Middle East Brand Manager's Forum in Dubai and the London Business School's "Global Marketing Conference" and "Global Branding" Conference at Barcelona.

Neil is an Indian national and holds an MBA from the London Business School.

### **Christoph Liedtke**

VP Global Media Relations, Corporate Communications

#### **SAP AG**

Christoph Liedtke joined SAP as Vice President Global Media Relations in February 2007. He is responsible for the development and execution of the global media strategy of the world's leading business Software Company with a special focus on SAP's key markets in the Americas, EMEA, Asia Pacific and Japan. Prior to joining SAP Christoph Liedtke served as Global Director of Public Relations for Qimonda AG, then the world's second-largest DRAM semiconductor company from April 2006 in charge of all global external public relations activities and the development of Qimonda's global communication strategy. Qimonda was carved out from Infineon Technologies AG in May 2006 and went public on the New York Stock Exchange in August 2006. From January 2003 to March 2006 he served as director of media relations and spokesperson for Infineon Technologies North America, responsible for all media relations and executive communication activities in North America. Before that Liedtke was responsible for Infineon's global executive PR strategy as Director for Public Affairs including the public positioning Infineon's executive board on a worldwide level as well as coordinating Infineon's financial communications. From November 1999 to 2003 he was responsible for all executive communication of Infineon's management board. Before joining Infineon Christoph Liedtke worked as specialist for foreign and security affairs and political advisor and campaign manager for the Germany's Free Democratic Party under the leadership of the former German foreign minister Dr. Klaus Kinkel. Christoph Liedtke holds a Master's Degree in Political Science from the University of Knoxville Tennessee and is an alumni member of the German-American Young Leader's Conference of Atlantic Brücke as well as the European Academy of the Bertelsmann Foundation.

### **Simon Addinall**

EMEA Market Development Manager

#### **HP**

Simon is the market development manager for HP's Indigo Digital Press Division within the Graphic Solutions Business in Europe, Middle East and Africa (EMEA). In this role, Simon is responsible for customer business development programs for HP's commercial printing customers. His task is to assist the transformation of printing, from analogue to digital pages by leading marketing programs which enable profitable growth for HP's customer base. Previously, Simon was the business development manager for the UK digital press business during an 11 year career with HP. Prior to joining HP, Simon managed a commercial digital print and display business, where he was responsible for the introduction of the first digital offset printing services in 1994.

## 12th February 2008

08.30 Registration and Morning Coffee

09.00 Chair's Opening Address

**Matthias Hoffmann**  
Marketing Manager  
**Dow Jones**

## THE FUTURE OF ONLINE MARKETING

09.10 **Keynote Presentation:****Overcoming the Corporate Fear of Involvement in Social Media**

- Setting clear business goals for the social media activities
- Identifying the technical development challenges of corporate blogs and looking for the best solutions
- Opportunities and challenges for writing and publishing a steady stream of content on social platforms
- Developing compelling content that is relevant to the target audience
- Exploring future trends in corporate social blogging

**Christoph Liedtke**  
Vice President, Global Media Relations  
**SAP AG**

09.55 **Case Study:****The Digital Marketer of Tomorrow**

- Opening up the brand to the crowd
- Consumers taking greater ownership of the brand
- Winning while losing control
- How the shopper will get social?

**Benjamin Long**  
IT Business Partner for Marketing Europe  
**Unilever Deutschland Services GmbH**

10.40 Morning Coffee Break

## MAXIMISING THE BUSINESS VALUE OF EXISTING SOCIAL NETWORKS

11.00 **Case Study:****Integrated Social Media Campaigns in Your Marketing Mix**

- Combining social media functionalities with traditional marketing campaigns
- Integrating such features and functionalities into your branding campaigns
- Generating sales results and supporting the business

**Jussi-Pekka Erkkola**  
Digital Marketing Manager, Nokia Digital Marketing  
**Nokia**

11.45 **Case Study:****Working with the Wikipedia Brand**

- How did we do it? – How did Wikipedia become so well-known? How Wikipedia works
- Can you do it? – Is it possible to reproduce Wikipedia's success? And would you like to?
- How? – What steps can you take? What similarities do we have? And what to do when you get there

**Lennart Guldbrandsson**  
Chair  
**Wikimedia Sverige**

12.30 Networking Lunch

## SELECTING CUSTOMISED TECHNOLOGIES FOR YOUR ORGANISATION

13.30 **Case Study:****Building Your Own Web 2.0 Print Functionalities – Customised for Your Business**

- Increasing the investments in technology and encouraging user collaboration across the business
- Assessing alternative functionalities that you can build into your website
- Introducing dynamic print media with web 2.0 and self publishing

**Simon Addinall**  
EMEA Market Development Manager  
**HP**

14.15 **Case Study:****How to use Social Network to Launch a New Product – Tower of Terror**

- How this new media model can generate more awareness than classical media on a specific target
- How to build an effective plan and secure the results
- How user generated content is key in social network activity
- Viral video
- Facebook and social network group and applications
- Blog activities

**François Banon**  
Vice President Communication  
**Disneyland Resort Paris**

15.00 Afternoon Refreshment

15.30 **Case Study:****Experimenting with Social Media**

- Inviting your customers to think along in your development process - Making it more transparent
- Interacting with customers and new clients through communities - Does it work?
- Can virtual worlds add to the online experience? If so, why and how?
- Giving an insight into 3 different innovative projects Blackboard.abnamro.nl, flametree.nl and second life/virtual worlds within the innovation portfolio

**Daan Josephus Jitta**  
Senior Vice President for Direct Channels and Innovation  
**ABN AMRO**

16.15 **Interactive Discussion:****Reaching Success while Making Use of Limited Resources**

- Detailing cost effective ways of using social media
- Easily converting the message
- Generating awareness and bringing in revenue
- What is the formula and how can we use it without immense effort?

**Matthias Hoffmann**  
Marketing Manager  
**Dow Jones**

*This panel will consist of speakers of the day and invited guests.*

17.00 Closing Remarks from the Chair

17.10 Close of Day 1

Silver Sponsor:

# DOWJONES

Dow Jones & Company is a leading provider of global business news and information services. With access to an unrivalled collection of traditional and consumer generated media sources, Dow Jones helps marketing professionals to:

- Measure campaign effectiveness
- Understand and track market conversations
- Enhance communications and strategic planning
- Monitor competitor media coverage
- Prove ROI to management

## 13th February 2008

08.30 Registration and Morning Coffee

09.00 Chairman's Opening Address

**Matthias Hoffmann**  
Marketing Manager  
**Dow Jones**

## DRIVING INNOVATION AND PRODUCT EXCELLENCE

09.10 **Case Study:**  
**"Customer-Made" or Integrating Consumer Innovation into Your Business Practice**

- Co-creating the future best seller product
- Building the connection with brand advocates and providing the platform for innovation
- Maintaining the interest

**Alban Martin**  
Head of Viral Marketing, Associate Professor,  
La Sorbonne France  
**Orange**

09.55 **Case Study:**  
**Being Innovative in Social Media**

- The need for innovation to drive growth
- Using social networking tools for idea gathering with Ericsson
- Exploring social networking features to drive growth in our Volvo Ocean Race sailing community

**Magnus Wester**  
Innovation Director, Business Innovation and User Experience  
**Ericsson BU Multimedia**

10.40 Morning Coffee Break

## SOCIAL MEDIA MEASUREMENT

11.00 **Case Study:**  
**How to Integrate the Web of Social Media Marketing into Your Overall Marketing Mix**

- Why traditional TV advertising is not good enough
- How to identify consumer insights that will help establish the right media mix for your brands
- How to work with external partners to execute your strategy with brilliance

**Neil George**  
Marketing Director  
**Reckitt Benckiser**

11.45 **Case Study:**  
**Tracking Social Media Behavior**

- Finding, tracking and reacting to buzz around brands in social media spaces
- Benchmarking different websites in terms of value for brand owners
- Setting clear research objectives and reaching through the loud buzz on the web

**Matthias Hoffmann**  
Marketing Manager  
**Dow Jones**

12.30 Networking Lunch

## Business Development Opportunities:

Does your company have solutions or technologies that the conference delegates would benefit from knowing? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:

**James Driscoll**, Sales Director, **marcus evans** (Scandinavia) Ltd  
Tel: +46 8 678 60 40, Fax: +46 8 678 39 34  
Email: JamesD@marcusevansse.com

13.30 **Case Study:**  
**Heineken's Approach, Experience, Results and Learning in the Social Media Space**

- Sharing our research approach
- Detailing our challenges as a decentralised marketing organisation operating on a global medium (e.g. which market owns Facebook?)
- Operating in a traditional marketing organisation with hesitation to loosen the brand
- How social media can help companies with strict communication rules

**Marco van Veen**  
Manager Web and Innovation Centre, Web Centre  
**Heineken International**

14.15 **Case Study:**  
**Developing a B-B Social Media Strategy; Joining the Conversation and Creating New Ones**

- Analysis of social media landscape to identify current conversations your target audience is having online
- Techniques for engaging with conversations and establishing brand presence in existing communities
- Development of brand owned and managed communities and engaging customers in conversations
- Use of communities for customer support, education and self-help
- Use of event-based communities to extend reach and touch of live events

**David Chalmers**  
Head of Online Brand Experience, Europe  
**Cisco**

15.00 **Case Study**  
**Maximising Brand Engagement**

- Creating reach and engagement through integrated social media campaigns
- Maximising engagement in consumer promotions
- Differentiation through unconventional media

**Tansal Kurtulus**  
Brand Manager  
**Coca-Cola Turkey**

15.45 Closing Remarks from the Chair

16.00 Close of the Conference and Afternoon Refreshment

## Acclaim for our events:

*"Fascinating well organised conference in an ideal setup"*  
**Microsoft**

*"Very solid and informative content; the speakers were very good, and presented a well organised and useful information"*  
**Arab Media Group**

*"Great set of speakers; fantastic onsite support by the organisers"*  
**Deutsche Bank**

*"Excellent speaker selection"*  
**Hilton Hotels**

*"Excellent quality of the speakers and the audience"*  
**E.On**

*"It was a very good event, with speakers from different industries sharing their insights. I learned a lot and reaffirmed our own thoughts on social media"*  
**VisitBritain**