



EFFECTIVE SOCIAL MEDIA: *Listen, Serve, Grow*

Be Found, Real Testimonials, Convince & Convert

Sundeep Kapur
Digital Credence

Three-Alarm Delish Chili

- ➔ **#MyHotMix = Cumin, Turmeric, Peppercorns, Cloves, Cardamom**
- 1. *Sauté onions with butter, red chili, hot peppers & #MyHotMix*
- 2. *Add ground meat, beans, & stir...*
- 3. *Add tomato puree, simmer...*
- ➔ **Serve with Bread, Pickled Onions, Thai Peppers, Lime, & Cilantro**



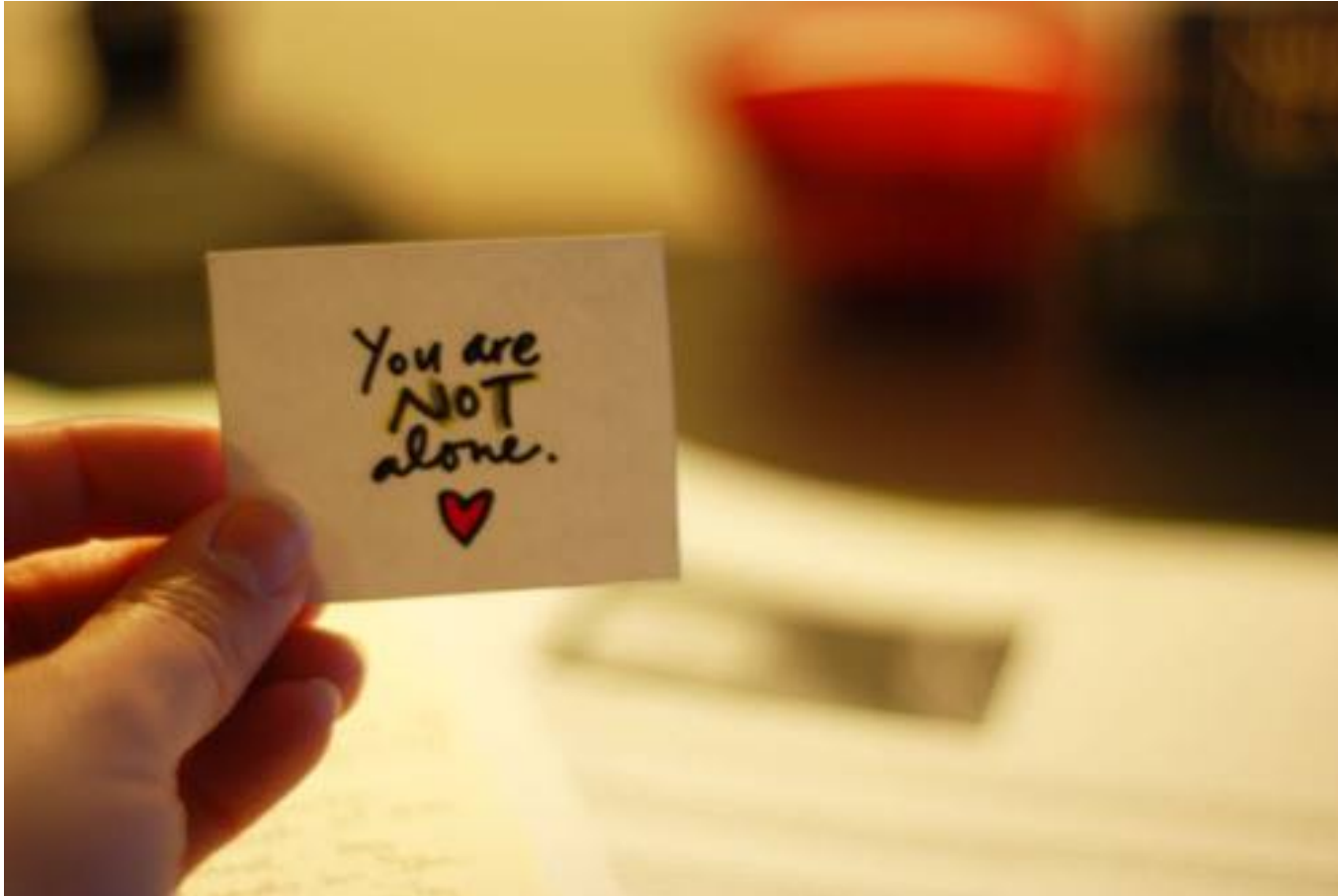
Staying in Touch



Important Announcements

**IMPORTANT
NOTICE**

Making An Appeal



Agenda: Stages of Maturity

1. Stay in touch with people
2. Solve problems & answer any question a consumer might have
3. Leverage social to drive and sustain new business





5 Fundamentals of Social Media



Why do cardinals kiss?



- 1. Find the right consumer**
- 2. Know them very well**
- 3. Leverage word of mouth**
- 4. Drive ROI**
- 5. Train employees**



SEPTEMBER 2016
S M T W T F S
1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30
Duncraft
Wild Bird Superstore
Photo: Marie Keast

DIGITAL BRANDING



SEPTEMBER 2016
S M T W T F S
1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30
Duncraft
Wild Bird Superstore



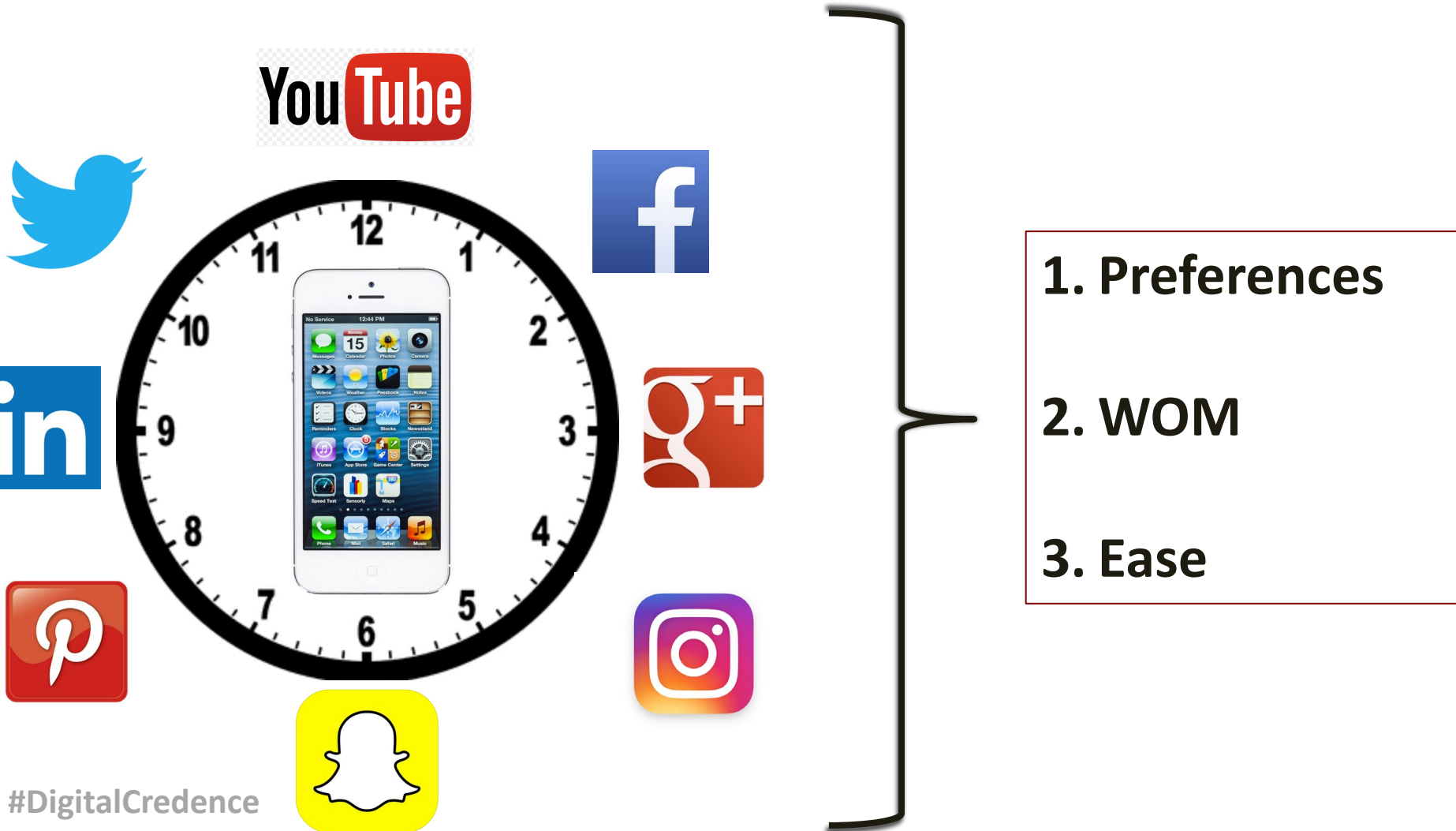
#DigitalCredence

Impact of Social Media

- Facebook: over 1.71 billion (monthly) active users
- Twitter: over 313 million (monthly) active users (*80% on Mobile*)
- YouTube: 1 billion active users, 5 billion views daily
- LinkedIn: 400 million users, \$25+ Billion
- Pinterest: 110 million users (*80% Women*)
- Instagram: 500 million users, 100 million users daily
- Snapchat: 150 million monthly active users (*Millennial?*)
- WhatsApp: *Over 1 billion use the application*
- *& then there is **Google***



What Makes Social Important?



Good Content Rules

Text

Image

Video



What Makes It Popular

- Good multimedia **content**
- People liking & sharing **content**
- Pages linking to the **content**



Digital Etiquette Defined

- Empathetic
- Considerate
- Friendly
- Compliant
- Convincing





search blog posts... 

SHOP | RECIPES | LEARN | VIDEOS | OUR PRODUCTS | *blog*

FLOURISH

flour + nourish

recipes | *tips + techniques* | *gluten free* | *news* | *sift*

LATEST POSTS

[READ MORE »](#)



8/06: FREEZING NO-KNEAD BREAD DOUGH : GOOD IDEA OR NOT?



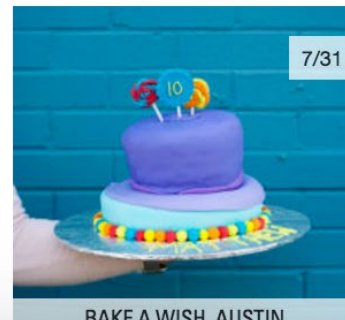
8/04

HOW TO MAKE YEAST DOUGHNUTS



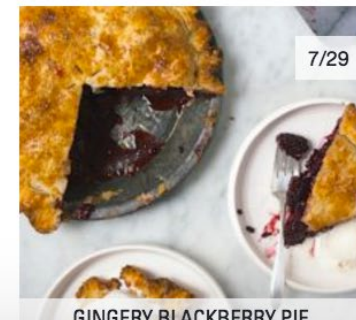
8/02

BUNDT PAN SIZE



7/31

BAKE A WISH. AUSTIN



7/29

GINGERY BLACKBERRY PIE

Get recipes you can count on.

Help yourself to thousands of tried-and-true recipes, like these: [VIEW ALL RECIPES](#)



Recipe of the Year
NO-KNEAD CRUSTY WHITE BREAD



Gluten-free
GLUTEN-FREE PIE CRUST



From our blog
EASY STRAWBERRY SHORTCAKE



Recipe of the Year
CHOCOLATE CHIP OATMEAL CO...



Tis the season
SAVORY ZUCCHINI GALETTE



ICICI Bank updated their cover photo.

58 mins · 🌐



Product/Service

🔍 Search for posts on this Page



4,779,615 people like this



Invite friends to like this Page

ABOUT

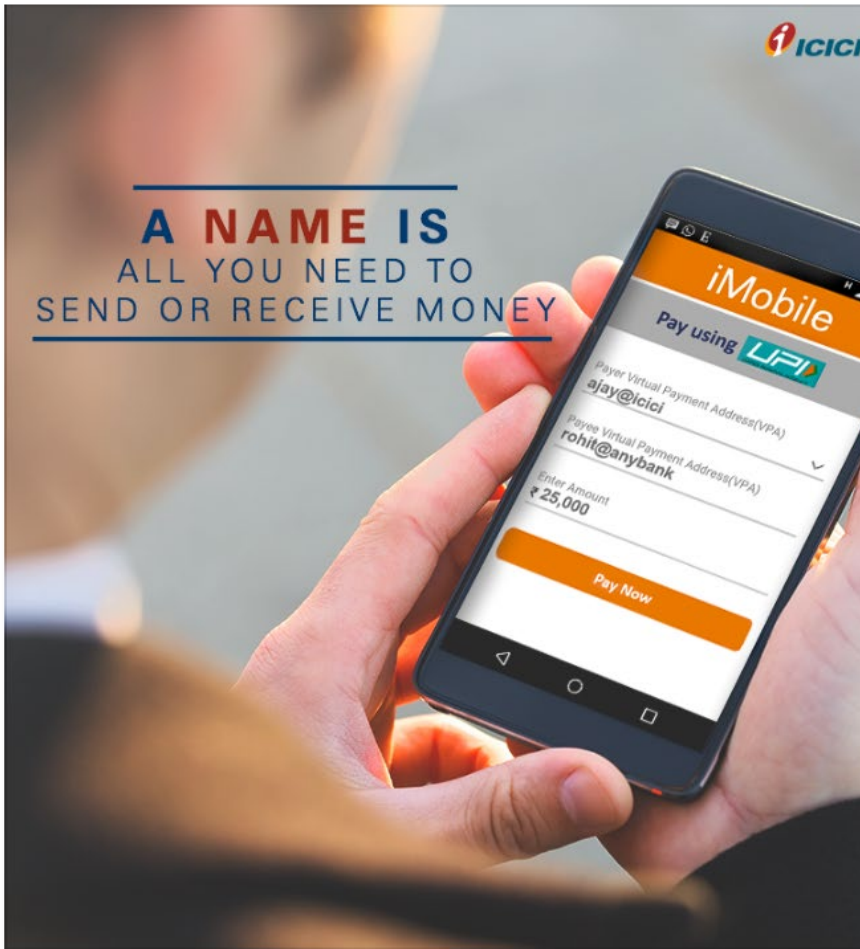




ICICI Bank

August 29 at 8:24am · 🌐

Sending and receiving money doesn't get any simpler! Now transfer funds immediately using UPI via iMobile or Pockets, without having to remember bank account numbers, IFS code or any other details. Know more: <http://bit.ly/2bLRIAi>



👍 Like 💬 Comment ➦ Share

👍❤️😱 169K

1,407 shares

Top Comments ▾



Kaushik Banerjee Created VPA, fine 👍

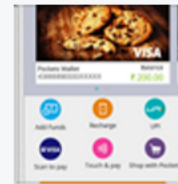
But all banks are coming out with a lighter version of UPI app. For sending and collecting money only. ICICI Bank has integrated UPI with its existing apps iMobile and Pockets. If possible make an UPI only app also.

Like · Reply · 👍 6 · August 30 at 1:01am

↪️ View previous replies



ICICI Bank Hi Kp Singh, please visit the link <http://www.icicibank.com/.../FundsTransfer/upi/index.html>



UPI App Download - UPI Payment - UPI India - ICICI Bank

ICICIBANK.COM

Like · Reply · 👍 1 · August 31 at 3:42am

↪️ View more replies



Prabhul Prabhakaran Dont use icici mobile banking. Its very unsafe. I have lost my money as my account details was compromised. Some one then used my debit card details to purchase goods from Amazon in Tokyo without my knowledge. I have raised a dispute the very next mome... [See More](#)

Like · Reply · 👍 15 · August 29 at 10:43am

↪️ View previous replies



ICICI Bank Hi Yogendra Singh, we tried reaching you thrice. Please message us your alternate contact number for further assistance.

Like · Reply · September 2 at 7:16am

↪️ View more replies

View more comments

2 of 705



India's 1st Digital Bank

e-GIFTING



SEND MONEY TO
EMAIL & MOBILE



SPLIT BILLS



HASH TAG
EXPENSES



UNIVERSAL
PAYMENT WALLET





Win a trip to Super Bowl LI.

Use your IBMSECU Visa[®] credit or debit card on everyday purchases from 9/1/16 to 11/30/16 for your chance to win.

[LEARN MORE](#)



IBM Southeast Employees' Credit Union

Yesterday at 10:51am · 🌐



Learn more about saving for retirement at any one of our complimentary Florida Retirement Readiness Day events from 10:00 a.m. - 2:00 p.m. at the following branch locations:

- Tomorrow, September 7 - Palm Beach Gardens
- Wednesday, September 14 – Delray Beach
- Wednesday, September 21 - Boca Raton... [See More](#)



12,682 people like this



Invite friends to like this Page

ABOUT



1000 NW 17th Ave.
33445



Save



800.873.5100



Ask for IBM Southeast Employees' Credit Union's hours



Typically replies within a day

[Message Now](#)



<http://www.ibmsecu.org/>



IBM Southeast Employees' Credit Union added 3 new photos.

June 6 · 🌐

#yardofthemonth We all have had a lot of sun and rain recently, which make for the perfect conditions for a great yard! But we know that you have the MAGIC for creating these great summer yards. Could you have the yard of the month?

Upload a picture of your yard this month along with the #yardofthemonth hashtag and show us those beautiful lawns!

Among the pictures shared this month, tell us and vote on who has the best yard. We'll be posting pictures of our personal lawns as well. Show off your curb appeal! Will you have the Yard of the Month?



👍 Like 💬 Comment ➦ Share

👍❤️👤 Manju Kapur and 991 others

Top Comments

45 shares



Write a comment...



IBM Southeast Employees' Credit Union #yardofthemonth Check out IBMSECU Communications Marketing Specialist, Abby Boburka's yard! Nice! Upload your yard pics today! Could you have the Yard of the Month?



Like · Reply · June 8 at 2:15pm



IBM Southeast Employees' Credit Union #yardofthemonth Check out IBMSECU Marketing & Business Development Manager, Stephen Johnson's yard! Beautiful!



How to sell your home FAST

by IBMSECU Marketing | Jul 15, 2016

You want your home to sell FAST and also make sure that you get the best possible price for what is your biggest investment. Here are some tips from IBMSECU AVP of Real Estate Lending, Mark Skinner, to help you sell well, sell fast, and have fun.

Conduct your own inspection: Walk around the outside & inside of your home and put together a list of what needs to be fixed or cleaned up. If you have the ability to check the roof, the foundation or the crawl space – get it done. You may even consider conducting an inspection to identify and fix up any potential issues.

You need curb appeal: Make your home look good from the outside. Clean up your yard, wash your driveway, clean your windows & doors, spruce up your mailbox, and make your home entrance inviting. Many people will want to drive around your home before actually coming in.

A little paint & polish: Give the outside a wash and look to spruce things up with a little paint. Go for neutral colors – it allows the potential buyer to imagine what things might look like. Let the light in during the day and add to your lighting – a brighter house looks really good.

Depersonalize & de-clutter: Reduce the amount of personal pictures as you show your home. Remove extra furniture and items to give your home more openness. Push the couches in closer to each other as it makes your living room look bigger. Move the extra stuff out of the home into the garage or into storage. A clean garage also goes a long way to show off a clean home.

Kitchen & bathrooms: Put in your best efforts to spruce up these two areas. People spend a lot of time in the kitchen, plus a clean bathroom will actually add the feeling of a better home. You can add a lot of perceived value by changing knobs & handles.

Show off your space: Adding a mirror to a room instead of a picture makes the room look bigger. If you have awkward unused spaces, consider adding a chair with a lamp – it makes the area look useful.

Your dress rehearsal: Before you officially put the sign out front do three things. Talk to your neighbors, they may know someone who wants to move in. Pull up other listings to give you pricing trends. Now start interviewing real estate agents – they will give you their opinion on price, staging ideas, & you will build awareness.

Create online curb appeal: Take lots of pictures & video to showcase your home. Take pictures of important close by locations like the grocery stores, schools, restaurants, shopping, convenience stores, and your neighborhood.

Talk to us: Contact us and we can tell you what price you might expect. It is your investment & knowing what you can get is what will give you even more. This will also allow us to help prepare you for the [financing of your next home](#).



Develop Consumer Journeys





Branding, Marketing, Engagement

is not about

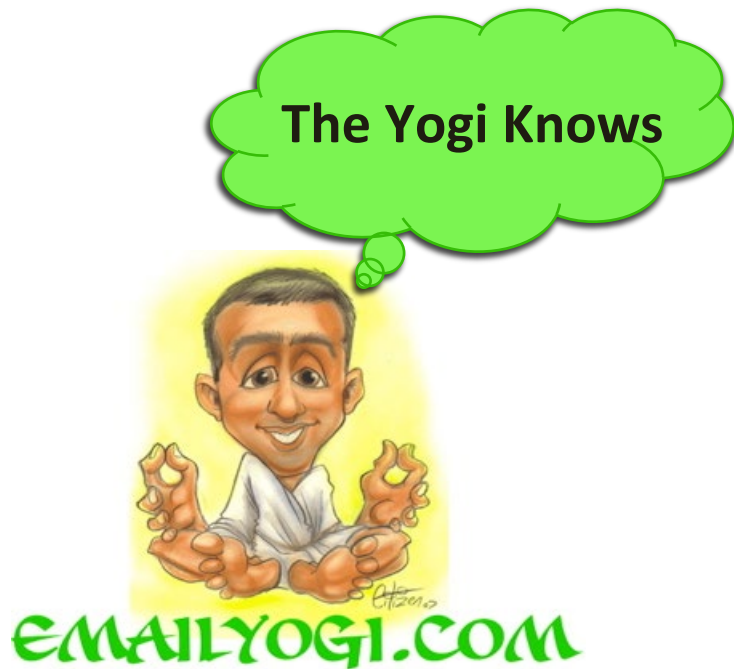
Being Kool & Klever

it is about

Providing Great Service & Being Memorable

remember Search, Amazon, 20%

Key Takeaways



- **Grab attention**
- **Engagement**
 - Telling a story
 - Listening
 - Getting them to come back
- **Measurement**
- **Adjustment**
- **Be available**
- **Be cognizant of channel**



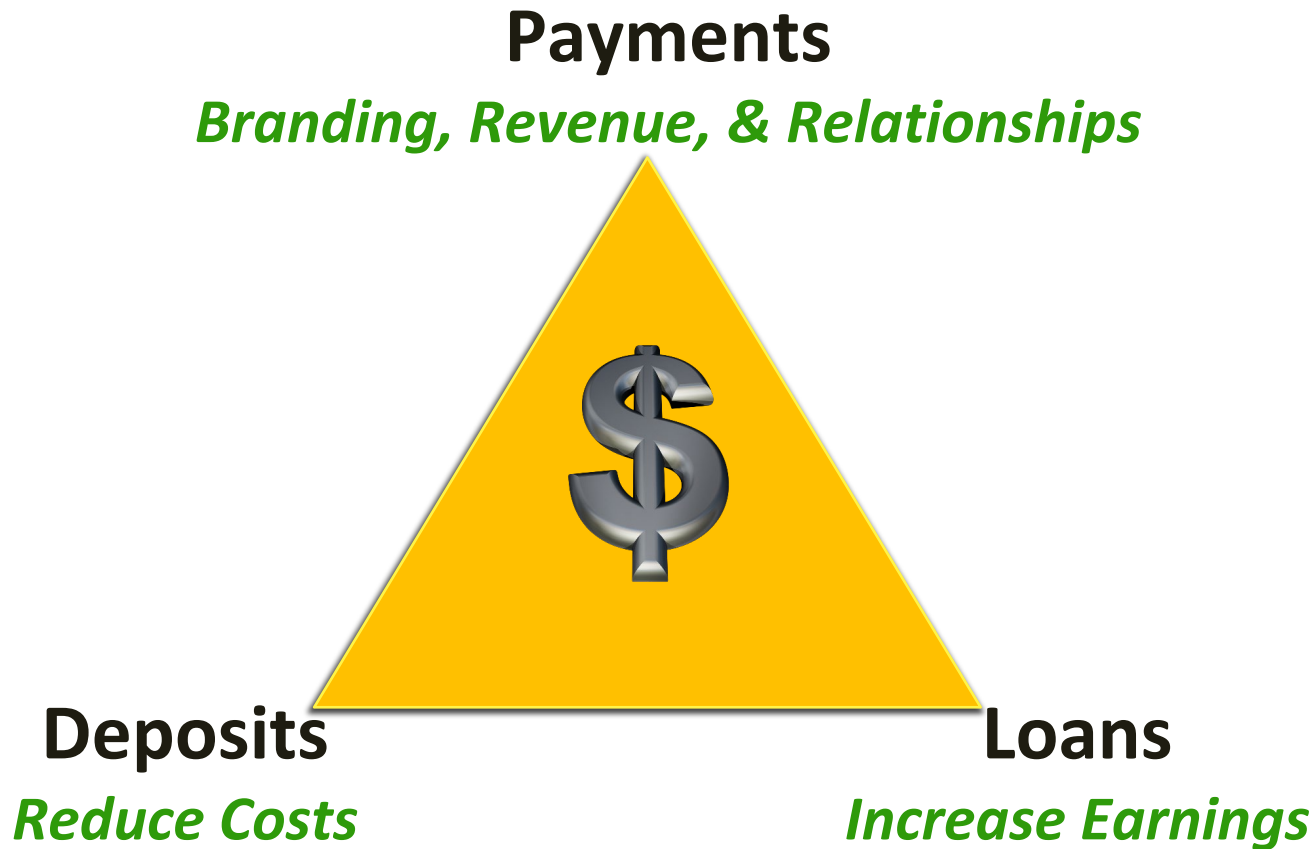
Achieving Social Media Perfection

Three Guiding Principles



1. **Shame on me...**
2. **The answer is yes...**
3. **Focus on the consumer**

The Golden Triangle



Defining the CU of 2021



- 1. Branch Transformation**
- 2. Future Payments**
- 3. Integrating Digital**
- 4. Enhancing Security**
- 5. Smarter Employees**



DIGITAL CREDENCE

Sundeep.Kapur@gmail.com

803.479.2549