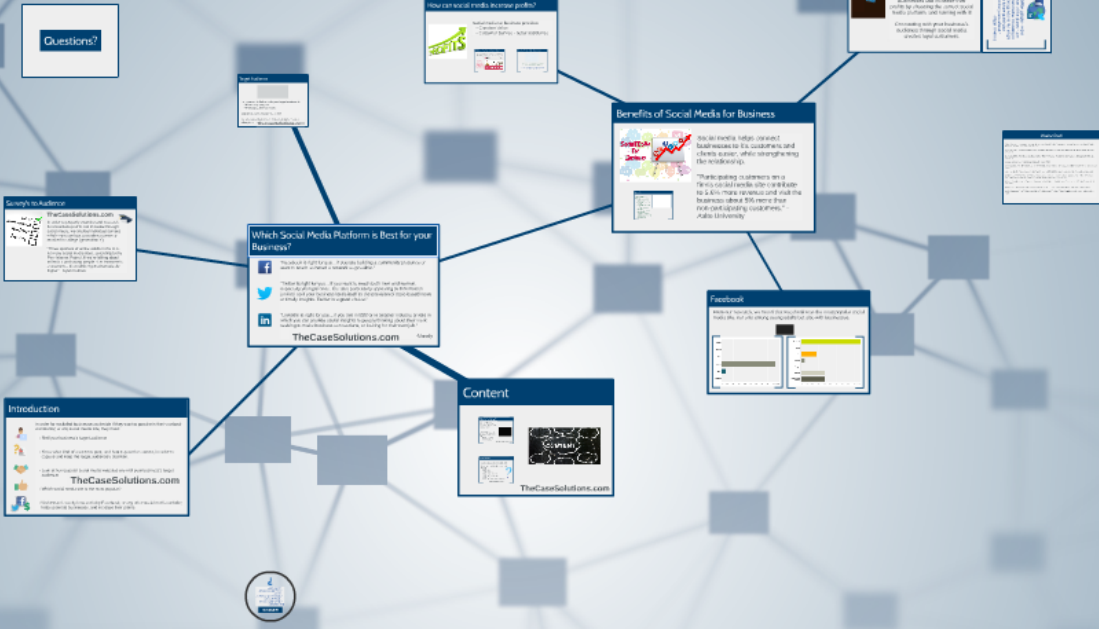


# Ringier - Building a Digital-Age Media Company

TheCaseSolutions.com



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# Introduction

In order for excluded businesses to decide if they want to partake in the Facebook community, or any social media site, they must:



- Find your business's target audience



- Know what kind of content to post, and how to post the content, in order to capture and keep the target audience's attention.



- Look at how popular social media websites are with your business's target audience.



- Which social media site is the most popular?



- Understand exactly how and why Facebook, or any other social media website, helps promote businesses, and increase their profits.

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# Survey's to Audience

*Often*

*Sometimes*

*Seldom*

*Never*

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In order to properly examine and research how business profits can increase through social media, we created individual surveys which were sent out to students currently enrolled in college (generation Y).

"Three-quarters of online adults in the U.S. now use social media sites, according to the Pew Internet Project. If we're talking about millenials and young people - i.e. tomorrow's consumers - that number gets dramatically higher" - Ryan Holmes

# Target Audience



It's important to find out who your target audience is

- Where they hang out
- What pages they belong to

Engage in a conversation with them

Try and solve their issues, instead of giving them a sales pitch.

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# Content

## What Content to Post?

In the beginning, all content, at least 90% should be informational, not promotional.

A graphic showing the numbers 80 and 20. The number 80 is in black and the number 20 is in blue, both inside a white-bordered box.

After a while, you can lessen that to the 80/20 rule:

- 80% Informational
- 20% Promotional

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## How to Post?

As a business, you should be posting daily.

Informational posts should answer questions such as:

- How to?
- How not to?
- What to avoid?
- How to find the best?
- What makes it the best?
- How to fix it?
- Repair it and what must you know?



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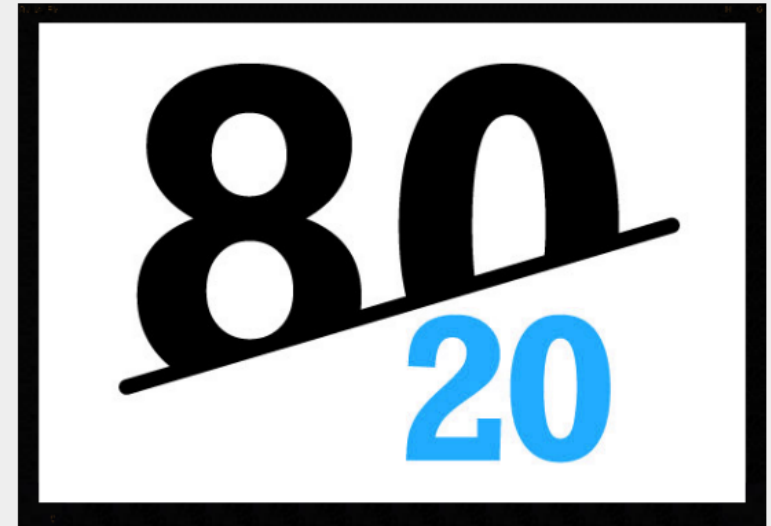
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# Which Social Media Platform is Best for your Business?



"Facebook is right for you... if you are building a community presence or want to reach as broad a network as possible."



"Twitter is right for you... if you want to reach both men and women, especially younger ones. It is also particularly appealing to 'information junkies' so if your business lends itself to the provision of topic-based news or timely insights, Twitter is a great choice."



"LinkedIn is right for you... if you are in B2B or in another industry or role in which you can provide useful insights to people thinking about their work, seeking to make business connections, or looking for their next job."

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