

Standard Bank-An African Tiger



Q1: FNB's use of social media with customers

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- Michael Jordaan's & FNB Guy's Twitter
- eWallet FaceBook Game & FB posts
- Educational YouTube Series
- Cater to professional demographics

<anything else they used??>

should we mention how they sponsored the FNB workshop 2010?? That's not as relevant to the social media strategy component

Contextual Background

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- Claims to be oldest bank of South Africa; est. 1838
- Long history of origins; 200 years later became FNB (partially thanks to technology)
- anything else Chris wants to add...or cut from above?
- possible points here



Q2: FNB's beliefs on investing in a social media strategy

- FNB's social media strategy, according to Strydom (page 5 of case study)

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What are the main objectives of the social media strategy?

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Q3: Lessons to learn from this about developing and implementing social media strategy

Companies should try to develop and implement a social media strategy. why?

- (1) «Chris»
- (2) Forces companies to innovate, improve and adapt to market changes

«Chris»

«Chris»

«Chris»

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Recap

3rd Week: Product & Brand Strategy - mix
6th Week: Promotions - marketing communication mix

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Chris's point about the importance of social media

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3rd Week: Product & Brand Strategy -

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Questions to Cover

- (1) How has FNB used digital and social media to engage with its customers?
- (2) What benefits does FNB obtain from investing in social media strategy?
- (3) What lessons can we learn from FNB about developing and implementing a social media strategy?

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FNB

First National Bank

— how can we help you? —



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FNB's social media strategy in short is "to build ongoing relationships with customers and potential customers" (p. 5)

- According to its customers...
- 78% says better communication
- 71% says leads to improved brand image
- 64% says provides more transparency



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<insert Chris' points>

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