

CORPORATE ONLINE & SOCIAL MEDIA MANAGEMENT

@ voestalpine



Trend away from B2B towards B2P

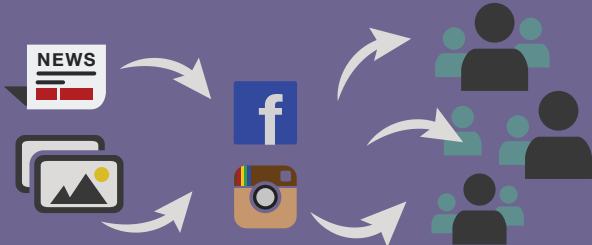


Think mobile first



Social customer relationship management

SOCIAL MEDIA STRATEGY



Provide relevant content for target groups

Reach right target group with right content on right channels

CORPORATE SOCIAL MEDIA CHANNELS



Corporate Website

Corporate Blog = content hub



VALUE OF SOCIAL MEDIA CHANNELS



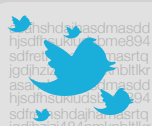
for voestalpine

ONLINE & SOCIAL MEDIA PUBLISHING PER YEAR

~ 650 social media topics



~ 620 Facebook posts = 12 posts per week



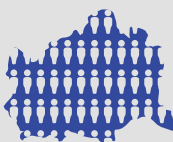
~ 530 tweets = 76,320 characters



~ 320 blog posts = 600 printed pages



~ 35,000 likes on Facebook = a 1.75 km line of hands with thumbs up



~ 2 million people reached on Facebook = equivalent to the population of Vienna



~ 250,000 visits to corporate blog = nearly 3x the number of Formula 1 Grand Prix 2014 visitors in Austria

SOCIAL MEDIA SUCCESS FACTORS



Defined processes



Continuous presence



Engagement

COMMUNITY MANAGEMENT

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Monitoring



CONTACT US

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