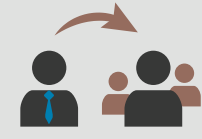


# CORPORATE ONLINE & SOCIAL MEDIA MANAGEMENT

@ voestalpine



Trend away from B2B towards B2P

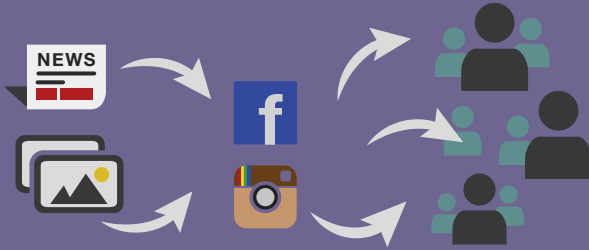


Think mobile first



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



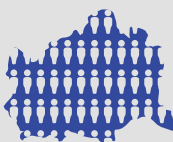
~ 530 tweets = 76,320 characters



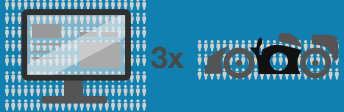
~ 320 blog posts = 600 printed pages



~ 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

###



Monitoring



CONTACT US

ONLINE & SOCIAL MEDIA TEAM

socialmedia@voestalpine.com  
www.voestalpine.com/socialmedia