

How to Organize for Social Media

The dramatic growth of social media channels and platforms has made the understanding and use of social media a top priority for most brands and there is no shortage of comment and advice on the subject. Few experts, however, seem to be addressing this topic specifically from the point of view of leading a global brand – with all the additional complexities which that challenge brings.

EffectiveBrands has recently completed a unique benchmarking study to discover **WHAT** the characteristics of winning global brands and their social media programs are, and **HOW** these marketing organizations are building effective global social media *Strategy, Structure and Capability*.

The broad and cross-industry benchmarking study was conducted among CMOs and Social Media experts from over 25 global marketing organizations including Diageo, Google, Unilever, Telefonica, Tom Tom, Sara Lee, Microsoft, Nestlé, Kraft, The Coca-Cola Company, Mars, AB-Inbev, Renren, Starwood, and Audi.

The study focuses on identifying practical actions and guidelines relating to Social Media within a global organization and will integrate 'tales from the trenches' with the expertise and findings of EffectiveBrands' ongoing *Leading Global Brands™* study. It brings together the very best ideas and experience on how to organize for social media in tomorrow's global marketing organizations.

EffectiveBrands recently presented the initial findings of the study during the ad:tech conference on September 21, 2011 in London.

In addition, we are organizing Senior Global Marketing & Social Media Summits where we will discuss current best practices in global brand leadership, the use of social media, and will provide recommendations on operational structures, roles and processes. EffectiveBrands is partnering with our friends at BBH to ensure that the summits are casual, interactive and intimate. Participation is therefore **strictly limited** to global and regional CMOs, global and regional brand heads, and VP level marketing heads from well respected global brands.

The summits will take place in the following cities:

- Shanghai - Monday, November 7th
- Hong Kong - Wednesday, November 9th
- Singapore - Tuesday, November 15th

We are also organizing similar events in New York City, London, Amsterdam, Paris and Tokyo in the near future. For more information about attending any of these upcoming summits, please contact halle.darmstadt@effectivebrands.com.