



Ξέχνα fans,
likes και shares.
Σκέψου big reach
και fit content.

3o Digital Session

“Social Media Reloaded: The new fundamentals”

Social Media Outlook



“Social Media Reloaded: The new fundamentals”

SOCIAL MEDIA PLATFORMS





~ 64%

(~ 4,5 bn)

Proper Sanitation

Source: WeAreSocial Singapore Report (Global Web Index (GWI), Q1 2016)

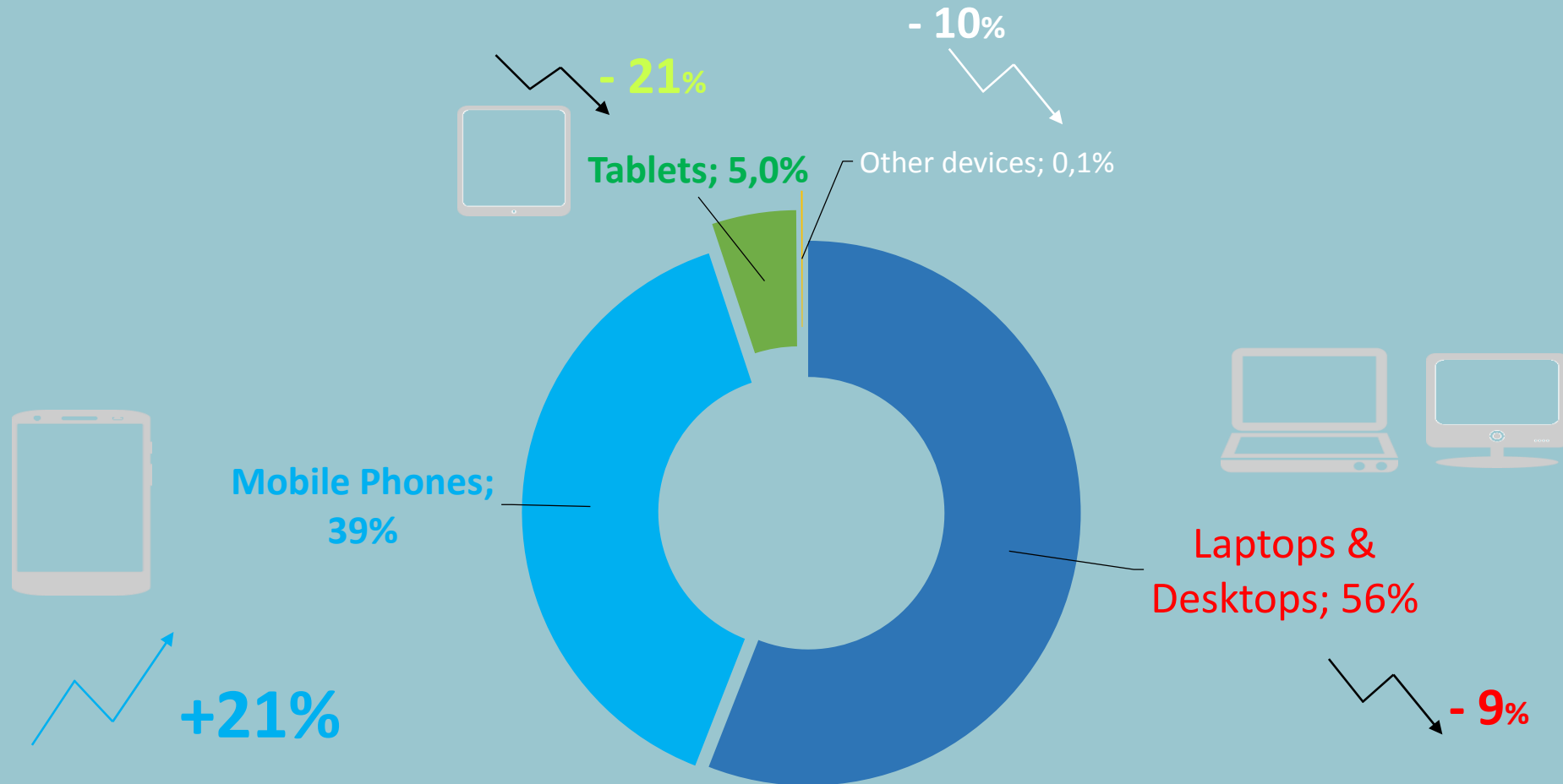


~ 81%

(~ 6 bn)

**Access
to Mobile Phones**

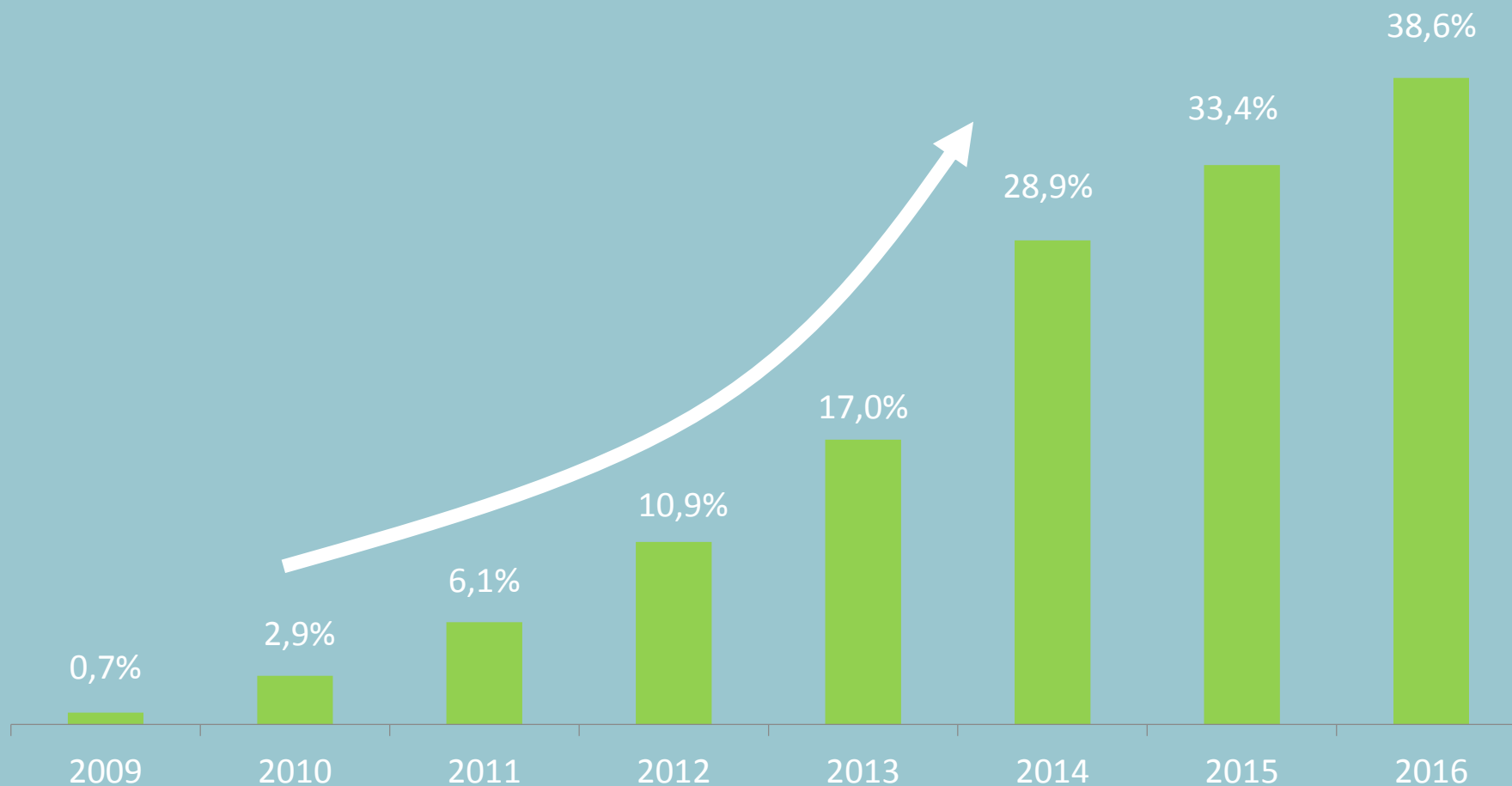
SHARE OF WEB TRAFFIC BY DEVICE



SHARE OF WEB TRAFFIC BY DEVICE

Source: StatCounter, WeAreSocial Singapore Report (Global Web Index (GWI), Q1 2016)

MOBILE SHARE OF WEB TRAFFIC

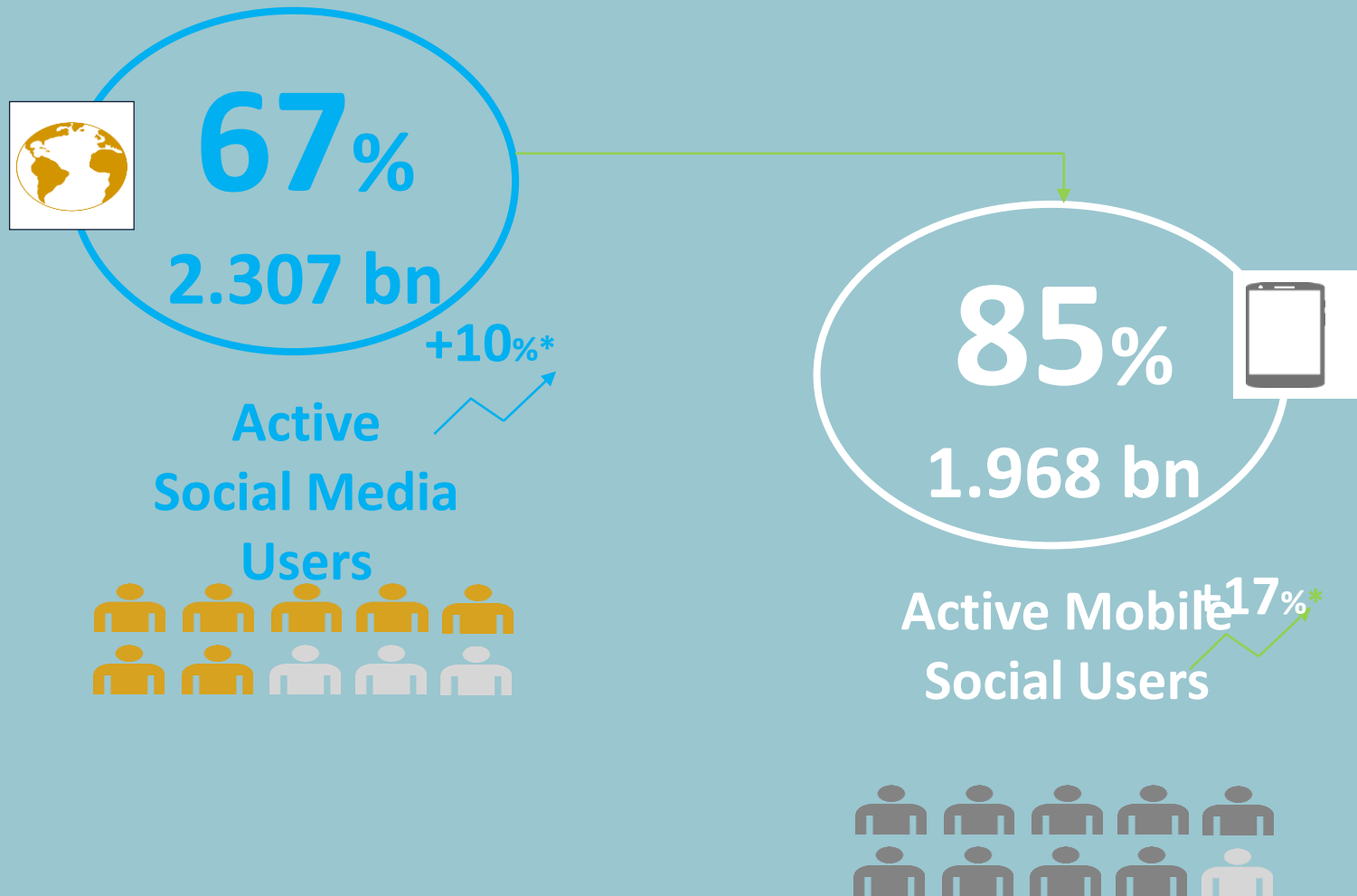


PERCENTAGE OF ALL GLOBAL WEB PAGES SERVED TO MOBILE PHONES IN
JANUARY OF EACH YEAR

Source: WeAreSocial Singapore Report (Global Web Index (GWI), Q1 2016)

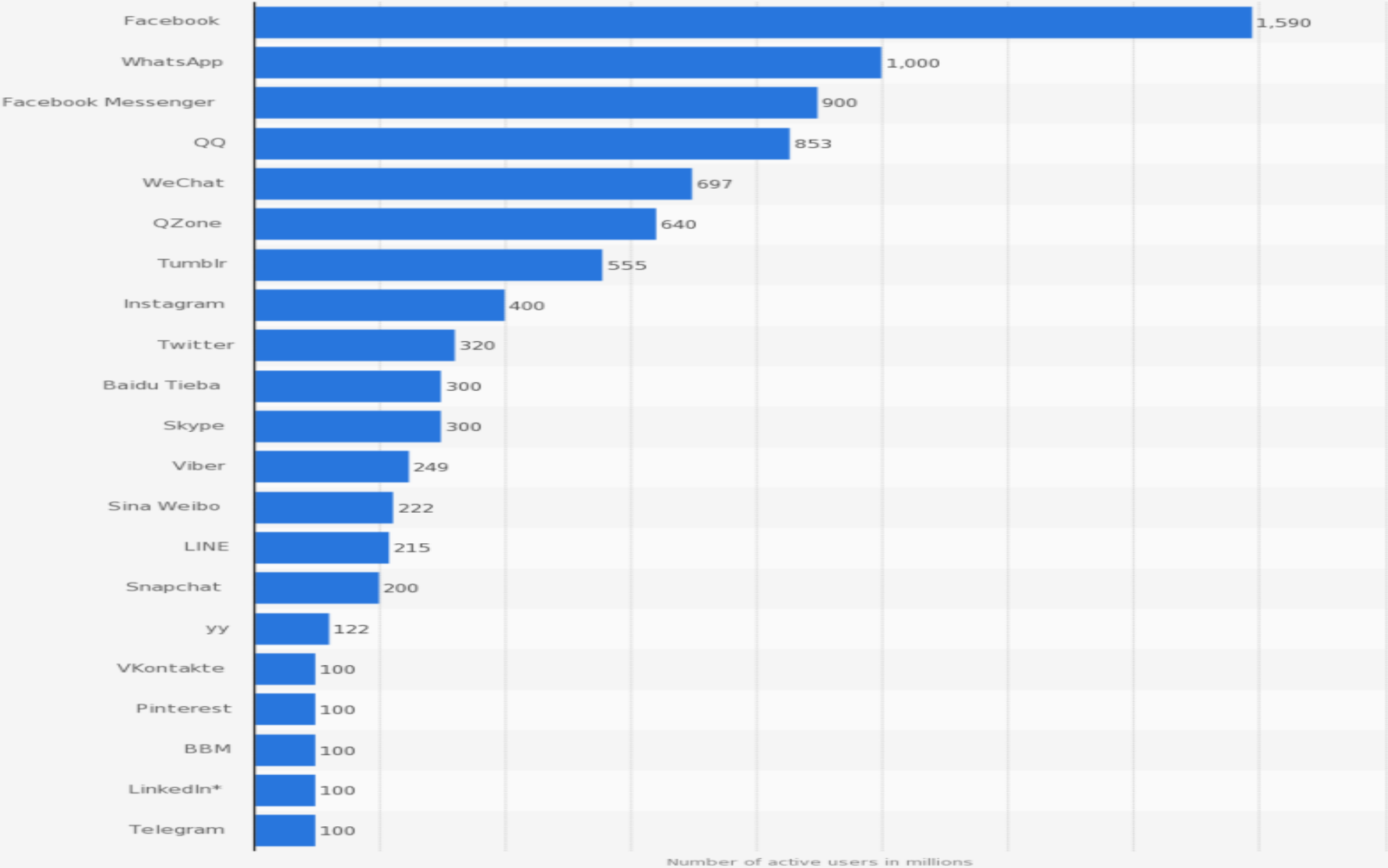
THE SOCIAL PHENOMENON

January 2016



Social Media Globally

Leading social networks worldwide as of April 2016, ranked by number of active users (in millions)



Source:
Facebook; We Are Social; WhatsApp; Twitter; Tumblr;
LinkedIn; Google
© Statista 2016

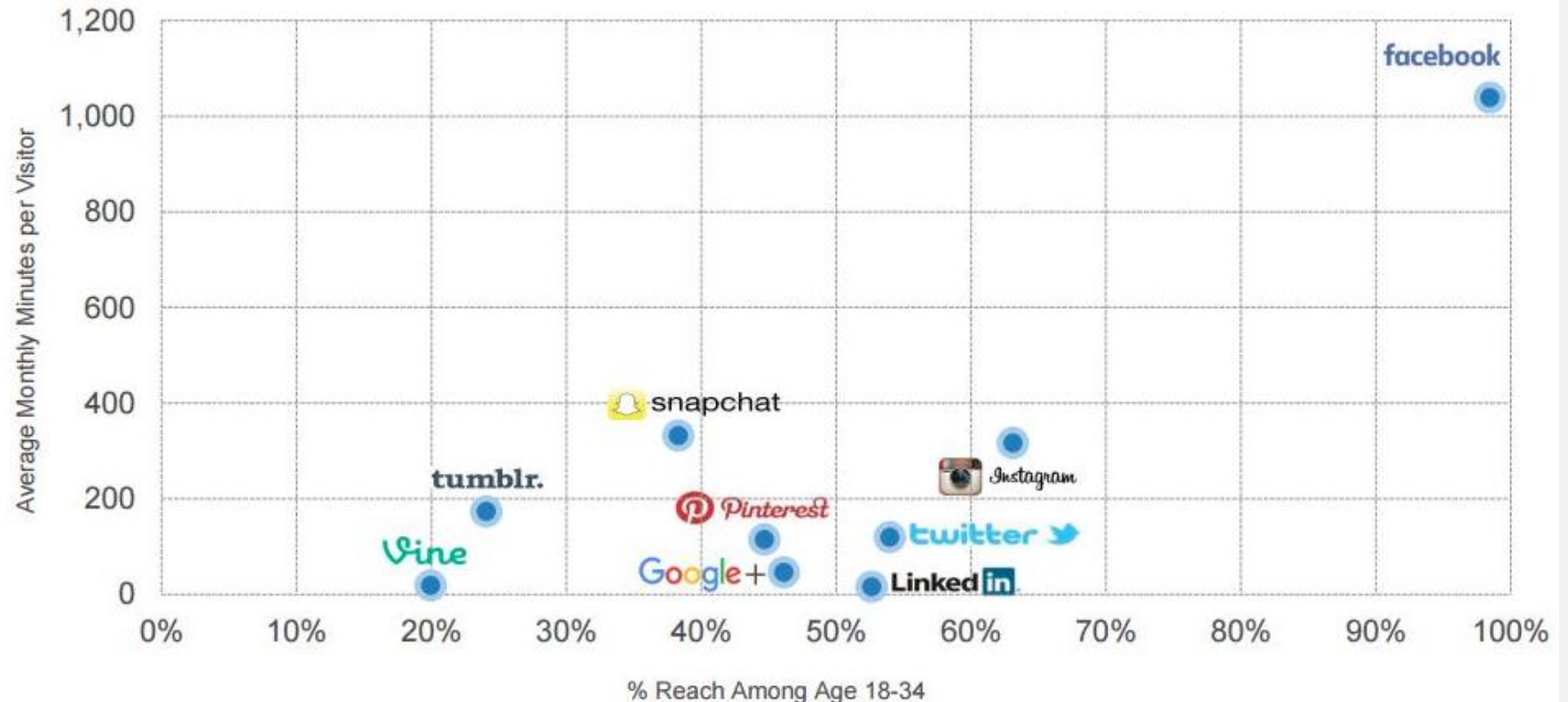
Additional Information:
Worldwide; We Are Social; WhatsApp; Tumblr; LinkedIn; Google; as of April
18, 2016; social networks and messenger/chat app/voip included

Which is the most engaging social network?

Here we again see the dominance of Facebook - it's also got the greatest engagement in time according to this insight from the US consumer panel from comScore

Age 18-34 Digital Audience Penetration vs. Engagement of Leading Social Networks

Source: comScore Media Metrix Multi-Platform, U.S., Dec 2015



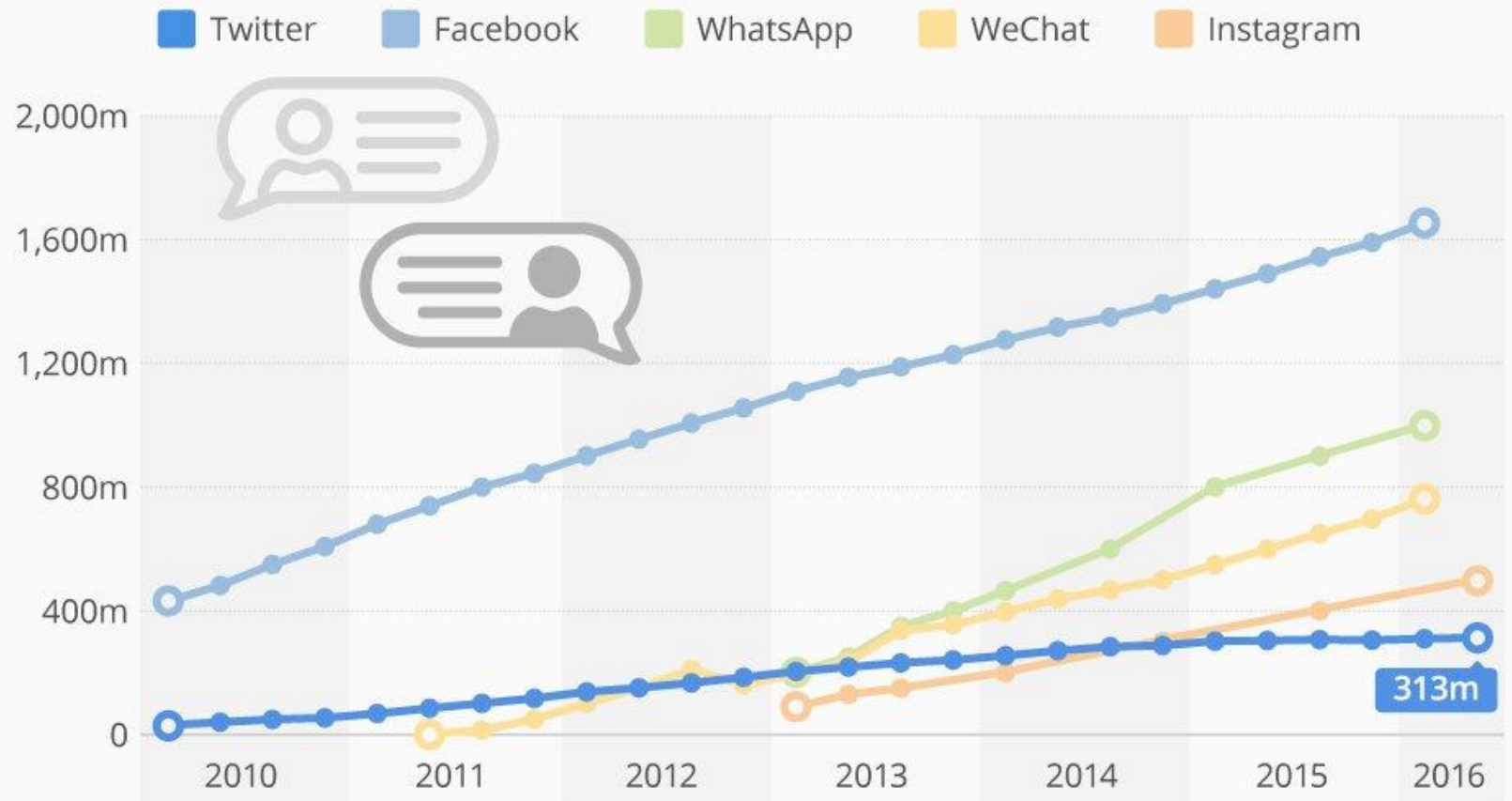
Which are the fast growing social networks

Every marketer has limited time for social media marketing, so which social network should you focus your efforts on?

This compilation from Statista on the growth of Twitter shows how it compares to Facebook, WhatsApp and China's WeChat - it's clearly losing ground.

Competition Leaves Twitter in the Dust

Monthly active users of selected social networks and messaging services



INTERNET USAGE

GREECE



77%

**OF GREEK POPULATION
USE INTERNET
(Age Group 13-74)**

WEB ID: Focus Bari: Jan – Mar 2016

67%

**USE INTERNET DAILY
(Age Group 13-74)**

WEB ID: Focus Bari: Jan – Mar 2016

68%

**OF GREEK HOUSEHOLDS
HAVE INTERNET ACCESS**

WEB ID: Focus Bari: Jan – Mar 2016



GREECE: SMARTPHONES & SOCIAL MEDIA

60%

Smartphone
Penetration



WEB ID: Focus Bari: Jan-Mar 2016

60%

Social Media
Penetration



WEB ID: Focus Bari: Jun- Oct 2015

~80%

of Facebook Users
access Facebook
through Smartphone



INTERNET USAGE GREECE

195



84



MINS

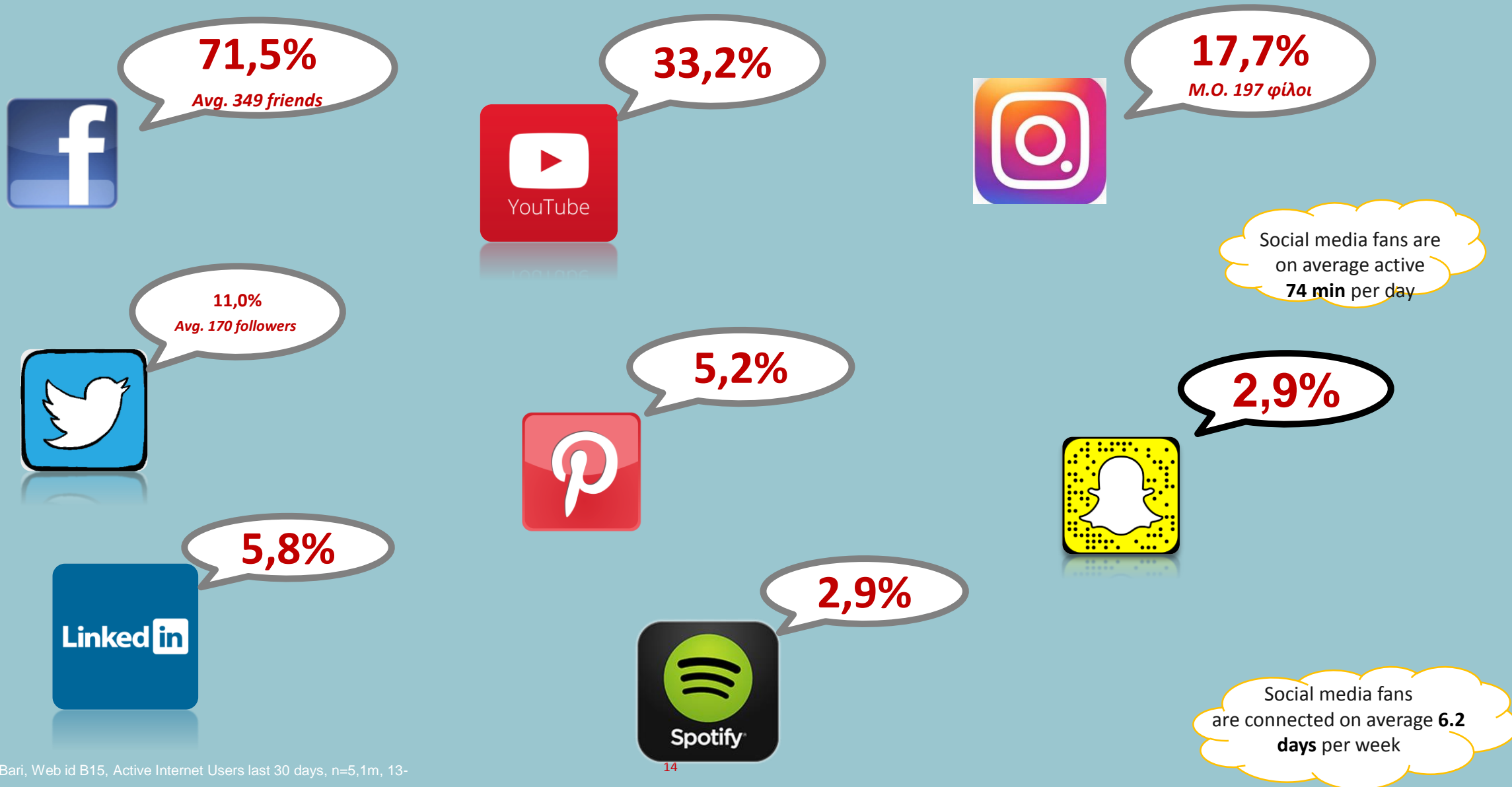
DAILY ON
INTERNET

MINS

DAILY
ON SOCIAL MEDIA

Social Media Penetration in Greece snapshot

Agilvy



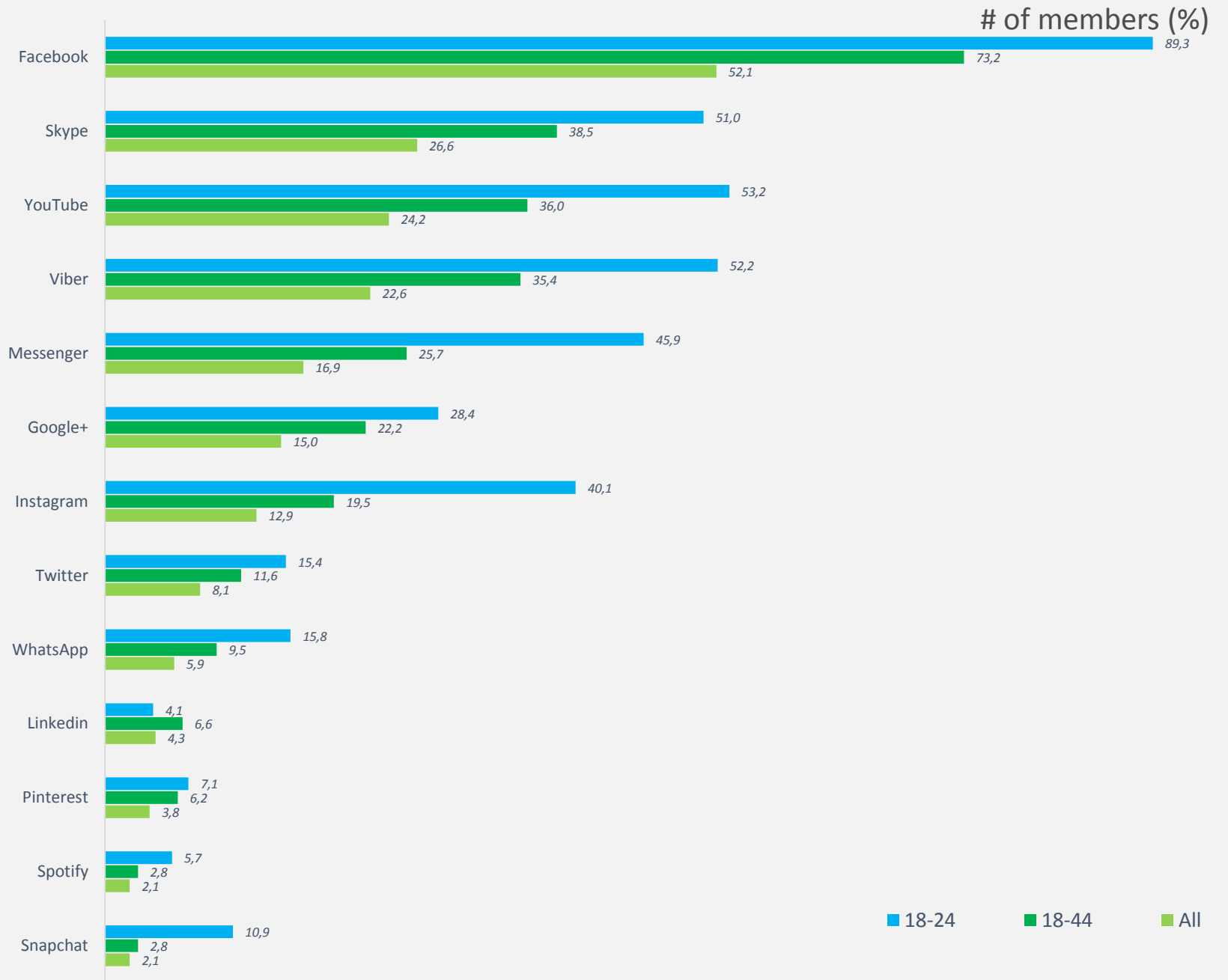
Social Media in Greece

Facebook, Skype and YouTube the platforms with the highest members



Social Media in Greece

Millennials are socially active in more platforms compared to all individuals



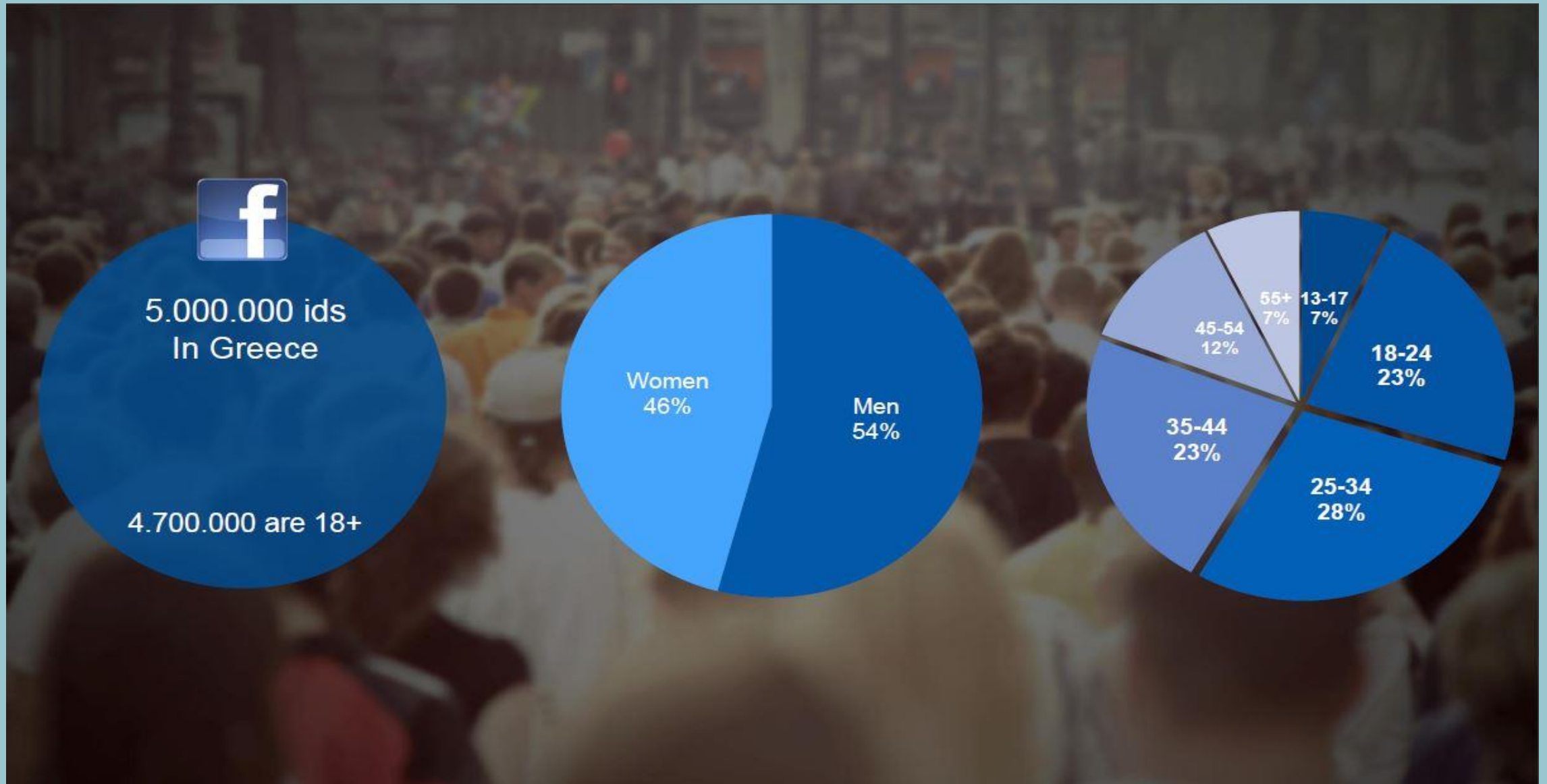


FACEBOOK IN GREECE

Users 18+ y.o

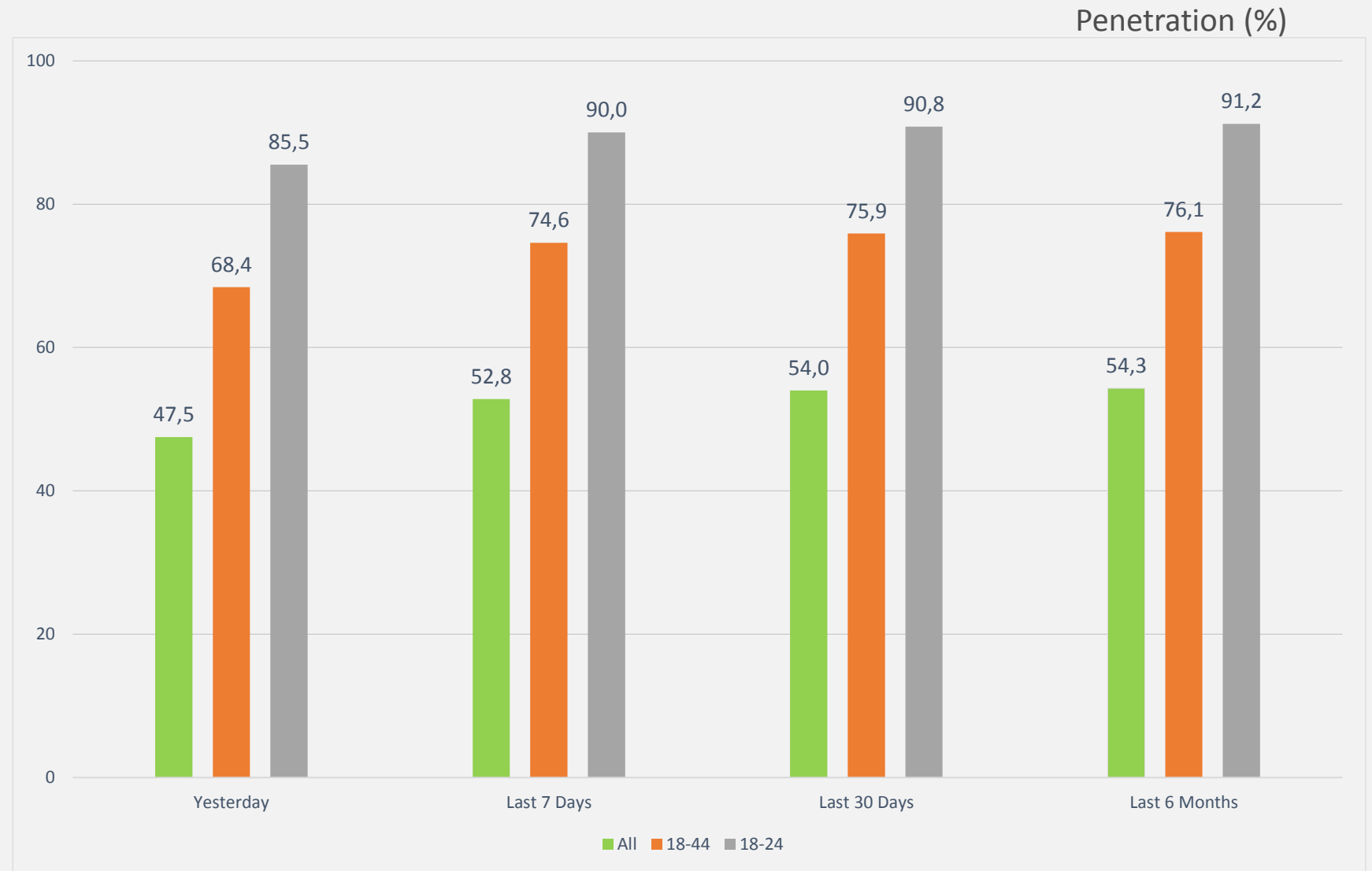
People who want to connect,
to have fun, to fill up spare time, to stay up-to-date. For B2C
communication Facebook present globally the highest usage.

Facebook Targets

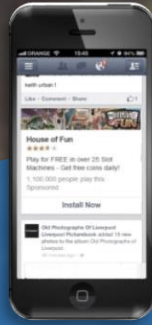


Facebook in Greece

Facebook is a daily habit for the majority of the users



Facebook has an extensive usage on mobile



3.900.000 users
in Greece (~80%)

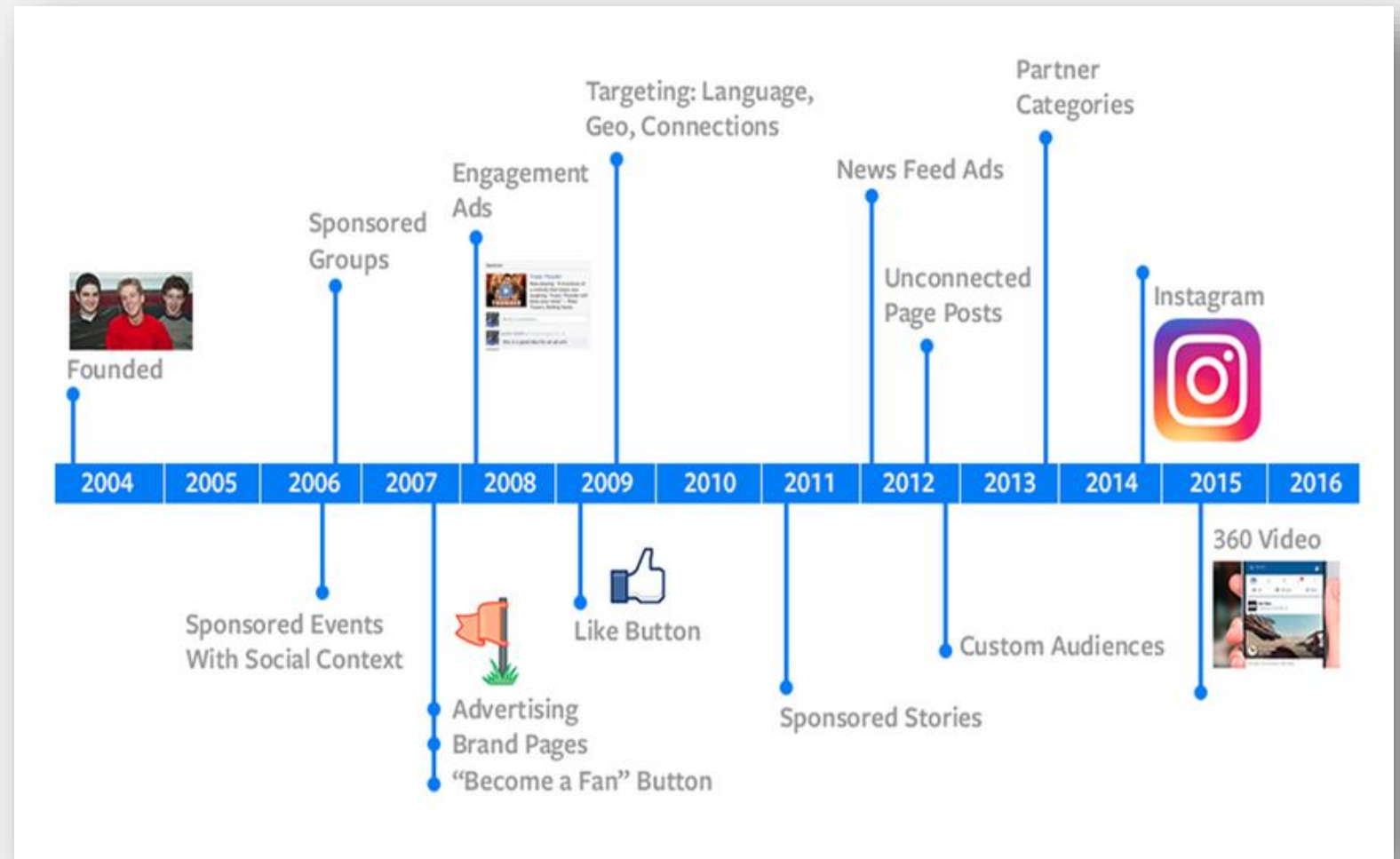
Using facebook on
mobile



75% of daily use

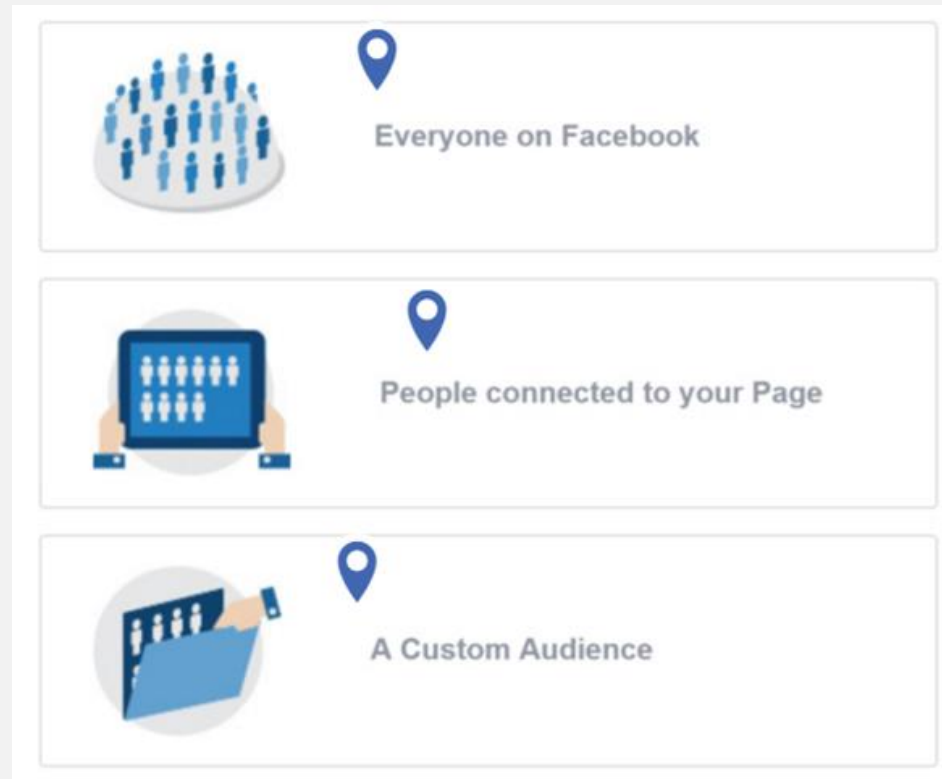
Facebook History

As the company evolved over the years, they expanded their marketing strategy













Facebook Insights

Audience Insights allows us to learn more about target audiences.



Top 10 Greek Brands on Facebook

Facebook Pages Stats in Greece

		Total Fans
1	 ΠΛΑΙΣΙΟ - PLAISIO	1 025 327
2	 Samsung Greece	927 008
3	 Lacta	860 480
4	 Public	724 792
5	 Amita Motion	561 364
6	 What's Up	528 346
7	 Aegean Airlines	523 522
8	 IKEA Greece	510 290
9	 AB Βασιλόπουλος	508 130
10	 Επιθυμίες (Epithimies)	441 030



INSTAGRAM IN GREECE

Younger audiences 13-24y.o

Mainly entertainment & technology

More lifestyle

Instagram in Greece

High penetration only amongst youngest

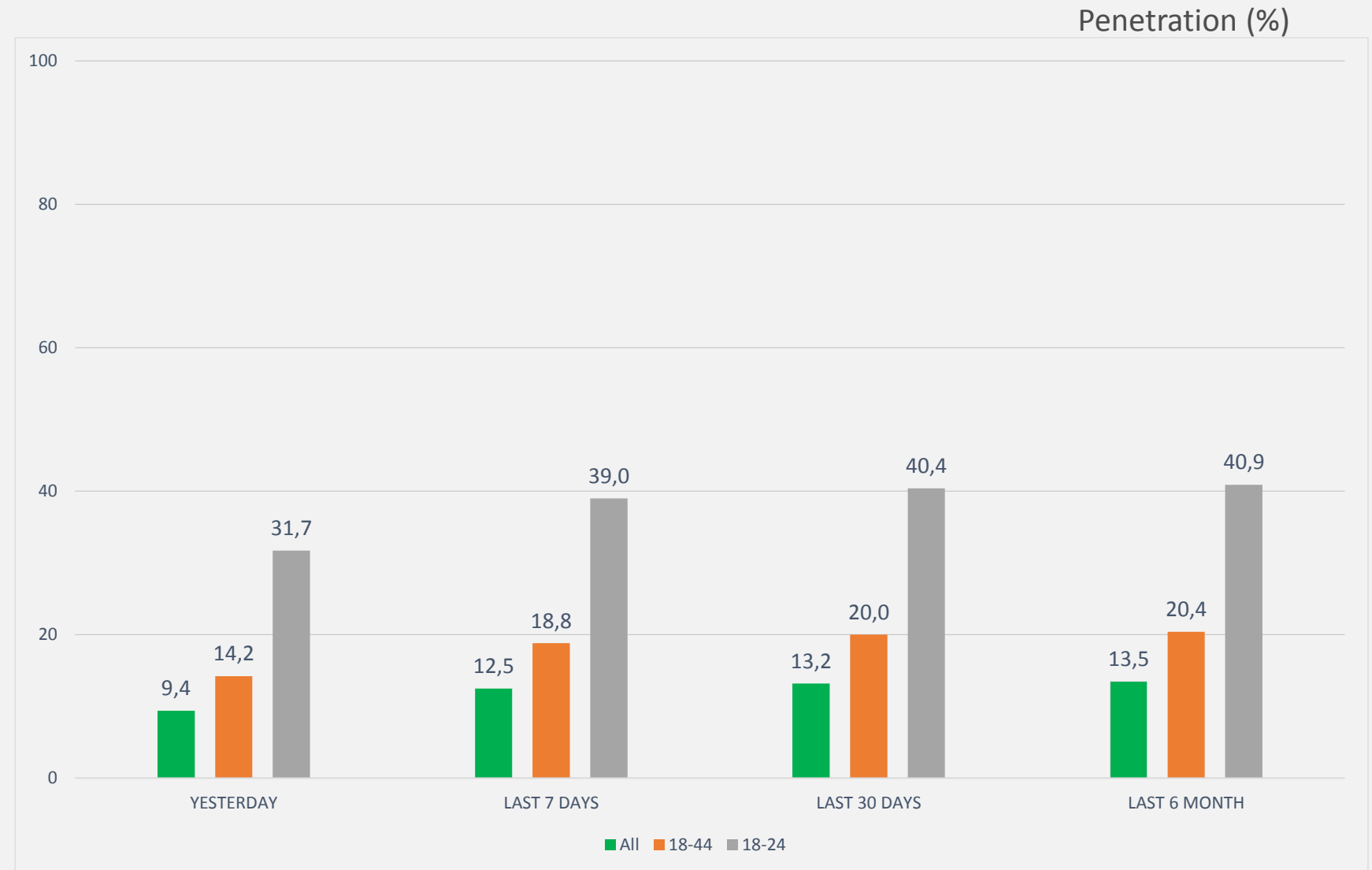
The global size of Instagram's audience exceeds 500MM users.

Some of the recent features of the platform include "Stories" and Zoom.

Stories is a Snapchat-inspired feature which allows users to post several photos/videos which disappear after a short period of time.

Zoom is a feature which allows users to pinch to zoom on photos and videos.

SOURCE: BARI 2015, B wave JUN15-DEC15





TWITTER IN GREECE

Target 25-44y.o
Public figures, journalists,
Politicians, tech savvies



SNAPCHAT IN GREECE

Younger audiences 13-18y.o
Mainly entertainment & technology
More lifestyle



LINKEDIN GREECE

“The Professional Network”

25+y.o users who are interested to News