



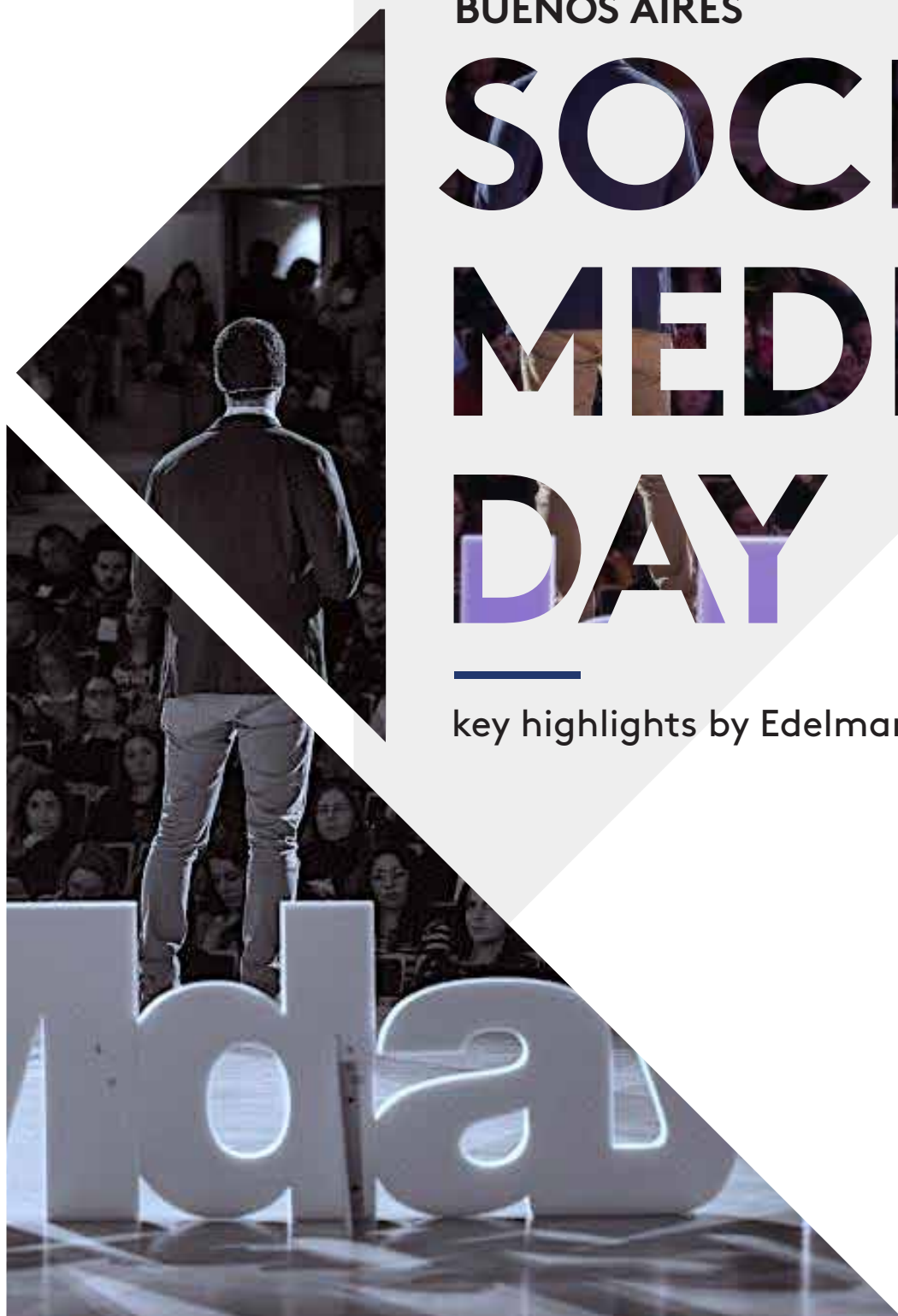
EDELMANDIGITAL

BUENOS AIRES

# SOCIAL MEDIA DAY

---

key highlights by Edelman Digital





EDELMANDIGITAL

# Digital tools that will make your life easier

Knowing the right tools and how to use them is essential in this increasingly competitive world. A 53 digital tools kit that all companies should implement was presented, and here are the most important:

- ▶ **Web:** SiteUptime is a tool that sends you an email/SMS/call when your website is down.
- ▶ **UX:** tools like Hotjar and Optimizely can help designers improve their customers' digital experiences by understanding the user's journey. Hotjar provides heat map based on behavior, and optimizing the experience through A/B testing tools.
- ▶ **SEO & Competitors Research:** tools like Ahrefs helps you understand why your competitor's web ranks higher and what you need to do in order to beat them.
- ▶ **CRM/CEM:** Intercom is a tool that gives companies a customizable messaging service: it provides users a guided experience and drives conversions.

## LinkedIn Supremacy

It can be said that this platform is a main event in every event's agenda. In this opportunity it was embraced from a personal positioning point of view, and from the idea of the platform as a potential tool for the B2B sales force. Current topics in these talks were quality content as well as the combination of digital sales techniques to increase teams' productivity.

# LINKEDIN

# WORKFLOW

## Disruptive Creativity in Social Media

Creative ideas must fit society's current state of mind, and different agencies' creative directors pointed out that ideas must humanize brands, become news and share content that meets culture's rhythm. They finally shared tips to have into account when thinking an idea:

- ▶ Find your problem
- ▶ Take a position
- ▶ Don't talk about yourself
- ▶ Think long-term
- ▶ Take risks



## Fake News

As 2018 Edelman Trust Barometer reports, fake news are a problem for communication and as Argentina is going through presidential elections, a panel of journalists from different media outlets discussed the of misinformation issue, added to the challenge presented by the spontaneity of social networks/instant messaging platforms that give users a chance to spread false information.

They emphasized not only in journalists and the media accountability for clearing out erroneous news, but also talked about how important is the role that platforms like Facebook play by being able to monitor these activities and finally train users in order to prevent this type of content's proliferation.



## New video narrative formats in the Skippable Era

YouTube and local media outlets experts highlighted the power of audiovisual communication, and how to use video narrative tools in order to empathize with current young audiences. Among most interesting highlights:

- ▶ **Narrative Arc Evolution:** it's no longer traditional, the ideal narrative arc today emerges at the beginning, presenting other high peaks before the end.
  - ▶ **Simple edits to improve video's performance in mobile:** fast shots with accelerated rhythm, short angles and big text (if used).
-



EDELMANDIGITAL

**thank you.**