



The Michael Jackson Paradox

Or

The correct strategy in Social Media
(Facebook, Twitter, etc)

The new five marketing commandments

Listen.

Engage.

Be Real.

Be respectful.

Have Fun!

Ok!

You have heard about these rules!
But what about the Michael Jackson
paradox?
Lets continue and we will give more
details!

Based on these five
commandments
and also what really suites to
BRAND profile
We are building our social media
channels
Facebook, Twitter, Youtube, etc

Adding the most important element

STRATEGY

Based to what the BRAND must
exude to our audience

ex. Hermes can't be Funny!

The Michael Jackson paradox
What should we pay attention to?

Our standards!

Because the Social Media field is the
perfect place where we can reach our
audience and convert them into
Fans & Followers

But also ruin our image with **false strategy and incorrect approaches**

And feel like a
Michael Jackson
copycat!



Our audience craves
to follow **the real
thing!**

And show it to their
friends with pride!
(the **new place for
viral and the most
effective one, the
Facebook wall**)





Let's just pay attention
to one more thing

What **Social Media
success** means

The original Michael
Jackson Fanpage with
1.000 Fans is a **huge
failure!**

Just like many **Greek brands**
that **settle** with the **wrong**
numbers
Even after **expensive**
campaigns!

**Brands must measure their wanted
audience of Fans & followers
before they create an online
campaign
or even their Fanpage & Twitter page
And ask for commitments and
results from their online agencies**

So
are you
the real thing?



Thank you!

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