

**MEGASTORE**

# Social Media

**Mission:** Increase customer engagement both online and in-store.

# Popular Platforms

- **Facebook:** Image/video/text based. Great tool for local businesses and trending topics.
- **Twitter:** Mostly text based. 58% of users follow brands to find discounts. This is the place to post promotional messages.
- **Google+:** A mix between Facebook and Twitter. Better for SEO
- **Instagram:** Image/Video based social networking service. A good platform for Virgin.
- **YouTube:** Video based. The king of viral marketing. This is popular for product demos.

# What Doesn't Work

- Many companies are cautious and put all sorts of guidelines for their employees.
- Most brands and business professionals use social media channels as one-way broadcast tools to send promotions, coupons, and ads.
- Social media conversations can be positive and negative. Don't ignore the negative, but refocus on positive stories.
- Deleting or editing comments is unauthentic. Humanize the dialogue. Transparency and authenticity will be rewarded.

# Social Media Management

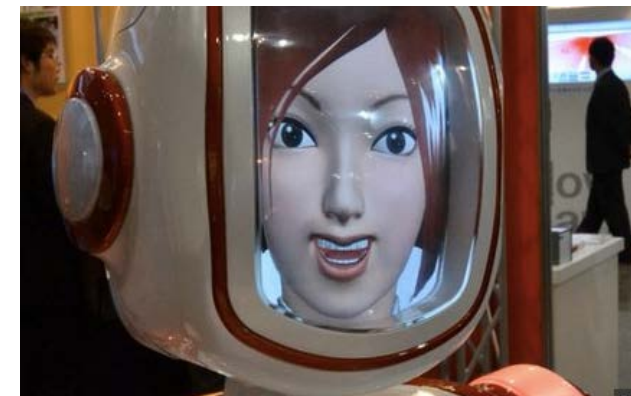
How can you manage multiple social networks, schedule tweets, track brand mentions and analyze traffic?

## Outsource



Are you a  
Brndstr?

## In-source



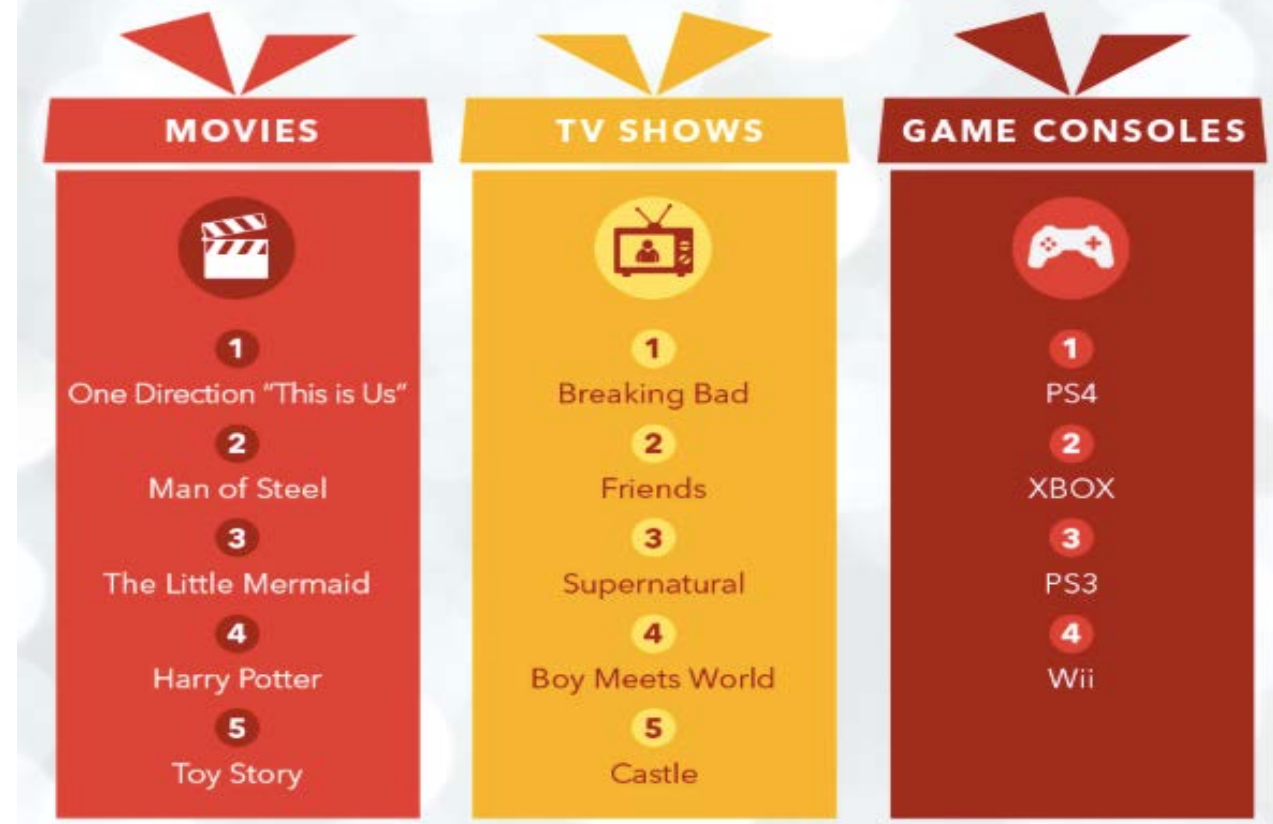
# What Works

User generated feedback: We used various social media platforms to get feedback for our Christmas campaign.

## Top 10 - Most Wanted Holiday Gifts



## Hottest Gifts by Category





# What Works

**Surprise!**



Get them what they really want this season.



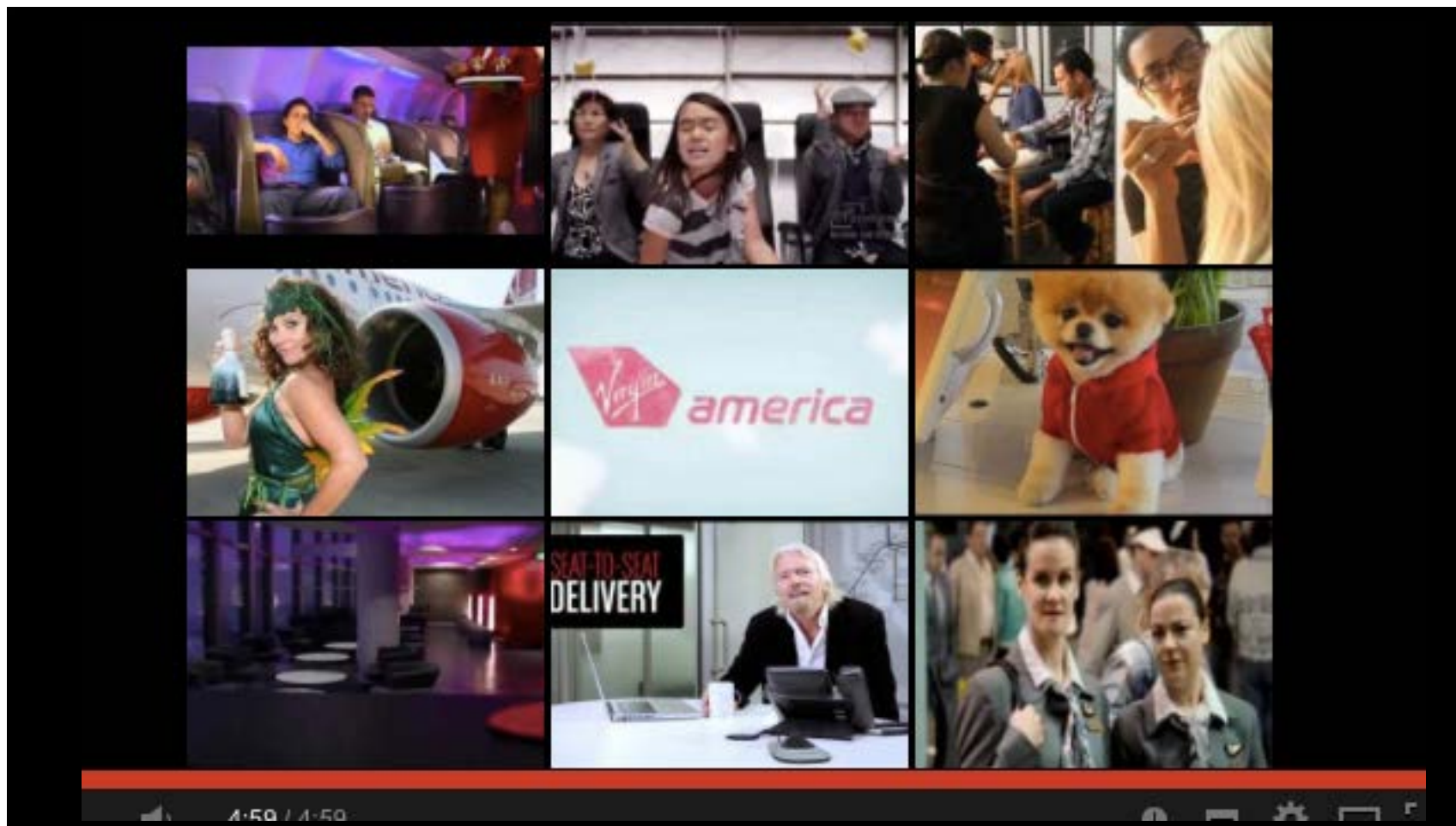
**Surprise!**

Get them what they really want this season.



# What Works

Good content: A new safety video from Virgin America lit up Twitter with comments like: “Get me on a @VirginAmerica flight ASAP!”



Virgin America Safety Video #VXsafetydance





Search



## Virgin DesignLab

Virgin DesignLab is dedicated to collecting visual stimuli and inspiration from all over the world in order to better understand and define the Virgin identity.

Virgin Global ·



Pins from:



Virgin Radio France



Jacqueline Morony



Virgin Mobile South Africa

11 Boards

236 Pins

0 Likes

Follow All

157 Followers

117 Following

### VIRGIN IS...



164 Pins

Follow

### VIRGIN : identities



24 Pins

Follow

### VIRGIN : typography



4 Pins

Follow

### VIRGIN : style



22 Pins

Follow

### VIRGIN : illustration



18 Pins

Follow

### VIRGIN : interiors



31 Pins

### VIRGIN : advertising



26 Pins

### VIRGIN : photography



8 Pins

### VIRGIN : Planes, trains and a...



10 Pins

### VIRGIN : experiences



11 Pins



# What Works

1. Start with concrete objectives
2. Dedicate resources
3. Incorporate other reporting
4. Study your success patterns
5. Remember the community

# Results

1. Build loyal customers
2. Reach new customers
3. Increase content
4. Reliable customer feedback
5. Cost-effective media



# It Works: Richard Branson



A screenshot of Richard Branson's social media profile card. The card has a dark blue background. At the top left is a small black and white photo of Richard Branson. To the right of the photo, his name 'Richard Branson' is written in white, with 'Founder and Chairman of Virgin' below it in a smaller font. In the top right corner, there is an orange shield-shaped badge with the number '1' in white. Below the name, there are three statistics: '3.3m' with 'Twitter Followers' underneath, '3785+' with 'Tweets' underneath, and '91' with 'Klout' underneath. At the bottom, there is a section for 'Social Networks' with icons for Twitter, Facebook, LinkedIn, and Google+. To the right of these icons is the Twitter handle '@RichardBranson'.

In 2011, Richard Branson blogged:

[“Keep Virgin's iconic shiny salt and pepper shakers, or replace them with cheaper versions?”](#)

Overwhelming support for the salt and pepper shakers by Virgin's social media followers to which Richard responded:

[“The shakers would stay. Thanks social media!”](#)




# It Works: Virgin Megastore

Facebook interface for Virgin Megastore. The page header shows the Facebook logo, the name "Virgin Megastore", and navigation links for Home and Find Friends. Below the header, a status bar indicates the user is posting as "Virgin Megastore" and provides a link to "Change to Tarek Moussawer". The main content area features a large photograph of the store's interior, showcasing a red-themed design with shelves of products and a prominent "Red Box" display. To the left of the photo is a large Virgin Megastore logo. Below the photo, the page name "Virgin Megastore" is displayed, along with the statistics "506,304 likes · 1,193 talking about this". A row of buttons includes "Update Page Info", "Liked", and a settings icon. The bottom section contains a "Product/Service" box with the text "Welcome to the official page of Virgin Megastore Middle East & North Africa www.virginmegastore.me", a "Photos" section with a promotional image for Xbox 360 ("GET AED150 WHEN YOU BUY XBOX 360"), a "Likes" section showing "506k", a "Twitter" section with the Twitter logo, and an "Instagram feed" section with the text "We're on Instagram" and a dropdown menu showing "2".

Virgin Megastore

You are posting, commenting, and liking as Virgin Megastore — Change to Tarek Moussawer

Virgin Megastore Timeline Recent Admin Panel



**Virgin Megastore**  
506,304 likes · 1,193 talking about this

Update Page Info Liked

Product/Service  
Welcome to the official page of Virgin Megastore  
Middle East & North Africa [www.virginmegastore.me](http://www.virginmegastore.me)

GET AED150 WHEN YOU BUY XBOX 360

506k

Twitter

We're on Instagram 2

About Photos Likes Twitter Instagram feed



# See you here, there and everywhere



Virgin Megastore



@VirginMENA



@VirginMegastoreME



VirginMegastoreMENA



Virgin Megastore



VirginMENA