

UBM Electronics | Social Network Amplification Program

The global information resource for industry decision makers. 12 million page views per month.

The EE Times Social Network Amplification Program (SNAP!)

snap!

Social networks like Facebook and LinkedIn have the potential to provide business marketers with a powerful new way to reach and influence their customers.

But taking advantage of this potential is not straightforward – it requires a lot of work, and a lot of content. Even then, how can you increase the chance you'll attract the decision makers you want, rather than the consumers you don't?

EE Times' Social Network Amplification Program (SNAP!) is a revolutionary new service that allows your company to "network" these social networks in a unique way.

Unlike advertising programs that simply push your message out to any user of these social media, **SNAP!** uses contextually relevant content to attract the users you want to your social media properties and create real engagement.

And, as its name suggests, **SNAP!** couldn't be easier to use. The **SNAP!** team will build your company's presence on the major social networks. A **SNAP!** agent then works with your company to collect your content and post it onto your social network properties, curate them, and perform basic filtering to expunge unwanted followers.

Content is a critical component of the **SNAP!** service, and we recommend posting at least one piece of content to your social network sites every weekday. What kind of content? That's up to you. Pretty much anything that is relevant to your customer will work – whitepapers; press releases; an informational graphic or PowerPoint presentation; product literature; blogs; a status update or observation from one of your company executives; or just a link to news related to your industry. Need help developing content? We can take care of it for you!

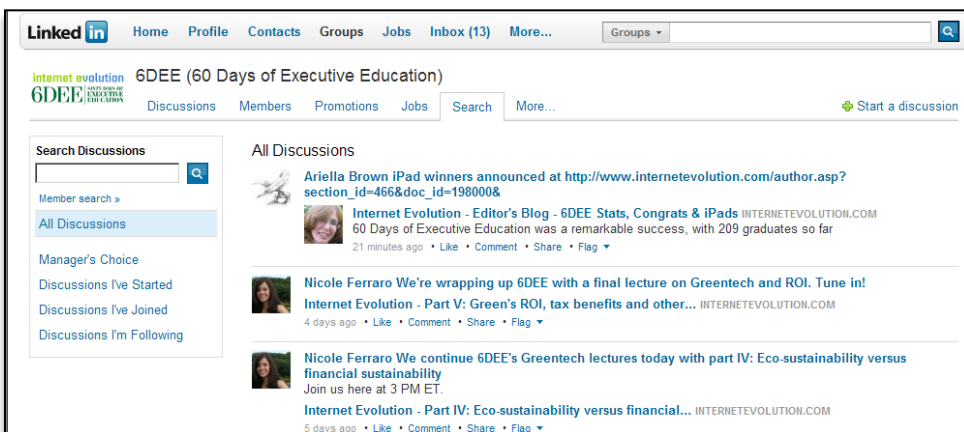
Why SNAP?

- Reach and influence your customers through social media
- Build your social media presence
- Attract the users you want to your social media properties and create real engagement



About UBM Electronics

UBM Electronics, a UBM company, is the global leader in media and marketing services for the electronics industry. Each month more than 2.2 million global electronics industry professionals engage with our online, event and print brands and communities. We serve marketers with targeted, deep and measurable engagement with our audience, and we offer innovative, next-gen marketing services built around industry-leading editorial content.



Sample SNAP site on Linked In

ubmelectronics.com/mediakit
Marketing Solutions that Power the Global Electronics Market

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EE Times SNAP Package Programs

SNAP! Standard Package

Our basic **SNAP!** program works across the three most powerful social networks in the world: Facebook, Twitter, and LinkedIn. The service has two parts:

- **Part I: SNAP! Create**

The EE Times SNAP! team will create a **Facebook** page, **Twitter** feed, and **LinkedIn** discussion group specifically for your company. All we need to get started is your company logo. You can opt to use your presence on these networks to promote your company as a whole, a department, an executive, or even a particular product or service.

- **Part II: SNAP! Curate**

Our team then updates your page with your fresh content *every day* to ensure that there is always something relevant to engage the user; monitors the discussion; screens new registrations for your page, feed, or group – expunging those that are clearly undesirable; and compiles monthly reports summarizing your company's social network activity.

Deliverables include:

- A minimum of **2,000** Facebook Fans plus a minimum of **1,500** Twitter Followers after three months!
- Development, content updates, monitoring, basic screening, and reporting for Facebook, Twitter, and Linked-in pages

Cost: \$9,000 for 3 months

SNAP! Ons

In addition to our standard **SNAP!** service, we're happy to offer two options that drive yet higher levels of engagement with your target audience:

- **SNAP! Content**

For companies that don't have enough original content of their own to provide daily updates onto their social networking properties, we're happy to help by developing a variety of unique content – from blogs, to whitepapers, to Webinars and more.

Deliverables include:

- 1 original blog
- Four short news items every week (Ask us about our whitepaper option!)

Cost: \$8,000 per month

- **The SNAP! Fire Hose**

SNAP!'s Fire Hose service lets you drive users to a specific Web asset where you want, when you want. The asset can be your LinkedIn group or Facebook page, your corporate Website's home page, a whitepaper on your Website – even a video. SNAP! Fire Hose works in two ways: First, by emplacing links within the EE Times network. Second, using EE Times' status as a trusted provider of information to drive activity from social networks and search engines to your site.

Deliverables include:

- Delivery of page views guaranteed or your money back

Cost: \$1 per page view (minimum investment of \$2,500)

Used in parallel, SNAP! Curate, Create, Content, and Fire Hose will allow you to quickly and efficiently build a powerful and integrated beachhead in the social networking world.

For more information contact Christian Fahlen, Dir of Media Product Management, christian.fahlen@ubm.com, 415-947-6623.