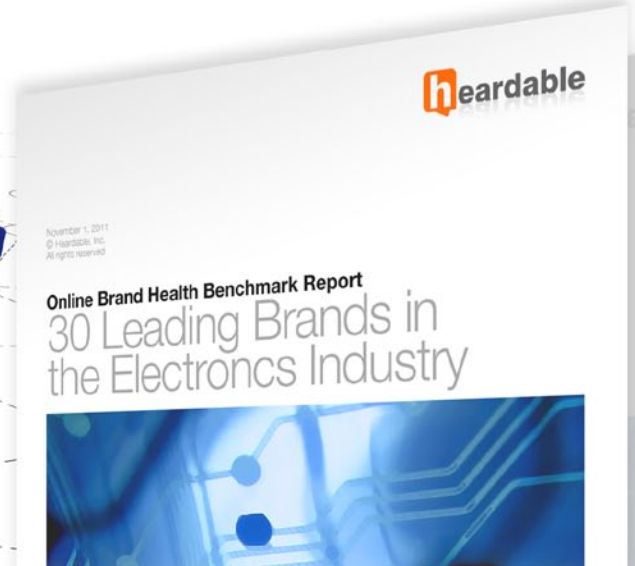


What is your Social Media Rank?

Why Does it Matter?



We've all seen the incredible rise of mobile platforms and social media – which has hit a “must do” point in its evolution. The number of companies leveraging Twitter, Facebook, and LinkedIn is rising rapidly – along with their numbers of followers. So when UBM Electronics discovered Hearable’s new study benchmarked the online performance of 30 leading brands in the electronics industry, we had to share. This study provides online performance diagnostics on everything from mobile readiness to social network participation to adeptness at SEO.

Study Highlights

Today, up to a half of an electronics company’s marketing budget is invested in its own Websites (blogs, content, and communities), social media, and events; this is **owned media**. Savvy electronics companies recognize content is the key ingredient in improving customer engagement and search engine rankings. **Paid media** is still a great way to target customers efficiently, and **earned media** (PR/editorial mentions) is still one of the best ways to launch a product or improve brand equity. However, we’ve entered the new age of social marketing, and companies are confronted with even more media options and need improved ROI.

Hearable ranks 30 electronics brands and outlines their top findings, providing examples of how companies must optimize in these key areas: mobile, share, measure, social, search, and interaction.

What is clear is brands must:

- Create and index enough relevant content, frequently
- See the relationship between their strong social media strategies and organic search engine results
- Understand their markets, including competitors with similar digital footprints, social trajectories, overlapping advocates, or common business goals

[Download Hearable’s Report](#)

Now, Kick-Start Your Efforts

UBM Electronics has amazing services to help you deploy social and owned media and increase customer engagement. They include our:

Community Activation Platform (CAP)

Our “plug and play” community platform will help you build, direct, and use a vibrant community as the basis of your integrated marketing program. CAP combines a state-of-the-art multimedia community platform with original and in-depth authoritative content, plus extensive social media integration. We’ll also optimize your community for better placement within the online search engines.

Social Networking Amplification Program (SNAP)

This is a great new program that builds your company’s presence on the major social networks. We’ll work with you to collect your content, post it onto your social network properties, curate your networks, and perform basic filtering to expunge unwanted followers.

Want to Know More?

To discuss the Hearable Report, and how UBM Electronics can help your company, contact:

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