

Devising Social Media Strategies for Takaful Promotion

By Fahmi Mohammed



Agenda

- Social Media in Retrospect
- The Need for Social Strategy
- Strategy Roadmap
 - Situation Analysis
 - Goal
 - Strategy
 - Tactical Plan
 - Measurement
- Social Strategy – the Living Document

Social Media in Retrospect

Region	Muslim Pop.	Internet Penetration (%)	Internet Population	Ave. Social Media Penetration (%)	Social Media Users
Middle East	210,000,000	35.6	74,700,000	42.8	30,200,000
Europe	43,000,000	61.3	26,350,000	13.5	3,500,000
Malaysia	17,300,000	61.7	11,200,000	63.1	7,080,000
US	6,000,000*	78.2	4,690,000	46.5	2,180,000
UK	2,800,000	82.5	2,310,000	37.3	862,800
TOTAL			119,250,000		43,822,800

- Rise of Niche Communities
- Customer Driven Markets
- Transparency
- Social Media and Risk and Regulation in the Financial Services

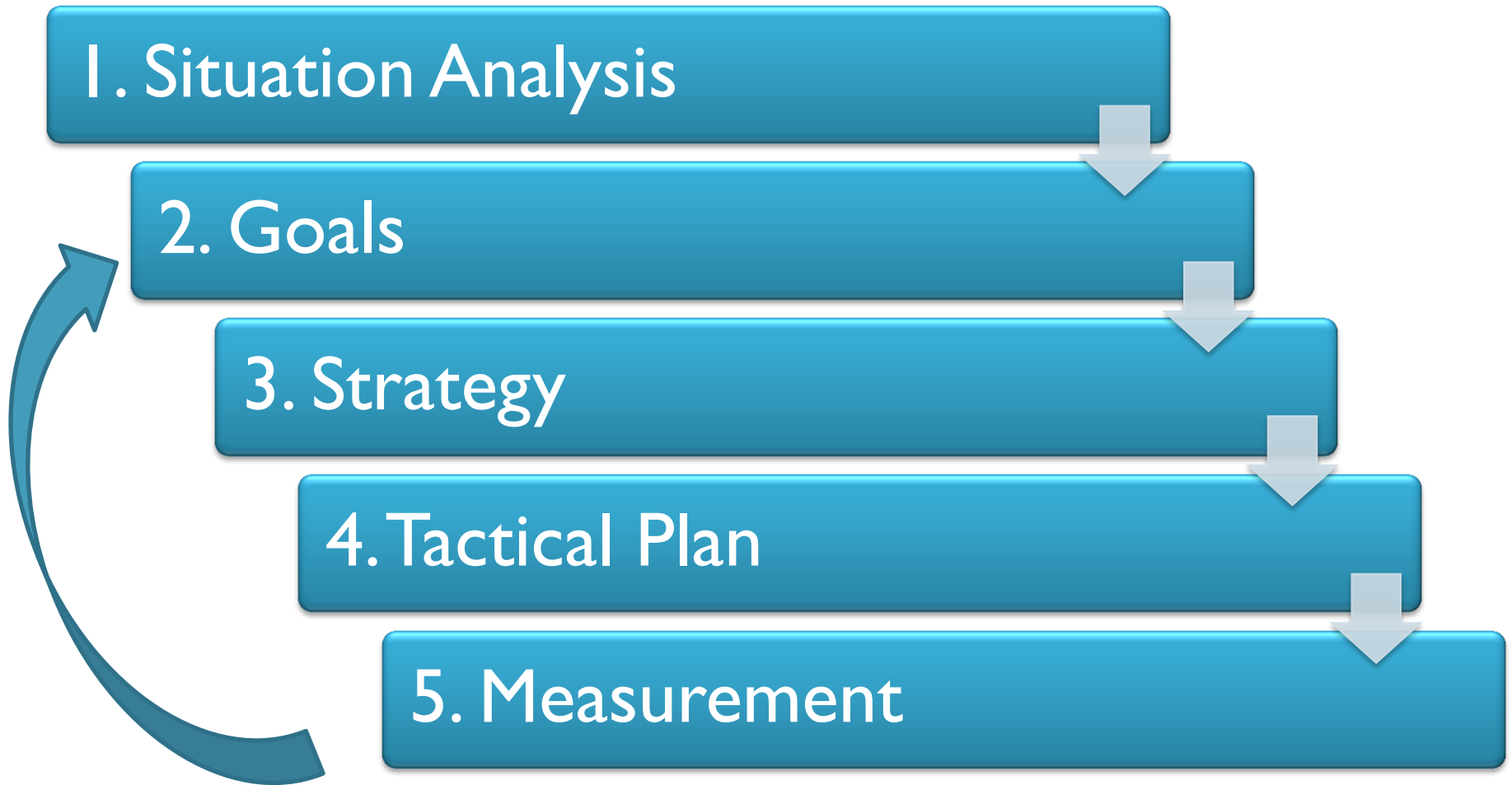
Industry

The Need for a Social Strategy

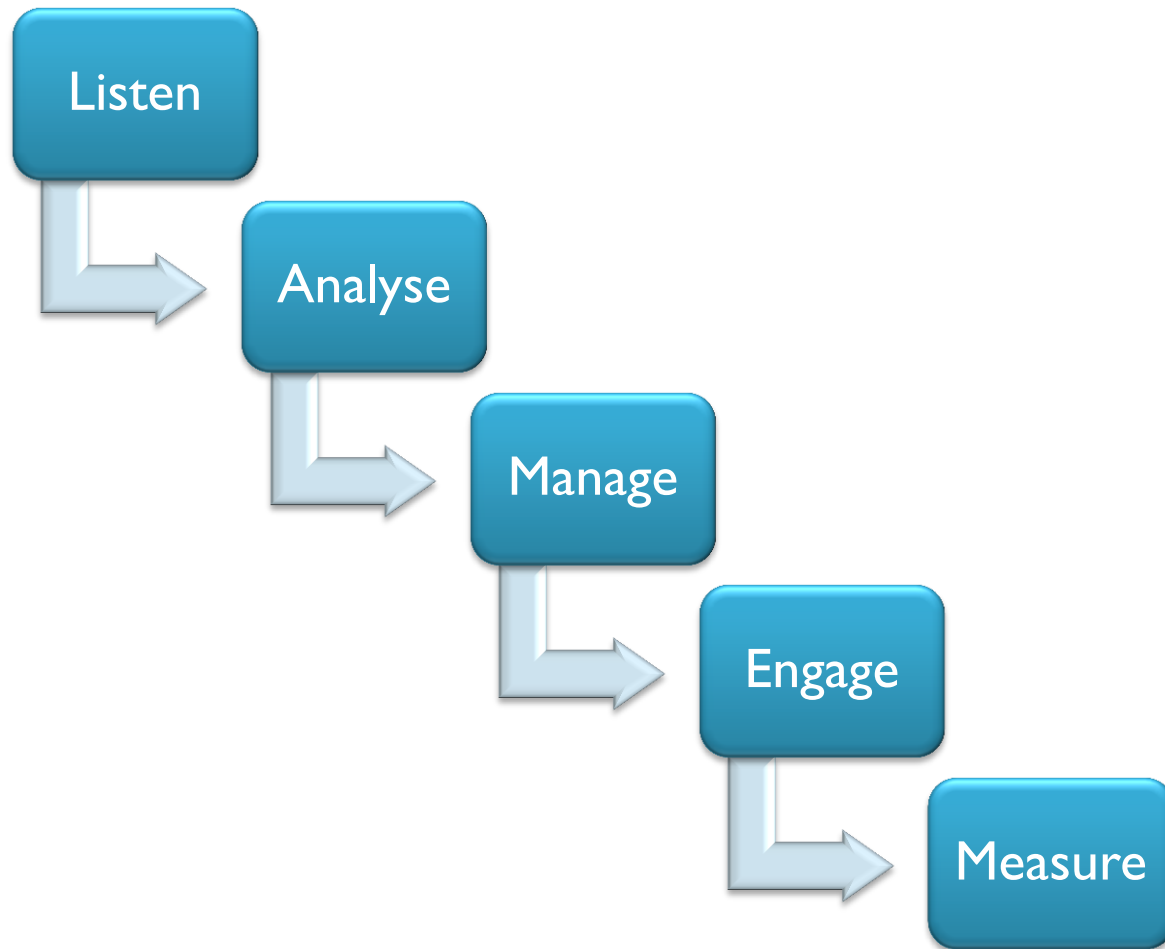
- Outlines what to achieve and how to achieve it
- Support key marketing objectives
- Measure the true impact of Social Media on adding value to the business
- Mitigate any unforeseeable channel risks in the event of negative PR

Key: Social Media is not an end by itself but a means to an end.

Strategy Roadmap



Situation Analysis



Goals

Goals provide direction and purpose for using social media.

- Goals should be:
 - Business-focused
 - Action-oriented
 - Measurable
 - Succinct

Examples:

- **Goal 1: Promote Brand Awareness**
- **Goal 2: Improve Customer Service**
- **Goal 3: Drive New Leads**



Strategy

Implement Action-oriented Strategies to cover each goal

➤ **Goal I: Promote Brand Awareness**

Strategy I.1

- Provide valuable and informative content showcasing expertise
- Invite industry professionals for guest blogs
- Gain more website visitors



Tactical Plan

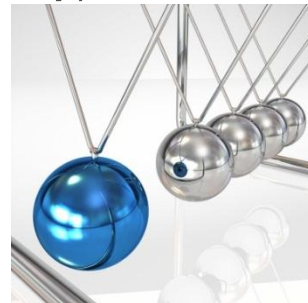
Merge Strategies into one 'uber-Strategy'

- Have a to-do list for each phase
- Compliance

Example

➤ Phase I: Centralise Content Distribution

- Launch and maintain a blog on website
- Create a content calendar (Daily, Weekly or Monthly)
- Share content across social profiles
- Conduct blogger outreach



Measurement

Each goal should have specific & time-bound measures

Key Measurement Metrics:

- Share of Voice/ Influence / Klout
- Sentiment Analysis
- Reviews and Recommendations (Complement Paid Search)
- Engagement Rate (0.01% - 1% Industry Average)
- SEO Rankings from shared content
- Website Visitor Numbers
- Direct vs Assisted Conversions/Leads



Social Media Strategy – the Living Document

- SM strategy is built to change
- Launching a Facebook Page is NOT a Social Strategy
- Social Media ROI
 - i. Branding Activity
 - ii. Performance Based
- Social Media Needs Commitment



Any Questions?

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