

WORKSHOP B

Valid Metrics – learning from the client view

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Standardising Measurement

Avanade's Journey

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Katy Shrimpton – Avanade
Colin Wheeler – Waggener Edstrom

Expert Commentators
Eve Stevens – Waggener Edstrom
Mike Daniels – AMEC

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Trusted heritage

We combine the strengths of our founding companies to bring customers unique **insight**, **innovation** and **expertise** that drive meaningful results.

accenture

 **avanade**[®]
Results Realized

Microsoft[®]

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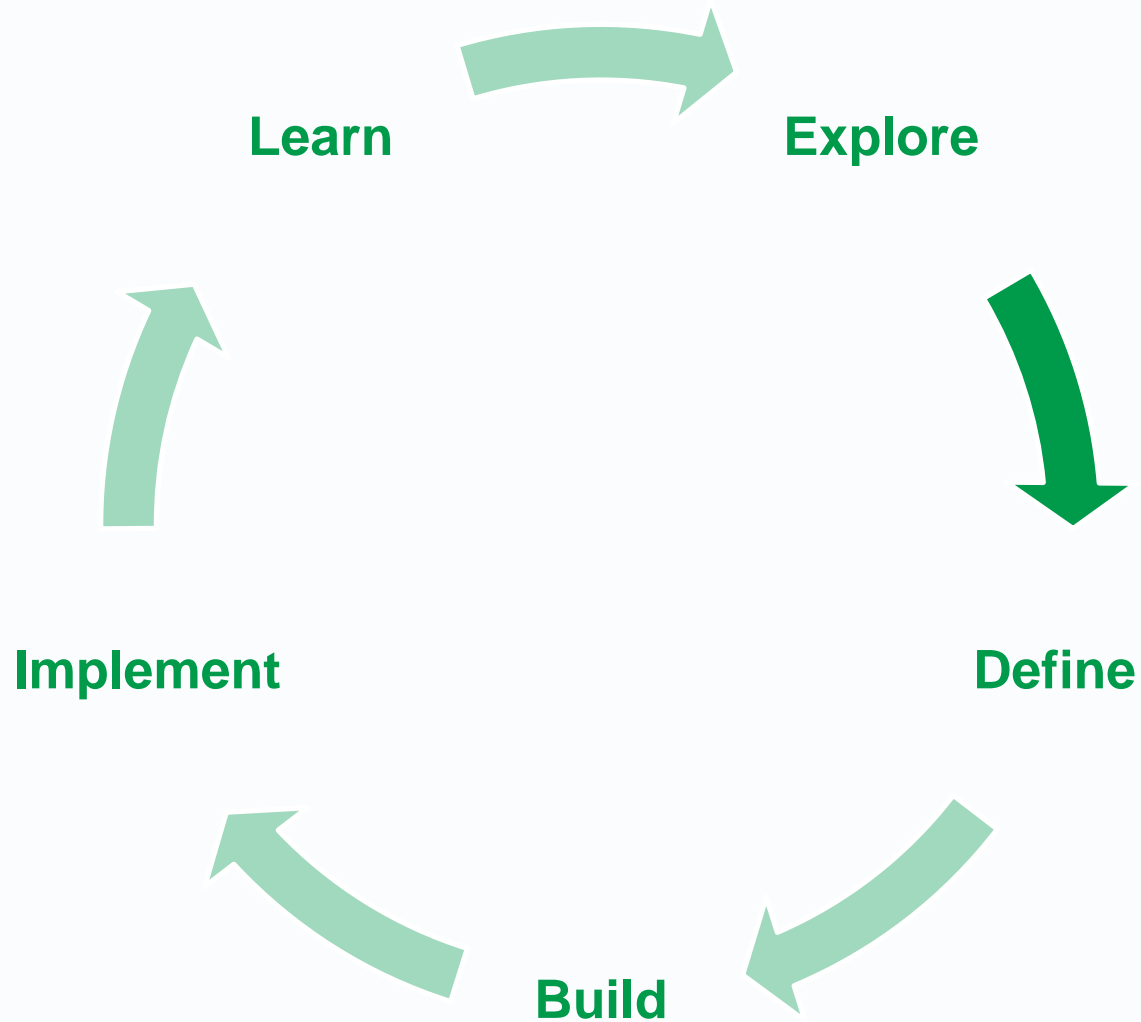
Diverse, global customer base

1000s

of customers

Medium to large organizations • All industries • Government agencies

Our Journey

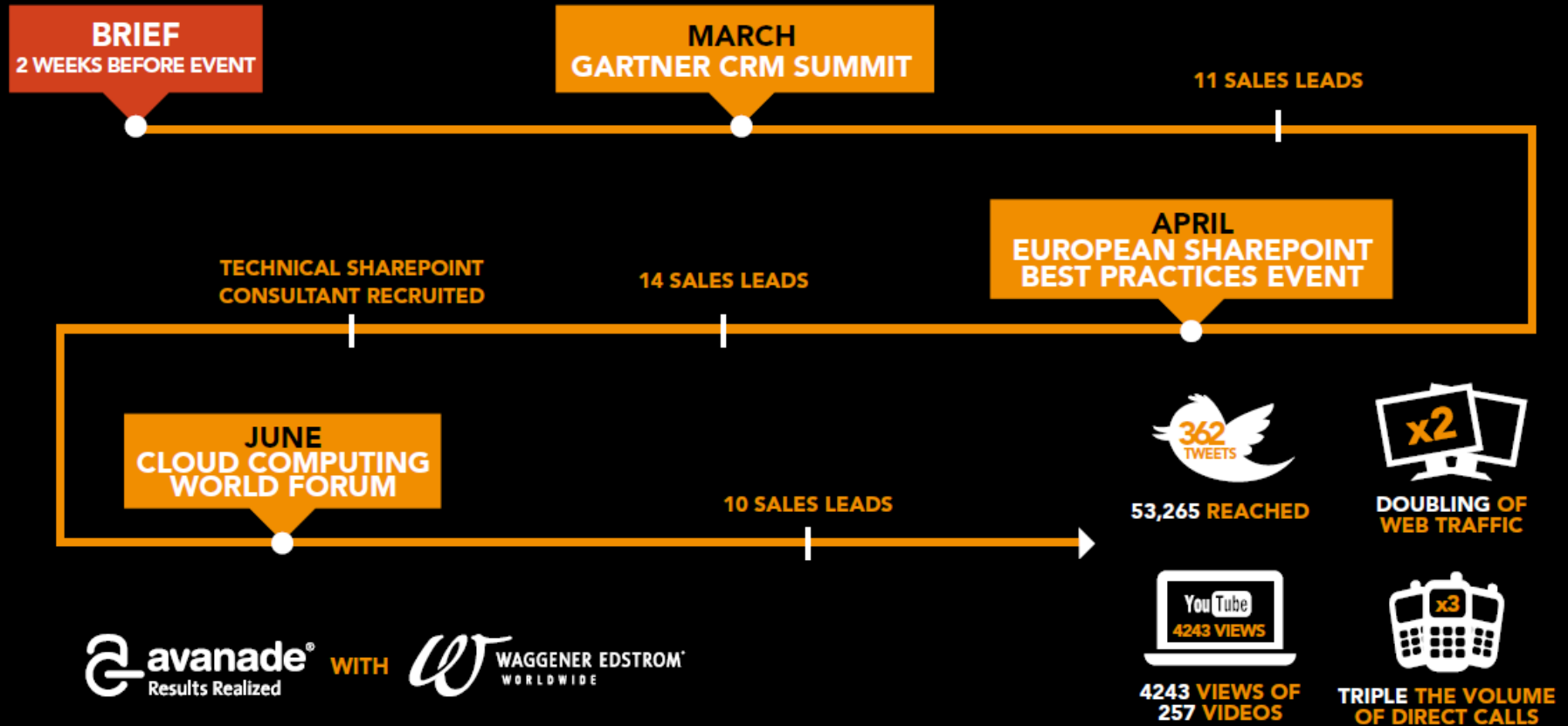


Explore

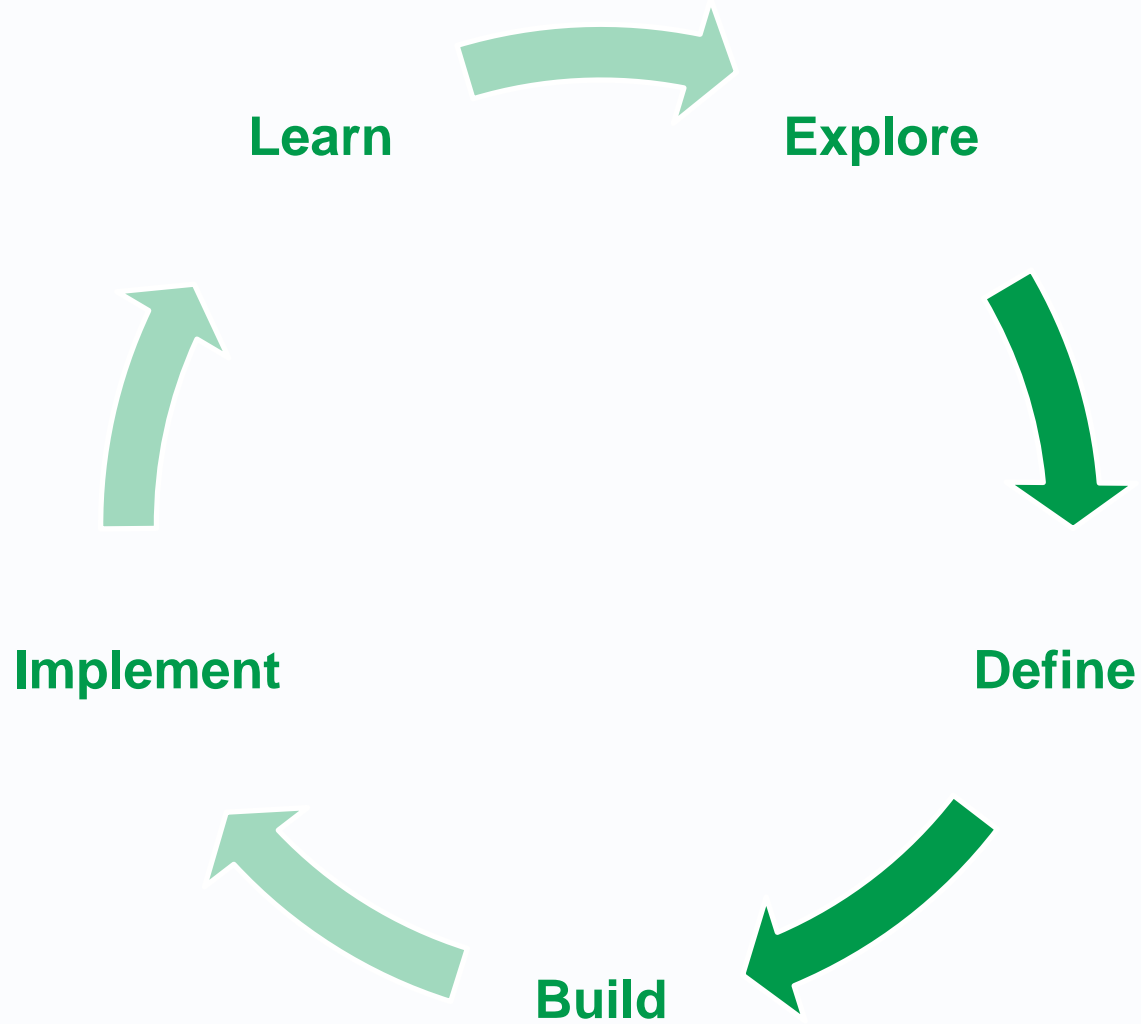
- Avanade has experimented using social media to generate awareness of the brand, establish thought leadership and engage with the community.
- By being part of and maintaining a presence in the conversation on key areas such as 'Bring Your Own Device', 'Exchange migration' etc. Avanade are seen as relevant and credible by their end-customers.
- Further, Avanade has seen tangible business impacts from social media campaigns.

#ASKAVANADE 35 SALES LEADS

A B2B social media marketing campaign that took Avanade direct to prospects to gain buyer insight and, importantly, create qualified sales leads.



Our Journey

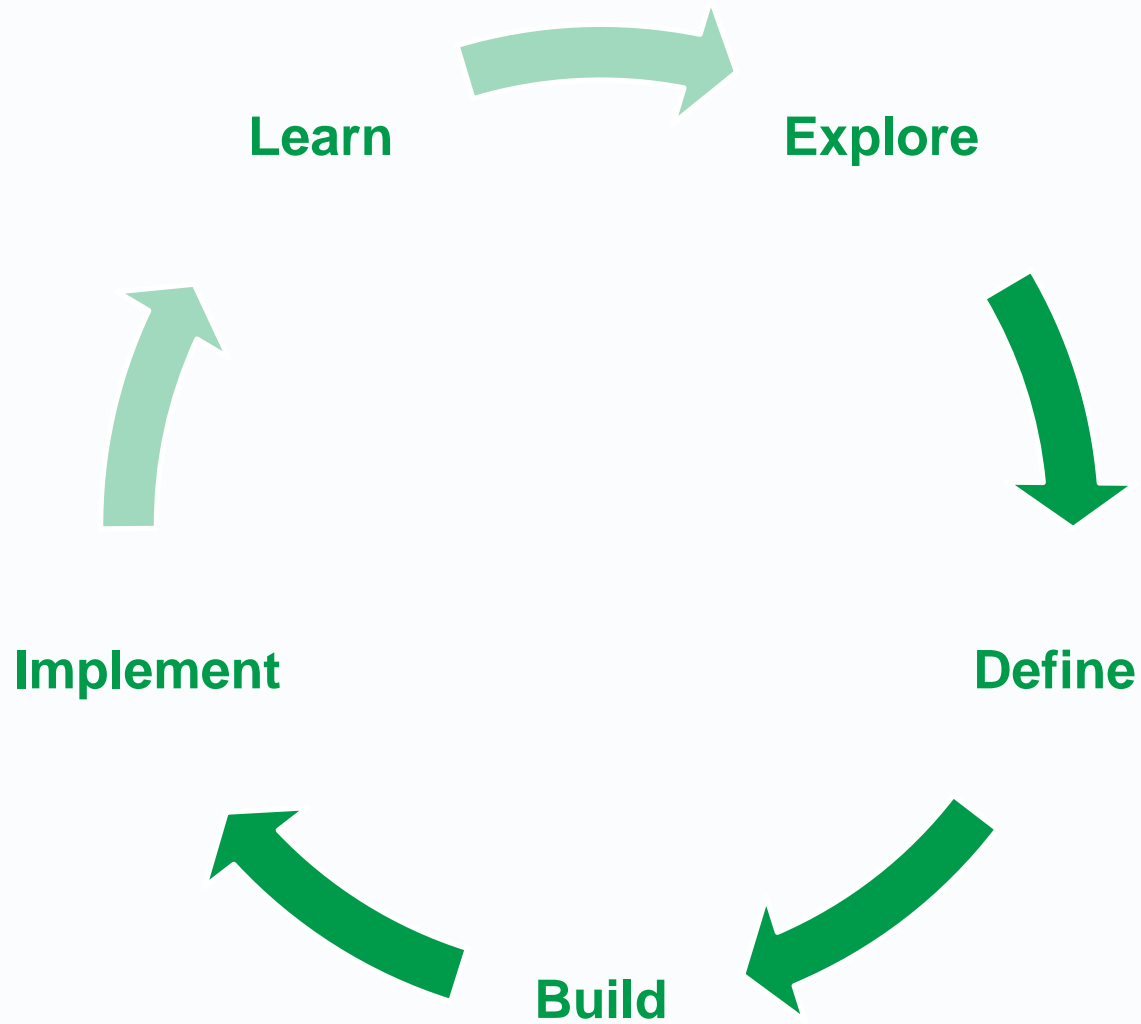


Define

Align on guiding principles

- 1) It must be aligned to marketing priorities
- 2) It must be simple so that it is easily adopted across marketing teams
- 3) It needs to accommodate diverse geographies – the EALA region
- 4) It needs to be adaptable to changing priorities

Our Journey



Build

1) Clarify priorities of social engagement

Current Focus



Sales/Sales Enquiry

Build

2) Keeping it simple

- *Awareness* – Volume and share of voice in conversations
- *Knowledge* – Messaging within conversations
- *Interest* – Social community engagement with the brand

Build

3) Select a set of countries to start

Netherlands

Facebook: [AvanadeNederland](#)
Twitter: [@AvanadeNL](#)
YouTube: [AvanadeNL](#)

Spain

Facebook: [Avanade Spain](#)
Twitter: [@AvanadeSpain](#)
YouTube: [AvanadeSpainMktg](#)

UK

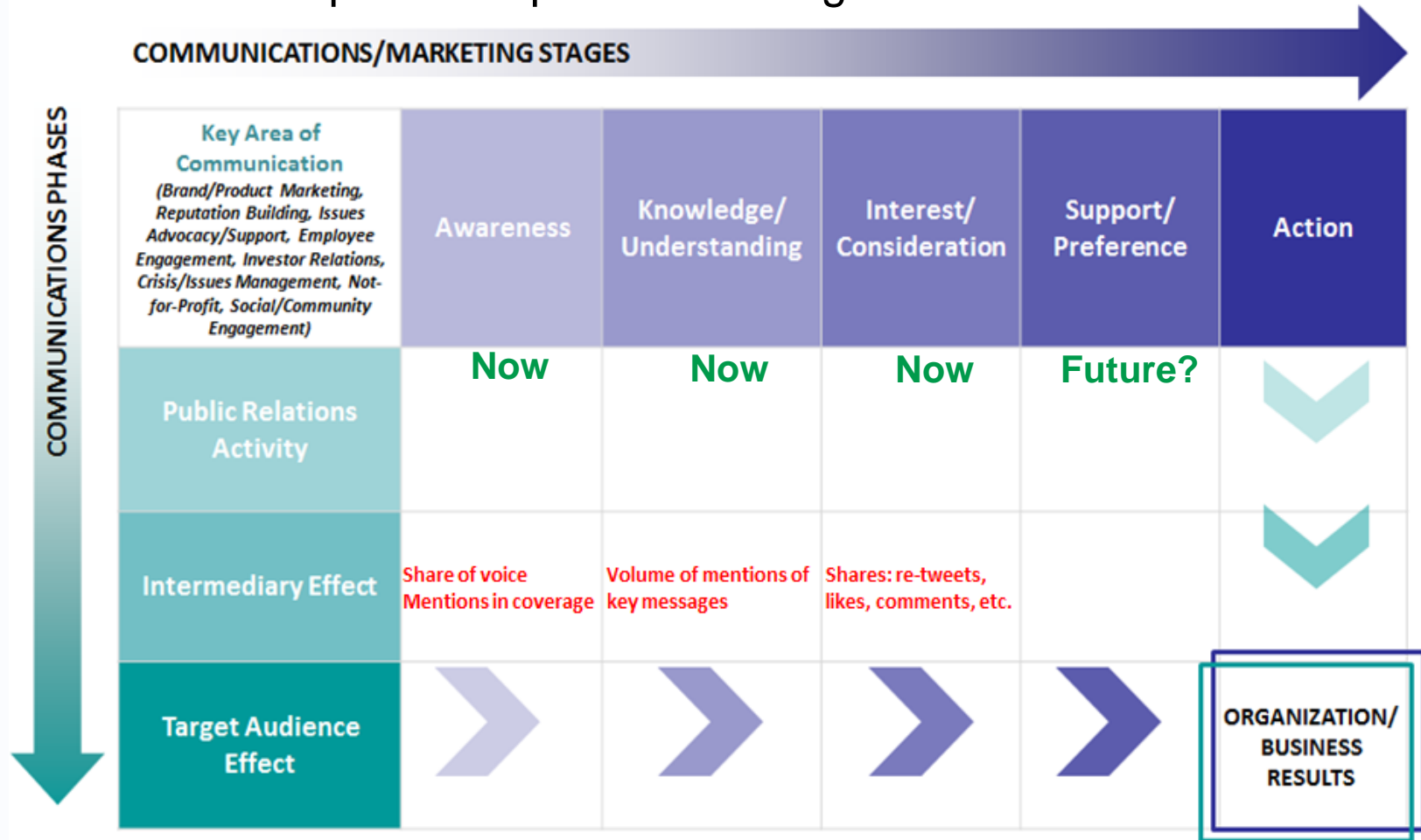
Facebook: [Avanade-United-Kingdom](#)
Twitter: [@avanadeuk](#)
YouTube: [AvanadeUK](#)

South Africa

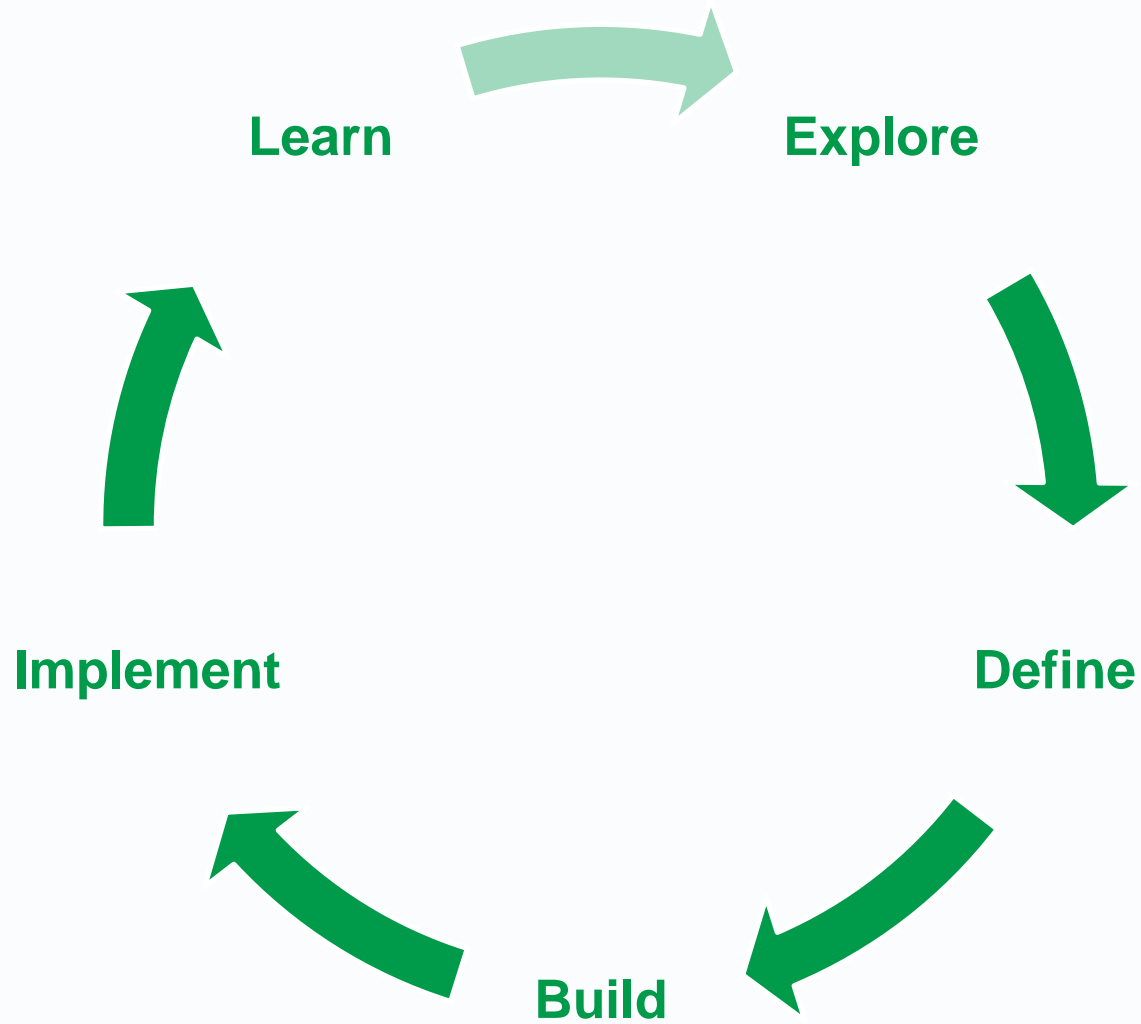
Facebook: [Avanade South Africa](#)
Twitter: [@AvanadeSA](#)
YouTube: [AvanadeZA](#)

Build

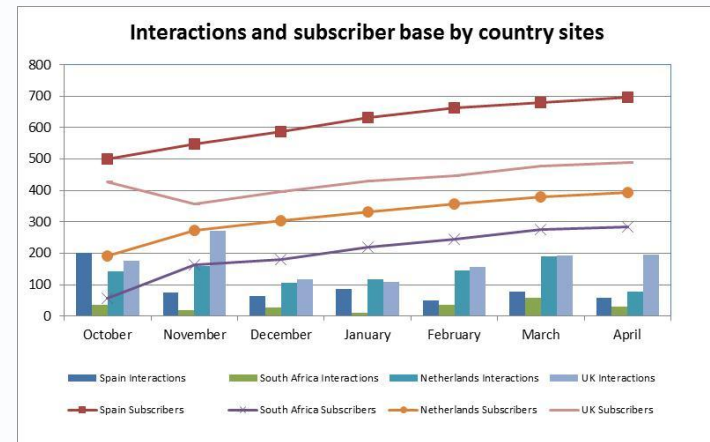
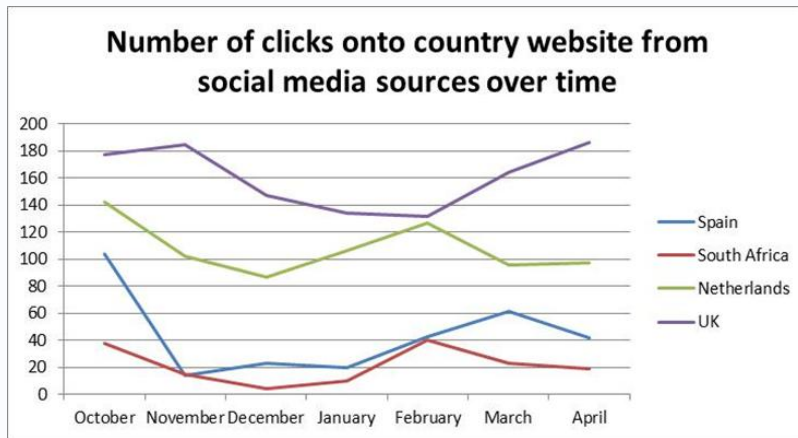
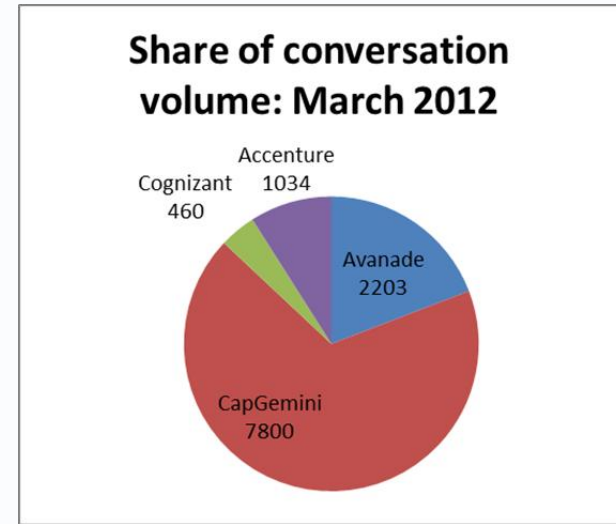
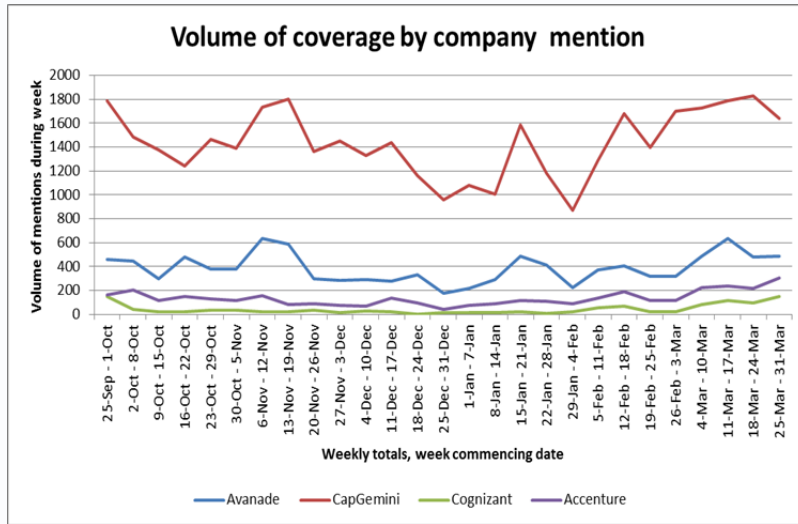
4) Ensure it is adaptable as priorities change



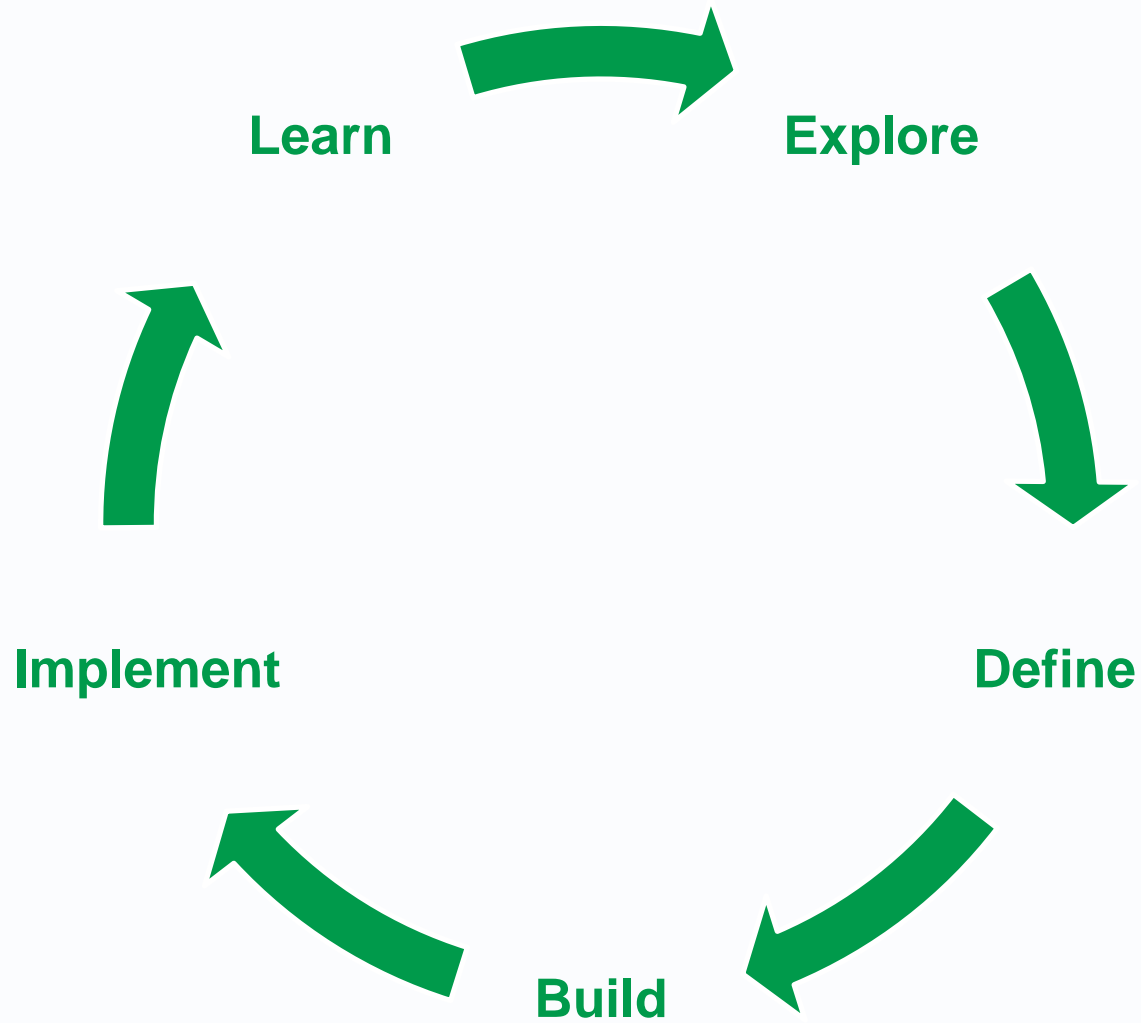
Our Journey



Implement



Our Journey



Learn

Set guiding principles that are reflective of your business reality

More is not always more – Focus on what matters

Be practical and realistic about what you can achieve short vs. long term

Expect that the start is not the end, be prepared to learn, refine and adapt

QUESTIONS

With the possibility of Answers

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