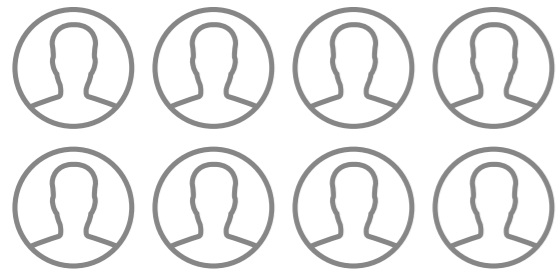


BUSINESS CLOUD SERVICES
for COMMUNITY MANAGEMENT
managing your social networks



8

new users
each second



70%
users are
daily users



VS



4,1h

each day via
a computer

2,1h

each day via
a smartphone



In Switzerland, users stay
4,1 hour on social medias
on a computer versus
1h on a smartphone

i Internet mobile access doubles each year



90 %

of digital data have
been created during
the last two years



822 240

new websites are put
online each year

DEFINING COMMUNITY MANAGEMENT

COMMUNITY MANAGEMENT

Community Management is basically a planning method of your social medias. Living in the Web 2.0 era, these communication canals are very influent and have multiple advantages : throughout the social medias, you can communicate quickly, clearly and efficiently with users.

For a company, Community Management represents an interesting communication strategy to deliver information optimally to consumers. However, method and rigor are necessary, knowing that these social medias can convey a very positive image of the company in a very small amount of time but a bad management can also create the opposite effect.

THE COMMUNITY MANAGER

The Community Manager is somehow the spokesman of the company : he « humanizes » it by giving it a voice and a personality. The Community Manager is essential and his role is complex, because he has to give the company a spark of life on the Internet. The aim is to federate a community but also to interact with prospects and clients, and therefore to create loyalty.

HOW DOES HE DO IT ?

The Community Manager publishes the articles during optimal hours, analyzes the statistics generated by social medias and plans his communication strategy.

The aim of Community Management is quite simple : customers have to become loyal and sales have to increase. For that matter, the Community Manager has to identify its target audience and understand its interests to choose well-adapted social medias and leave out the more limited medias in terms of communication.

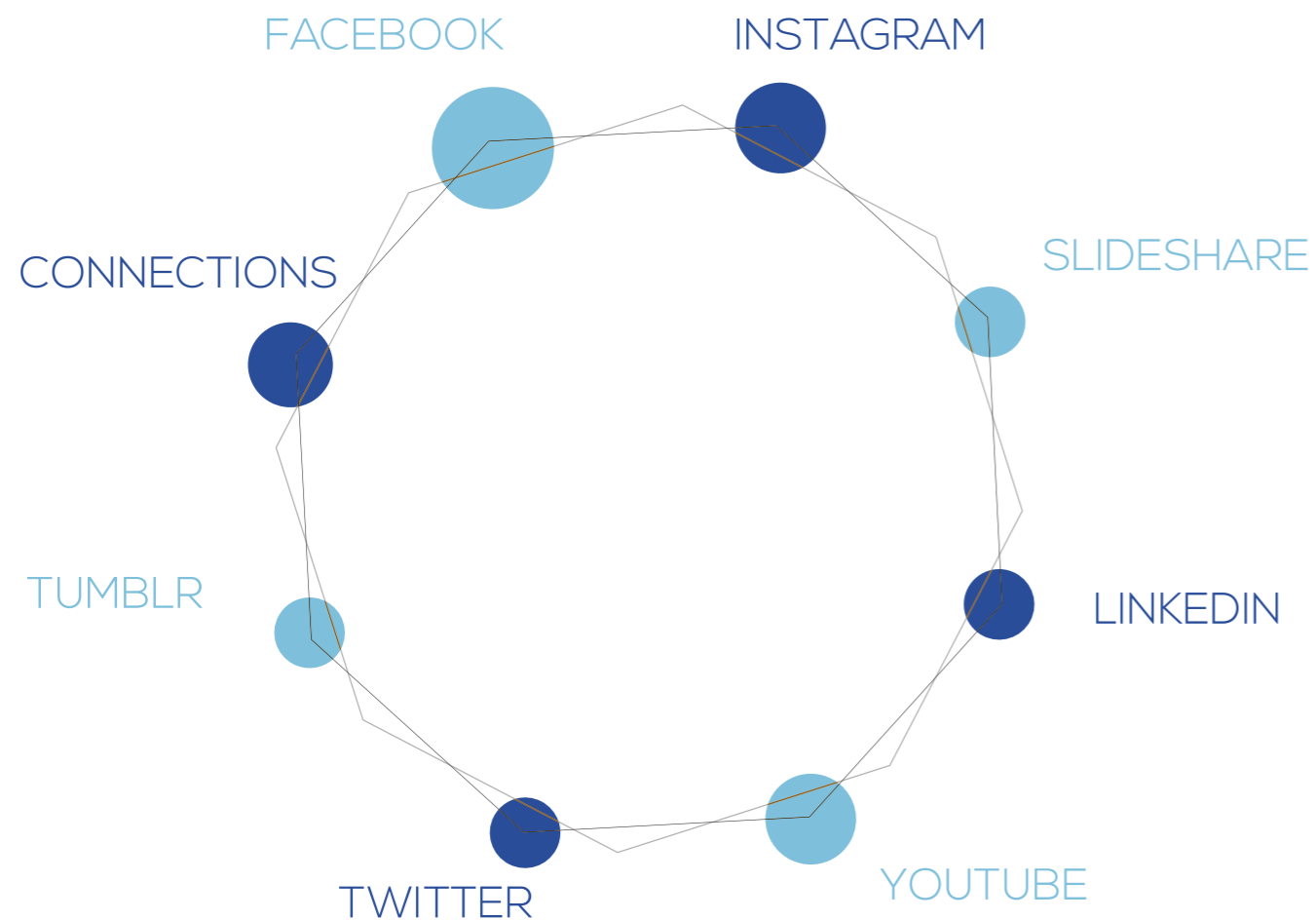


SOCIAL MEDIAS'
PLACE IN TODAY'S SOCIETY

USING THE RIGHT SOCIAL MEDIAS

At AGENTIL Media, we commit to using the most pertinent and adapted social medias to your communication strategy.

Quick overview of the main actors of the Web 2.0, of their impact and their reach :



We can also assist you with the creation, preparation and uniting of your visual identity and content. All of your supports can be prepared before putting them online, for a more coherent content.

COMMUNITY MANAGEMENT AT AGENTIL MEDIA

Nowadays, Community Management is necessary and if a company doesn't wish to manage it internally, if lacking resources or simply willing to outsource it, it is possible to subcontract the social media management to an outside agency.

At AGENTIL Media, we offer a daily management of your communication strategy, established on 3, 6 or 12 months. We shall therefore establish this strategy and work hand in hand, allowing us to develop the best communication plan as possible.

3 months	6 months	12 months
Composition of an adapted communication strategy	Composition of an adapted communication strategy	Composition of an adapted communication strategy
Set up of social media accounts and the visual identity of the company	Set up of social media accounts and the visual identity of the company	Set up of social media accounts and the visual identity of the company
Set up of content	Set up of content	Set up of content
Communication management	Communication management	Communication management
TRIMESTRIAL REPORT [Autonomy preparation]	TRIMESTRIAL REPORT	TRIMESTRIAL REPORT
	Communication management	Communication management
	TRIMESTRIAL REPORT [Autonomy preparation]	TRIMESTRIAL REPORT
		Communication management
		TRIMESTRIAL REPORT
		Communication management
		ANNUAL REPORT

BUSINESS CLOUD SERVICES

We offer you the possibility to host your solution on our swiss cloud.

YOUR IT CHALLENGES FOR YOUR CRITICAL APPLICATIONS

How much time do I spend managing my IT?

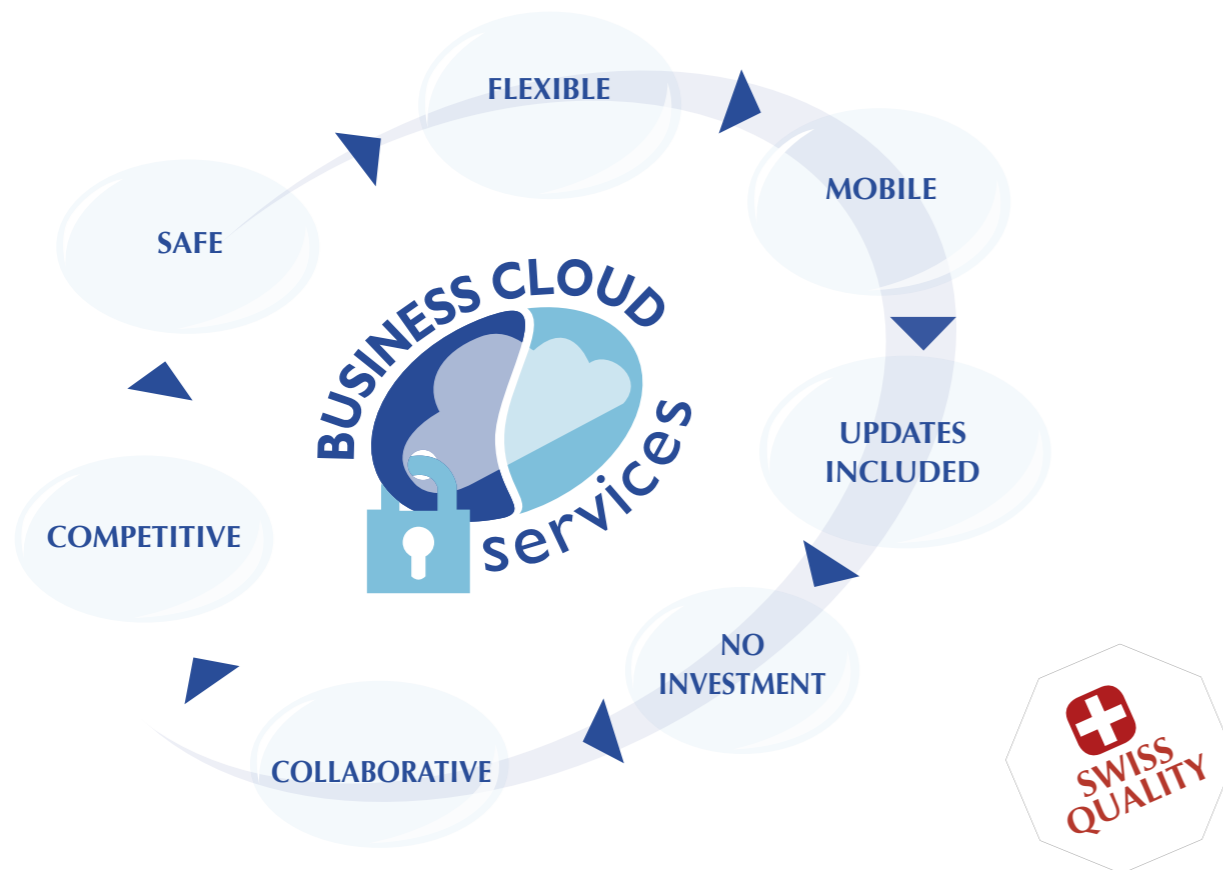
Do I have a safe backup of my data?

How to get a real time adaptable solution
to meet my business changes?

Is my data located and stored in Switzerland?

How can I run my business from anywhere
and anytime?

How to optimize my cash flow and invest
in my core business?





COMMUNITY MANAGEMENT