

DECODE'S BUZZFLUENCE™

Collaborate with your most influential stakeholders to design **your** buzzfluencer strategy.



A POWERFUL COLLABORATION TO BOOST YOUR SOCIAL MEDIA EFFORTS DECODE: POWERED BY A DEEPER KNOWLEDGE OF YOUNG GENERATIONS

We start with two core questions: How can your organization extract more value from marketing investments and become the most influential brand in the space in which you're competing? And how can you leverage the most influential people in your network? **Then we focus on results - not only 'why' but 'how'.**

Through our ongoing exploration of social media and young generations, DECODE has discovered that the most influential young people in social networks exhibit common behaviours; unlike the majority of your network, they are creators AND sharers, they are more reliant upon their social network for socializing and their networks are stronger. We call these individuals Buzzfluencers.



buzz·flu·ence — the act of individuals or brands efficiently creating buzz and influence through their social media networks

DECODE's one day Buzzfluencer workshop is designed to use our understanding of how young generations are really using social media to help your organization become more effective and influential. In this workshop participants will:

- + Be introduced to key findings from our most recent study on social media and GenY: how target consumer segments engage with brands · defining characteristics of the most influential social media users · the significant impact of social media on purchase decisions · why 'rating' should be an integral part of the social media marketing mix
- + Create a map to activating your brand as a Buzzfluencer™ by collaborating on how you will demonstrate core behaviours that are essential for success
- + **Build a strategy to attract, engage and activate the most influential stakeholders in your network**

Workshop In Summary:

- + a full day session, moderated by DECODE
- + informative: kick-off presentation focusing on key findings from our latest exploration on social media and young generations and a post-workshop report including key findings and summaries of plans | tactics developed
- + creative, interactive learning environment for all participants
- + collaborative; DECODE recruits DMZ **friendly Buzzfluencers** from your target list of key stakeholders to participate with you and your marketing team, agency, etc...
- + \$30,500 plus applicable taxes (does not include venue or DECODE travel)

Workshop Benefits:

- + stakeholder engagement - include those who need to understand and be a part of your social media strategy
- + team engagement - by focusing your team on the right information and the tools that translate insight into action
- + smarter, more effective, more efficient social media and related investment strategies

social media is becoming a critical part of maintaining and leveraging fan relationships - how are you competing?

contact DECODE:

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DECODE is a global strategic consultancy that merges the best elements of research and innovation to solve our clients' biggest challenges related to young people. We decode what young people think, feel, want, need, believe in and aspire to, guided by our in-depth knowledge of youth, young adults and young families. Our expertise in uncovering fresh, relevant insights – using both traditional and pioneering methodologies – helps our clients design better products, programs and initiatives aimed at younger audiences. Since 1994, DECODE has completed over 500 projects for the world's leading businesses and governments.

