

# WEBER SHANDWICK CORPORATE DIGITAL STRATEGY AND ACTIVATION

In today's 24/7 social media environment, brands can no longer afford not to take digital platforms seriously. Even if your brand is not active on social media, anyone can talk about you and define your brand for you. For the sake of your reputation, it's imperative to engage, wisely. Weber Shandwick is here to help you through the process.

Whether you are preparing for business change or seeking to effectively tell your corporate responsibility story, an effective digital strategy is now key to your corporate communications activity.

Weber Shandwick's corporate digital strategists will work with your in-house communications team to devise a digital strategy that supports your business goals.

We can then help you execute the strategy, ensuring you're speaking to the right audiences and that your in-house team is equipped with the right skills to manage your digital channels.

Our corporate digital strategy services include:

- A comprehensive digital audit of existing channels, conversations, content, competitors and influencers, to identify what's working for you, your industry and competitors – and what isn't.
- Development of a digital engagement strategy, covering influencer identification and outreach, channel strategy to ensure key messages are cascading through social media to the right audiences, and syndication strategy, including paid.
- Activation of your digital engagement strategy, including ongoing content development.
- Development of a tailored social media handbook, including protocols for community managers on content, tone and style, and a crisis response matrix to ensure correct and swift response.
- Digital onboarding of your in-house teams to ensure they have the skills and knowledge they need to run your ongoing digital engagement programme.
- Social media monitoring of key conversations around the brand, to identify potential reputational issues.
- A reporting framework focused on business-critical metrics.

## OUR APPROACH

- ▶ **Integrated:** Our digital strategists work hand-in-hand with our media experts to ensure your digital strategy is rooted in communications and business objectives.
- ▶ **Experienced:** We work with clients across sectors, countries and languages.
- ▶ **Flexible:** Our approach will be tailored to your business, your needs and your internal resources.
- ▶ **Knowledgeable:** We use industry-leading monitoring and research tools, and Weber Shandwick was chosen as the first global agency to trial Facebook at Work.

## CONTACT



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