



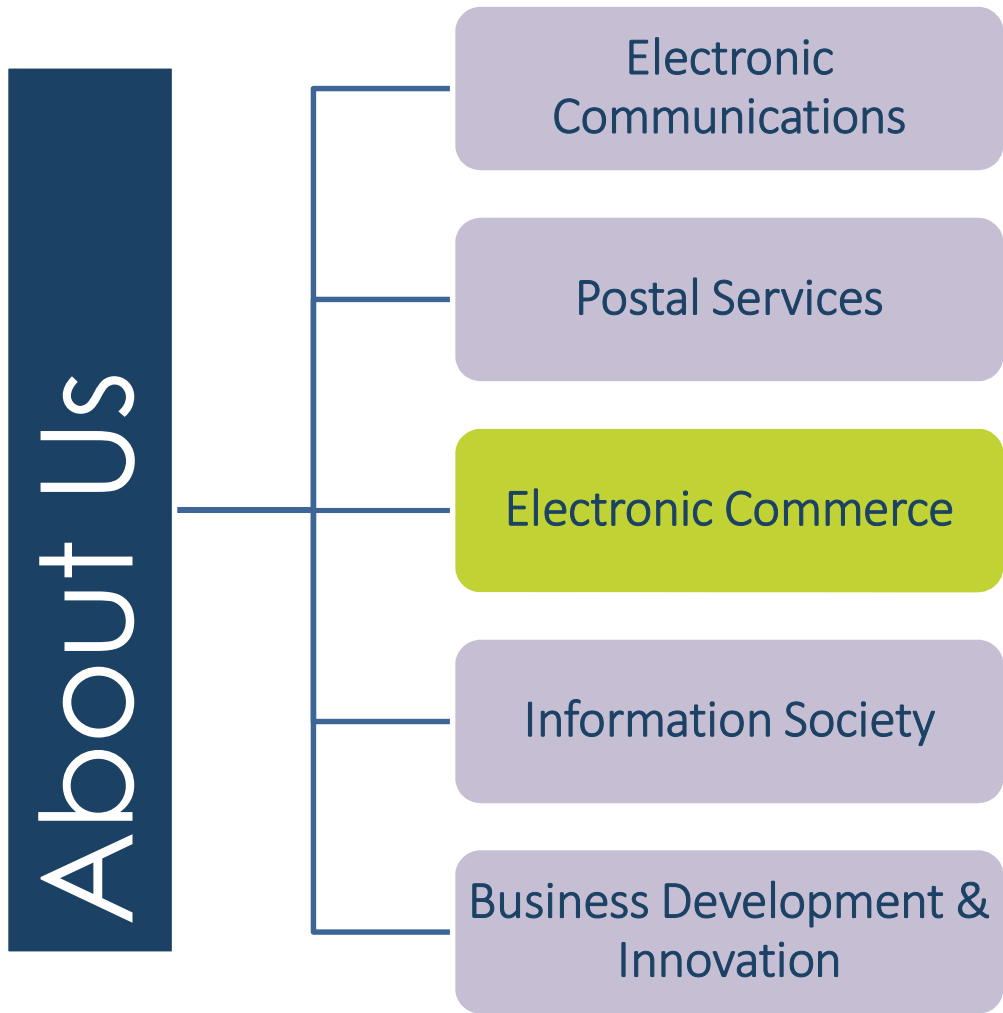
## Digital Media and Social Marketing



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## Agenda

- Digital Marketing vs Social Media
- Why you need a social media strategy
- Current and upcoming MCA initiatives
  - FastTrak
  - Malta Cloud Forum
  - eCommerce Learning Programme



# Digital Marketing

TV

SMS

RADIO

Digital  
Billboards

## Internet Marketing

Social Media

Content Mktg.

Banner Ads

Email Mktg.

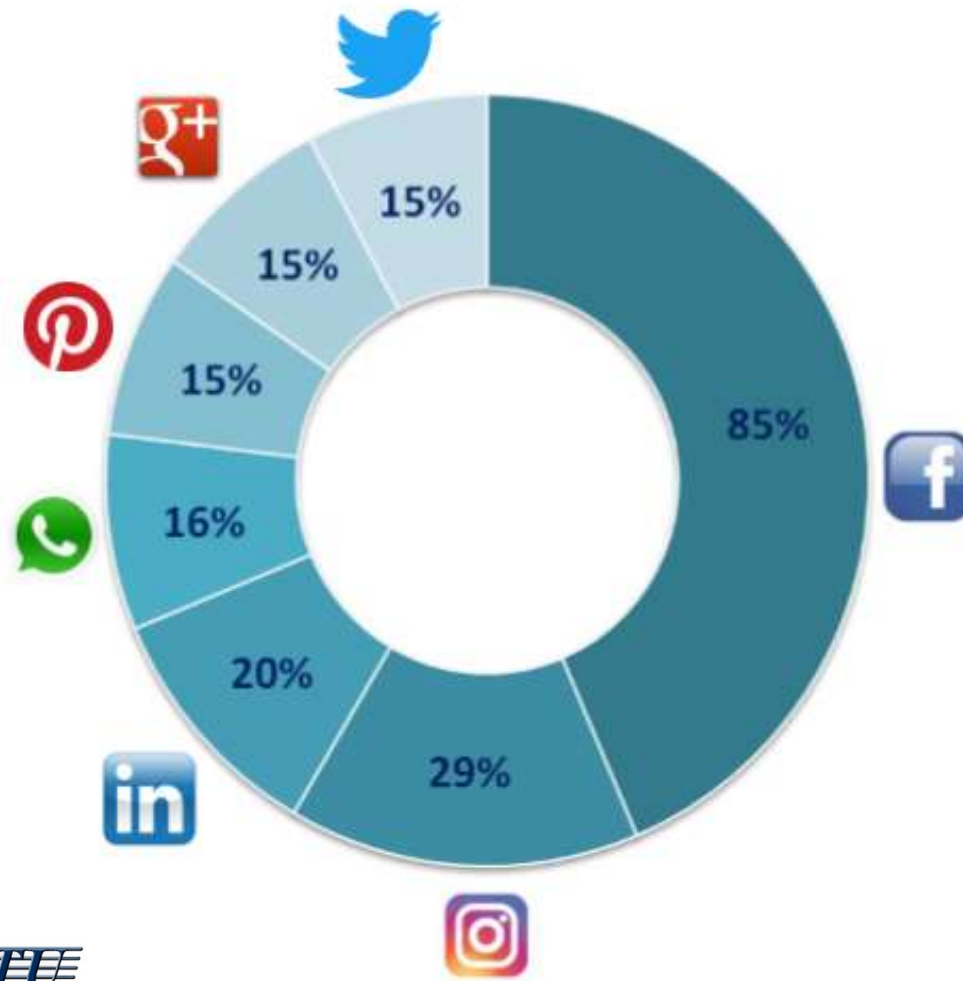
Mobile

## Search Marketing

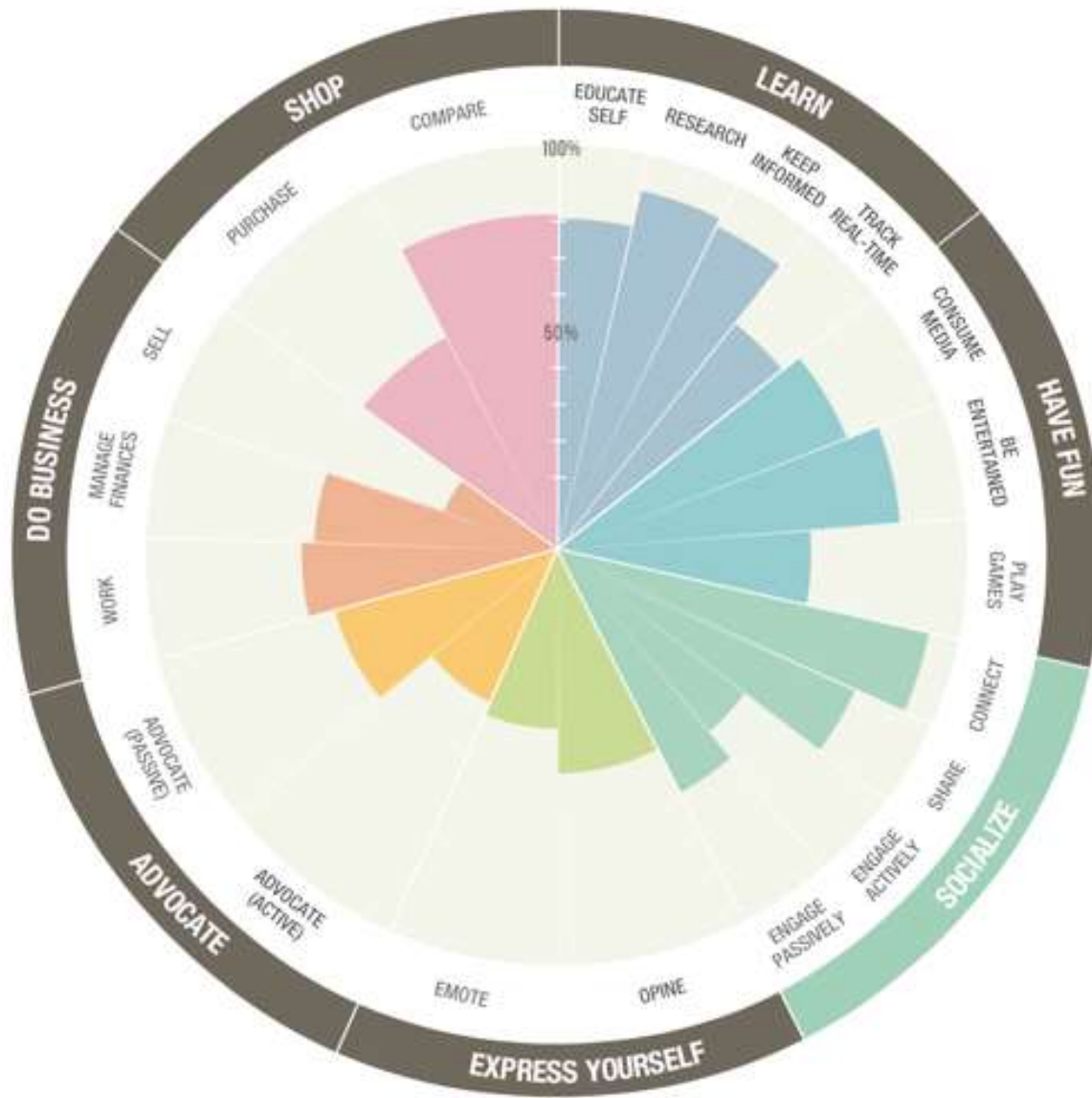
SEO

PPC

# The Social Media Phenomenon



- Fast
- SEO ranking
- Trendsetting
- Interactive
- Mobile



- ▶ **LEARN**  
82% EDUCATE SELF  
91% RESEARCH  
89% KEEP INFORMED  
71% TRACK REAL-TIME
- ▶ **HAVE FUN**  
76% CONSUME MEDIA  
84% BE ENTERTAINED  
62% PLAY GAMES
- ▶ **SOCIALIZE**  
93% CONNECT  
80% SHARE  
57% ENGAGE ACTIVELY  
65% ENGAGE PASSIVELY
- ▶ **PERSONAL EXPRESSION**  
63% OPINE  
42% EMOTE
- ▶ **ADVOCATE**  
39% ADVOCATE ACTIVE  
55% ADVOCATE PASSIVE
- ▶ **DO BUSINESS**  
62% WORK  
59% MANAGE FINANCES  
29% SELL
- ▶ **SHOP**  
59% PURCHASE  
83% COMPARE

# Why you need a social media strategy

Social Web still growing fast

Influence on purchasing decisions

Lack of strategy hands advantage to competitors

Customers are (very) active on social media

Key influencers in social media

Reputation management



**FastTrak**  
DIGITAL MARKETING SESSIONS  
FOR RETAILERS





# Why FastTrak?



New trends in marketing & changing consumer behaviour

Reach & connect with the audience

Using online to promote the brick 'n' mortar

Understanding consumer needs to generate leads - analytics

# TRAINING SESSIONS





MALTA COMMUNICATIONS AUTHORITY

# Malta Cloud Forum

# Role of the MCF



MALTA COMMUNICATIONS AUTHORITY

**Malta Cloud Forum**

Connect interested parties through the forum (LinkedIn / Malta Cloud Forum)

Assist micros & SMEs in their cloud journey (Blink)

Analyse cloud adoption in Malta

Organise cloud computing related events to micros & SMEs



*Coming soon....*





# eCommerce Learning Programme



# Thank you

To keep abreast with latest developments and make your contribution,

**JOIN US ON SOCIAL MEDIA!**

**MCA eCommerce  
Observatory on LinkedIn**

**MCA Facebook page**