

**Aziende, clienti, social media: ri-allacciare
relazioni per migliorare il business,
finalmente.**

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120

minuti al giorno di media

La % che si collega ogni giorno via smartphone è

42

e il 52% almeno ogni mese

87% dei millennial



ha lo smartphone **SEMPRE** con sé

Every second

8,796 PHOTOS

are shared on Snapchat.



Mobile Social : 2016 = TV : 1980



E NON è più “innovativo”. NON è più nuovo.

Ciò che non è online non esiste



“Ultimo accesso: adesso”



micromomenti





zero effort age

THE LITTLE RIPON BOOKSHOP

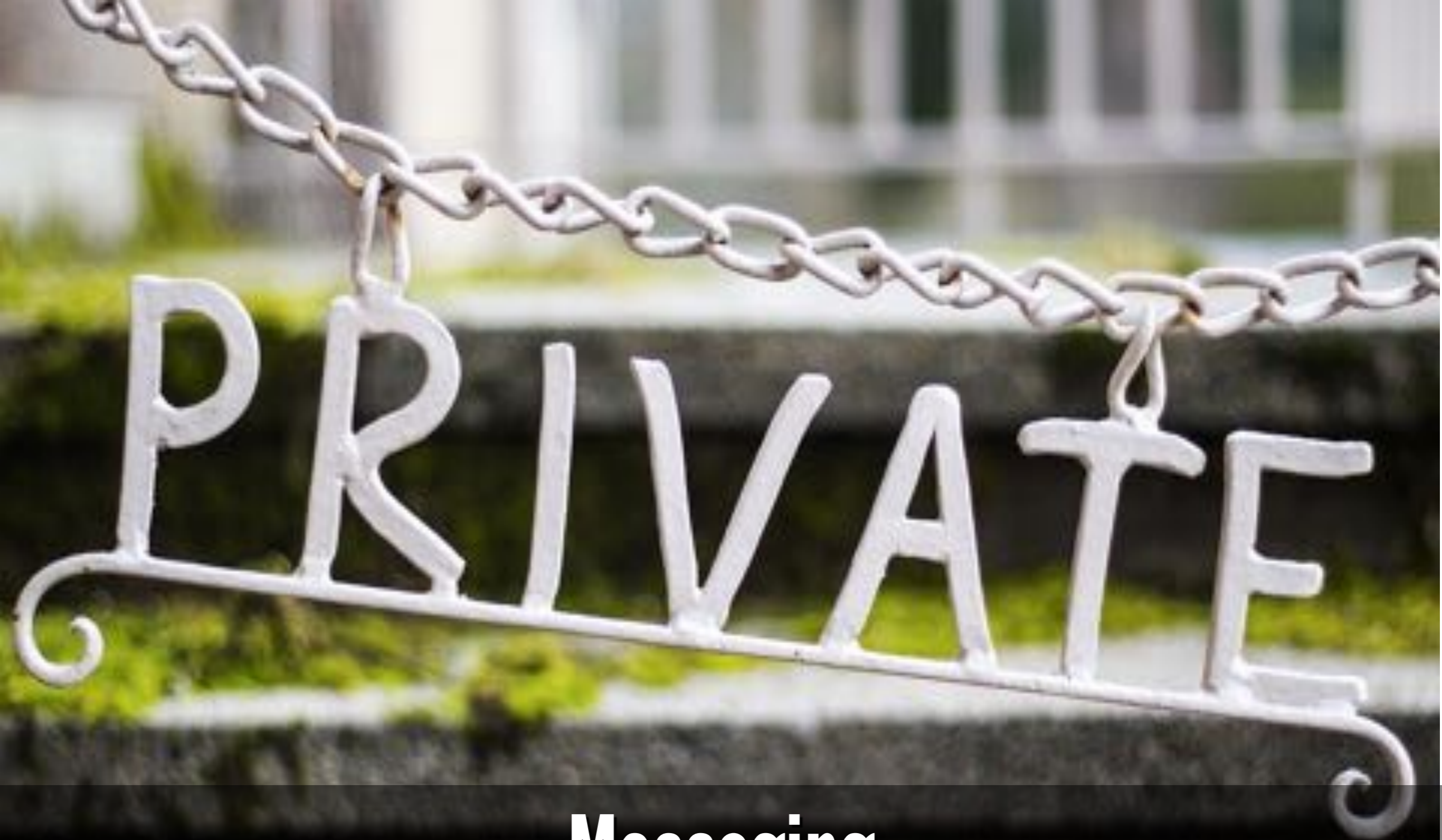
Più contenuti che tempo.

A woman in a dark coat and black skirt walks past a store window display. The window features several mannequins and large signs that say "50% OFF". The scene is lit with warm, golden light, suggesting late afternoon or early morning. The woman's shadow is cast on the window behind her.

la fine dell'attenzione

La fatica da social (brand)





Messaging

A man in a dark suit, white shirt, and dark tie is shown from the chest up. He has a serious, thoughtful expression and is looking slightly to the right. The background is a blurred office environment with other people in suits. The lighting is soft and professional.

Quanto il social impatta sul business?




Do you want me to be honest?

Here comes the social brand



SOCIAL BRAND DNA

1. autenticità → purpose → azione → racconto
2. rilevanza → personalizzazione
3. utilità → insegnamento

A man wearing a grey hoodie and a yellow cap is shown from the chest up, raising his right fist in a gesture of solidarity or protest. He is looking directly at the camera with a serious expression. The background is a plain, light-colored wall with a doorway visible on the right side. The text is overlaid on the lower half of the image.

desiderano tenersi informati sulle imprese, sui loro prodotti, sulle politiche aziendali messe in atto e si aspettano che i prodotti in commercio facciano di più per loro e per la comunità di cui fanno parte.

Il conto corrente del social-brand

- **Fare, non parlare**

- **Rilevanza**

- **Utilità**

- **Entertainment**

- **Formazione**

- **Ascolto**

- **Customer Care**

- **Prezzo**

- **Advertising**

- **Promozioni**



Vote Our Planet

Defend Our Air, Our Water, Our Soil

 **Patagonia**
Page Liked - See

We need to elect leaders at national levels who will protect our families and communities.

#VoteOurPlanet. Get in on VoteOurPlanet2016

 Like  Comment


  259

31 shares

 **Josh Millican** You're the "tree-hugging" type who complain the most about blackouts, need to

1. Environmentalist

It is, a but... See M

Like · Reply  3

5 Replies

 Write a comment...

Upcoming Events

See All



OCT
4

Being There Film Premiere with Lea Brassy

Tue 7 PM in PDT - Patagonia Cardiff by the Sea - Encinita...

183 people interested

★ Interested

OCT
5

Patagonia WDC Presents: Reject the Atlantic ...

Wed 7 PM in EDT - Patagonia Store Washington, DC - W...

104 people interested

★ Interested

OCT
5

Being There Film Premiere with Lea Brassy

Wed 7 PM in PDT - Patagonia - Santa Monica, CA, United...

163 people interested

★ Interested



Patagonia

September 27 at 2:00am · 🌐

"Every flight is unique, but this one hasn't been done in any form, and it might not ever be repeated."

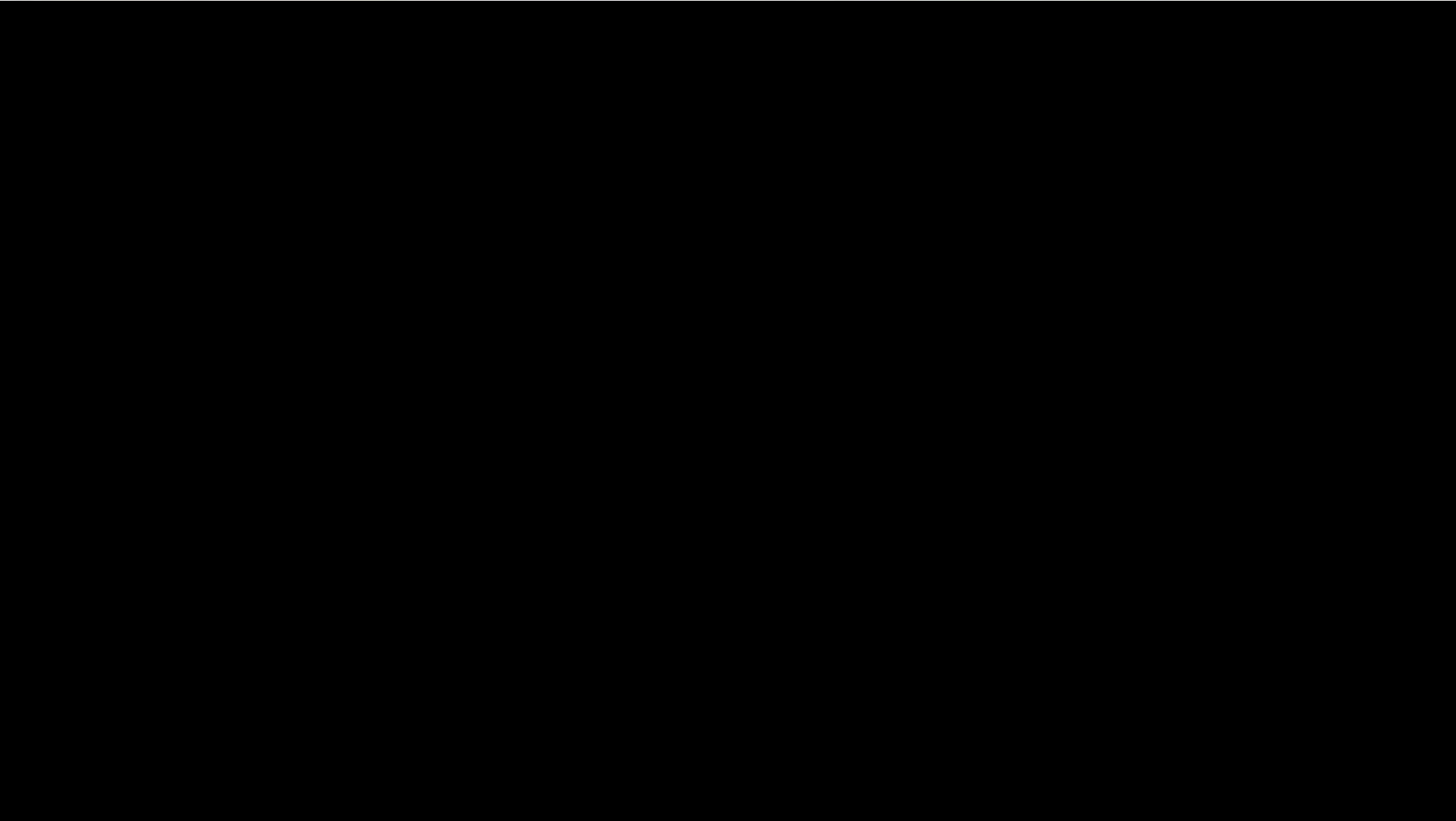
As beautiful as it is daunting -- A paragliding traverse of the Alaska Range with Gavin McClurg at The Cleanest Line.



Under the Midnight Sun: A Paragliding Traverse of the Alaska Range - The Cleanest Line

To understand this story you have to understand that I'm not crazy. Sure I've had...

Featured Video 



If it's broke, fix it. That's the #WomWear way.
<http://pat.ag/WomWearTour>

 945  75  26,107

Like - Comment 

Misurare le cose nuove con vecchi e saggi indici



A man with dark hair, wearing a grey t-shirt, is looking down at a baby. The baby is wearing a colorful, patterned hoodie with a green hood. The background is a plain, light-colored wall. The text "Be awesome, influencers will follow." is overlaid in white on a dark horizontal band across the middle of the image.

Be awesome, influencers will follow.

I miei contatti

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