

Connecting with International Youth via Social Media Marketing

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Does One Size Fit All?

- Social Media Platforms
 - Global vs. Regional
- Getting to know your audience
 - Aligning to your consumer attributes
- Preparing for your virtual trip abroad
 - Brands that made the leap



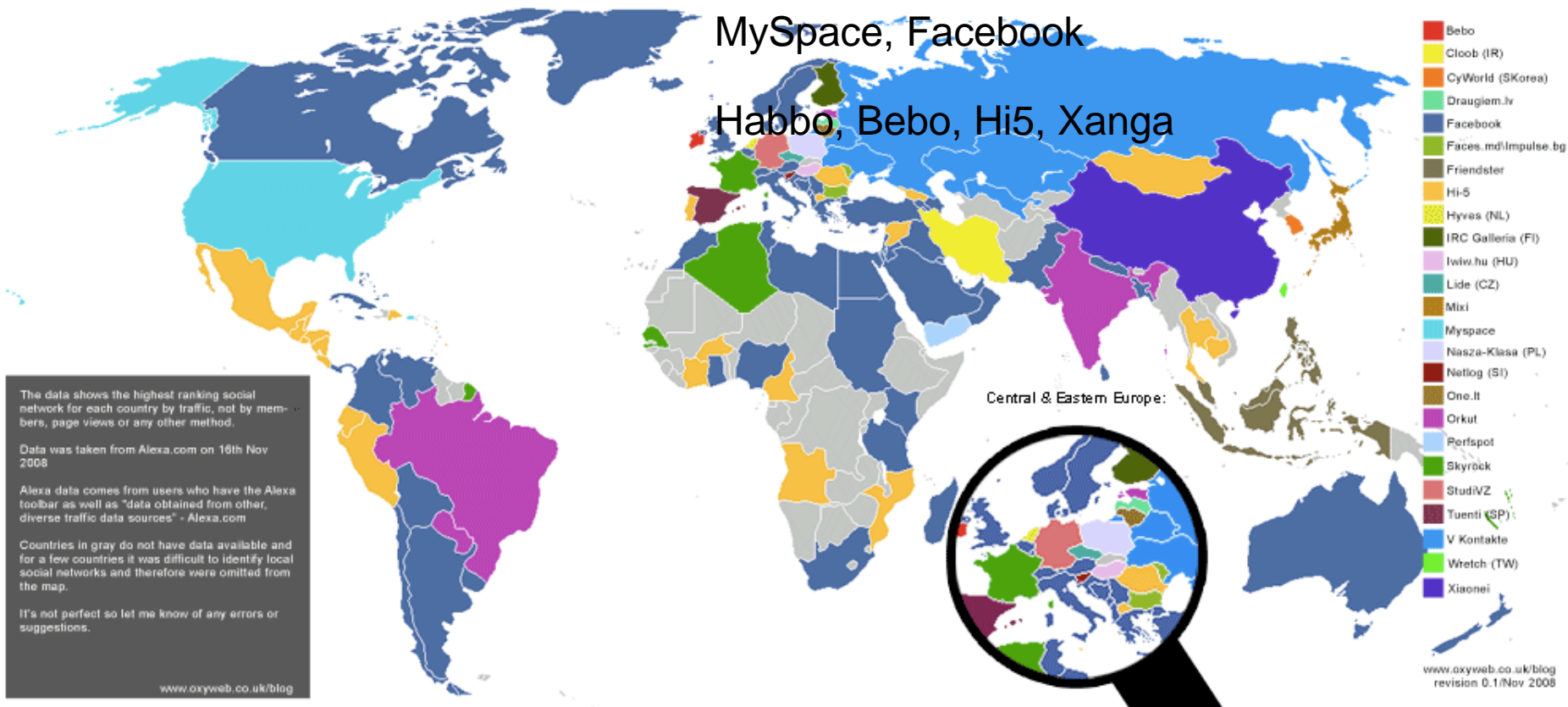
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Social Media Platforms



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fusemarketing.com

Getting to know your audience

- Aligning to social behaviors
- Attention to consumer profile attributes
- Where to look for the answers?



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Preparing for your virtual trip abroad

- Brands that made the leap
- Where did they land?
- Are you ready for the trip?



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Resources for readiness

Thank you for your interest!

Please visit www.mass-logic.com/mashup for more reference information and links



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