



**#MAKEITCOUNT
BUILDING A CREDIBLE
BRAND IN TODAY'S
WORLD:**

**PRESENTATION BY ALI BULLOCK
ALIBULLOCK.COM**

MY ROLE IS
SIMPLE.
HELP
BRANDS
(AND CHARITIES)

FIGURE OUT
THE WORLD
OF SOCIAL
MEDIA



DOW JONES

THE WALL STREET JOURNAL.



KPMG Consulting
Communications & Content



CATHAY PACIFIC

Kellogg's



WHO AM I:

CURRENTLY:

**BASED IN HONG KONG
WORKING ON THE RENAULT F1
PARTNERSHIP (FORMERLY
INFINITI RED BULL RACING)**

PREVIOUSLY:

**I SET UP THE FIRST CATHAY
PACIFIC FAN PAGE IN HONG
KONG**

VISUAL CV:

**ALIBULLOCK.COM/WORK/INDE
X.HTM**

ON LINKEDIN:

ALI BULLOCK

> IF YOU WANT TO BE OLD SCHOOL YOU CAN CLICK
HERE FOR A WORD VERSION OF MY CV

> PREVIOUS PAGE

2016
SOCIAL
TALK AT
DAVOS



2016
SOCIAL
LAUNCH
RENAULT
F1

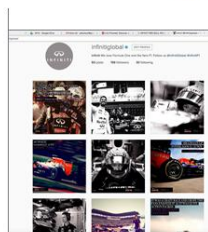


Led the social launch at Infiniti with the Renault Sport F1 Team: 40 countries go-live simultaneously

2016
- 13
INFINITI
REDBULL
RACING



Created the Instagram page and global Instagram strategy for F1 at Infiniti. From championship winning creative to the final post with the team. Highest engagement of all content came from F1



Created the Instagram page and global social media strategy for F1 at Infiniti



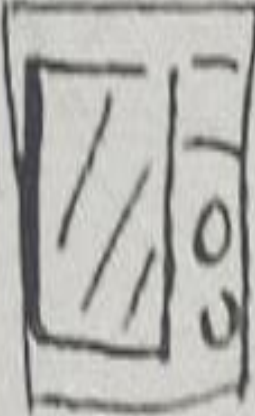

Responsible for the global social media content calendar as well as creating and distributing assets to over 40 regions and markets. Every 2 weeks



**AND I HAVE EXACTLY 14
MINUTES TO TELL YOU HOW I
THINK YOU NEED TO BUILD A
BRAND IN TODAY'S WORLD**

(WELL 12 MINUTES NOW I HAVE WASTED TIME ON MY INTRODUCTION...)

**TODAY'S CONSUMER
IS CONSUMING
MEDIA, BRANDS
AND OPINIONS IN A
FUNDAMENTALLY
DIFFERENT TO WHAT
THEY WERE DOING
10 YEARS AGO...**

REVOLUTION
 WILL
NOT BE
TELEVISED
IT WILL BE
TWEETED 

AKI
DOZEN
BIR
TUR
YER
KUP
SAYI 13.00

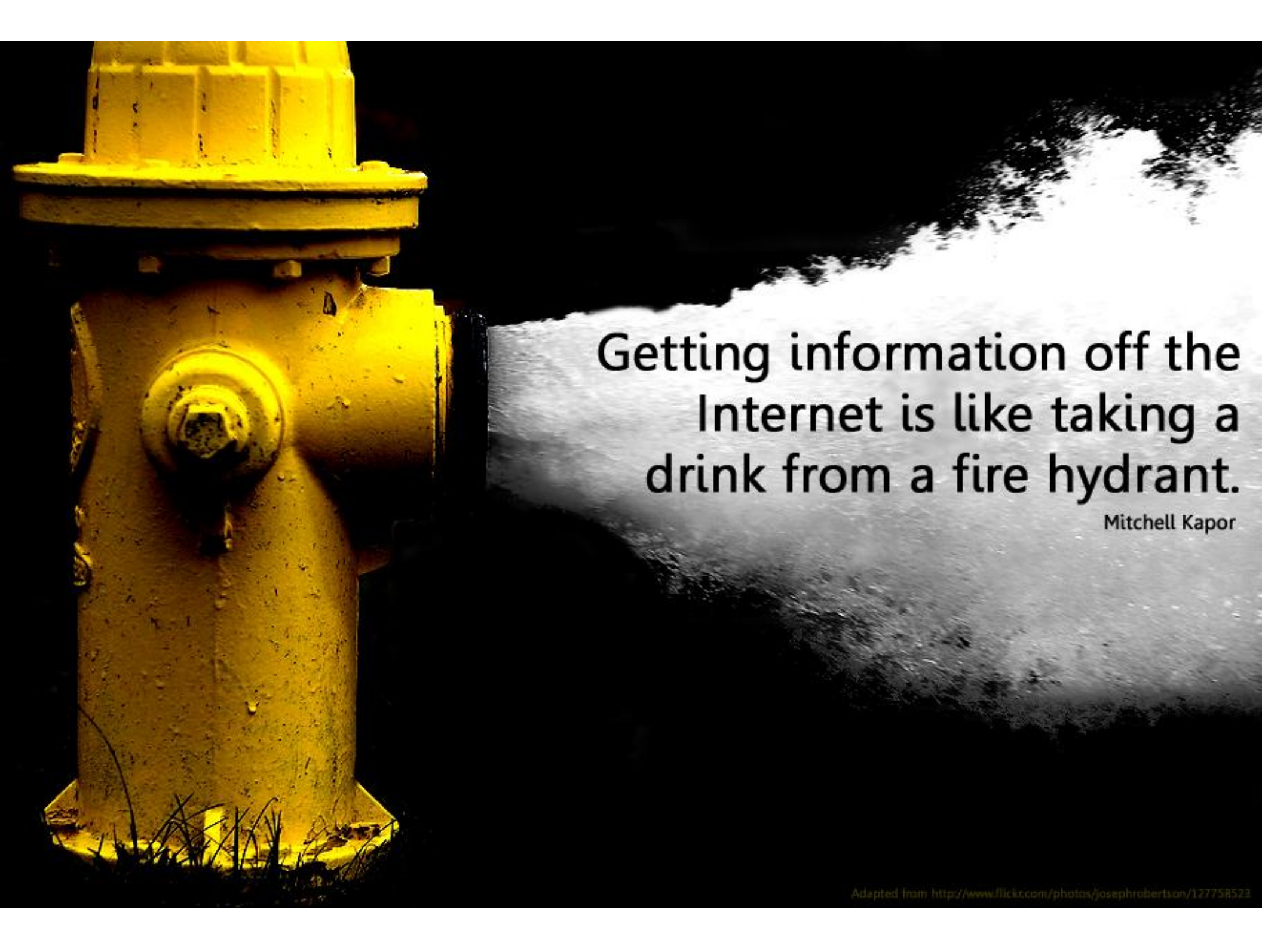
**WE ARE BUILDING BRANDS IN
A SOCIAL MEDIA DRIVEN
WORLD**



**(IN 2015) THE
AVERAGE PERSON
SEES BETWEEN**

3,000 -

**20,000 VISUAL
MESSAGES A DAY**



Getting information off the
Internet is like taking a
drink from a fire hydrant.

Mitchell Kapor



**TO BUILD A
CREDIBLE
BRAND IN
TODAY'S WORLD
– YOU NEED TO
DO MORE THAN
JUST STAND OUT**

**TO ME YOU HAVE
TO BE 4 THINGS**

1. AUTHENTIC. TIME AND TIME AGAIN

83% OF CMO'S CLAIM
THAT SOCIAL SHARING IS
THE PRIMARY BENEFIT OF
SOCIAL MEDIA
MARKETING.

(YOU MEAN IT'S NOT CLICKS,
LIKES OR NEW FOLLOWERS? IT'S
NOT EVEN TRAFFIC???)



2. BE AMAZING

FROM THE SIMPLE TO CSR TO
MILLION DOLLAR STUNTS.

STAND OUT



3. BE QUICK

**THERE IS NO TIME FOR
A PRESS RELEASE OR 5
LEVELS OF APPROVALS.
MESSAGES, REACTIONS
ARE MEASURED IN
MINUTES NOT DAYS.**

DO NOT LET YOUR
AGENCY MANAGE YOUR
BRAND ON SOCIAL MEDIA.



4. LET GO OF THE OLD WAYS

ACCEPT CERTAIN INALIABLE TRUTHS:

- 1. YOU CAN'T CONTROL WHAT PEOPLE THINK AND SAY ABOUT YOUR BRAND**
- 2. YOU CAN WORK WITH THEM TO FORM OPINIONS**
- 3. BE TRANSPARENT WHEN YOU MESS UP**
- 4. THINK ABOUT YOUR AUDIENCE BE GUIDED BY THEM**
- 5. BUT DO NOT BE LEAD BY YOUR AUDIENCE**



5. (BONUS) MAKE MISTAKES

99.9% OF COMMS
PEOPLE DON'T WANT TO HEAR
THIS.

BUT THE BRANDS THAT STAND
OUT ARE THE ONES THAT FAIL
AT TIMES.

TRY, TRY, **TRY NEW
THINGS.**



WHAT WOULD
YOU DO IF
YOU WEREN'T
AFRAID?



**BRANDS SUCK THAT AT
SOCIAL MEDIA**

99.9%

***SINCERELY, YOUR
CUSTOMERS***

*** Please note no Boston terrier was harmed in
the making of this presentation.**



BECAUSE (IN 2015)
THE AVERAGE
PERSON SEES
BETWEEN
3,000 -
20,000 **VISUAL**
MESSAGES A DAY

A person wearing a black t-shirt, black pants, and red shoes stands in the center of a city street. They are holding a black umbrella in their right hand and a black backpack in their left hand. They are also wearing a green face mask. The background is filled with tall buildings and a large cloud of white smoke or steam. Other people are visible in the background, some wearing yellow raincoats. The text "YOUR BRAND ISN'T UNDER YOUR CONTROL." is overlaid on the image in a bold, black, sans-serif font.

**YOUR BRAND
ISN'T UNDER YOUR
CONTROL.**



PLAY ME



THANK YOU
FIND ME ON THE LINKEDIN
@ALI BULLOCK