

# **B2B social media communication plan for Teemo Experience Design**

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<p>This thesis aims to research social media communication and its opportunities, and the final goal is to conclude a business to business social media communication plan for the commissioner Teemo. Social media plan is created because the company wants to increase awareness as well as create own brand image.</p> <p>Social media is a part of people's everyday life and the use of social media among businesses is growing. Constantly rising activity in social media as well as multiple business to business marketing investments make social media channels the most sensible investment right now.</p> <p>Research approach in this study is deductive. Primary data is collected from literature and internet sources, the secondary data is gathered by observation, and examining other b2b marketing plans from competitors</p> <p>The reader will learn about the commissioner, the industry of experience design and social media marketing. The plan, in Abstract 1, in the form of objectives and strategies to reach these objectives, recommends Facebook and LinkedIn as platforms for the commissioner. It recommends posting daily and the best times for posting, it also recommends photos, videos and engaging contents, and encouraging conversations, and how every post should direct to a landing page on commissioner's website to increase leads and sales.</p>	
<b>Keywords</b> business-to-business marketing, social media, marketing plan, experience design	

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# **1 Introduction**

Experience design is a new term and some sources argue that experience design is the same as service design but with a new terminology. However, the term is not widely spread among businesses and that is why an awareness campaign is needed.

Teemo Experience design is a new start-up that needs to build its brand awareness and spread the message of the importance of experience design to businesses and how businesses can benefit from it.

The main goal for a successful start-up is to have sales deals, revenue, and profit and brand loyalty among customers. A social media communication plan is just a step to raise awareness for the brand and industry and direct the customers to the company's website resulting in sales deals.

## **1.1 Background and motivation**

The start-up who is involved with this thesis is a founded by 3 Haaga-Helia students from different campuses who met while studying for one semester together in Experience Designer course of 2019. As a new start-up, it is struggling to spread the message of their services and to find new clients.

The commissioner does not have any social media presence yet and that is why the team decided that it would be useful to commission a thesis to create a social media communication plan that improves their awareness and visibility among other businesses.

## **1.2 Main objectives**

The main objective of the thesis is to create a communication plan for social media channels that target businesses and start-ups to let them know about Teemo Experience Design and their services. That happens by raising awareness about the brand and industry and increasing engagement between customers and the start-up

The main objective will direct the decision makers to the company's website in order to know more information about experience design and about Teemo.

The start-up aims for more website views, more newsletter subscription and more contacts leading to more sales. The main question is: How can Teemo Experience design increase their visibility and the awareness of their services among other businesses who may need them?

### **1.3 Structure of the thesis**

The thesis will be consisted of five main parts:

- 1- Key concepts about the commissioner and the industry, where the reader will know more about Teemo Experience Design and the meaning of experience design.
- 2- Key concepts about social media business to business marketing, where we get our information about social media marketing and how to use it for b2b purposes
- 3- Benchmarking and analyzing competitors that have been working in the industry for longer time and getting information about what goals should the commissioner set and what should work to get their objectives
- 4- Conclusion for the information gathered through the thesis.
- 5- The social media communication plan in Appendix. 1

## 2 Experience Design

In this chapter, we will introduce the commissioner Teemo Experience Design, and the industry of Experience design and identify the target customers for the social media communication plan.

### 2.1 The commissioner

Teemo is an experience design start-up, founded by 3 Haaga-Helia UAS students, after taking part in the specialization of Experience Designer at Haaga-Helia.

**“We are Teemo; the first company in Finland specialized in Experience Design (Kokemusmuotoilu). The name Teemo comes from an English word of “team”, at least if you bend it enough... But where it comes from is not as important as what it stands for. Teemo was created by a group of people with an unusually wide range of knowledge of different fields who, by amazing happenstance, ended up working together. What unites us is our passion for creative solutions and this is how we all ended up working for something we believe in, experience design. Our seamless teamwork has helped us conquer many obstacles and challenges and this is what makes our Teemo unique.”** (Teemo 2020.)

The goal of Teemo Experience Design is to develop client companies' services, products and internal processes by using the Design Thinking-process.

Experience design brings a new era of service, product and process development. It tackles all problems from the perspective of the end user by using different tools and methods to understand them on a fundamental level.

The business idea is to enhance companies' services, products or internal processes so that the end user gets the best possible experience focusing on getting to know the end user on a deeper level and understanding their desires and needs. The end goal is memorable and working solutions that work in practice and not just on paper.

In Teemo, the focus is on the touchpoints between the end user and the service or product, Teemo designs those touch points to give the customers what they need, want, expect and more. Teemo designs those touchpoints to give the end users the experience that will wow them and make them come again to purchase the service or product.

## 2.2 Experience design

Experience design is taking a more systematic approach to how design and business look at opportunities, frame problems and projects, and evaluate solutions. The goal of this approach is to ensure that customers are receiving and recognizing the maximum value in a way that also keeps them engaged with the business. Experience design naturally assumes it makes sense to provide adequate levels of quality in customer service at all stages of a customer relationship. But it goes beyond simply planning for adequate and encourages thinking about delivering value and growing engagement. Experience design's range does not stop at the activities in a specific channel or pertain only to things directly in the business's control. In fact, experience design should help customers get more value from the products and services they buy, not just by improving usability, but also by unlocking options and potential. (Newbery, Patrick, & Farnham 2013, 8-9)

.Experience design is very similar to service design but we focus on changing the service to an experience that a customer or employee feel and sense.

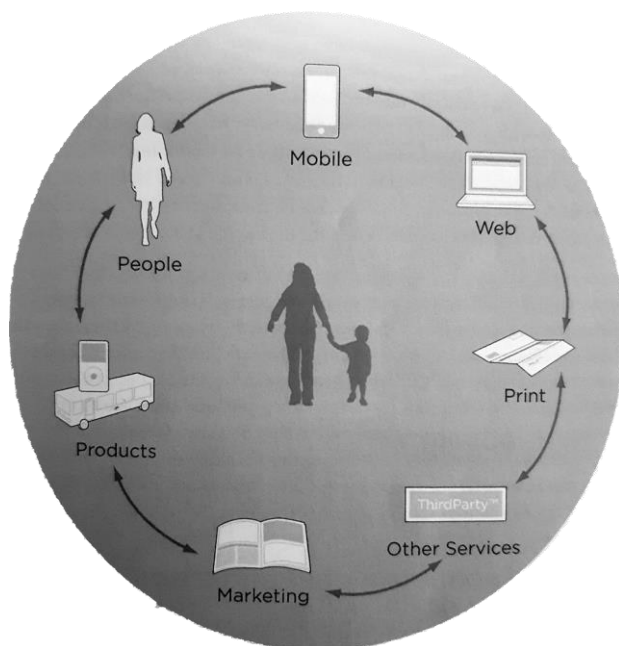


Figure 1: Customer interactions (Polaine, Lovlie & Reason 2013, 23)

Figure 1 shows how the experience is made up of the customers' interactions with many touchpoints, and services quality can be defined by how well the touchpoints work together for the customer (Polaine, Lovlie, Reason 2013, 23)

In experience design, we gather data on how customers interact with the service or product and design a new experience for these services or products to gain a competitive edge and build customer loyalty.

Briefly experience design is concerned with developing a holistic understanding of the relationships between person and product over time, meeting needs and exceeding expectations in ways which users perceive as valuable, effortless, and emotionally satisfying. Key to an emotionally satisfying user experience is the speed of need fulfilment a product's ability to meet needs as soon as possible, or better yet anticipate needs before they arise. (Ezra Schwartz 2017)

### **What is Customer Experience?**

Customer experience (CX) is the total perception someone has of your organisation. It's the accumulation of all the various experiences customers have with your company, and can help:

- Improve customer retention and loyalty
- Increase customer share of wallet
- Optimise customer acquisition
- Reduce cost to serve
- Increase brand awareness and equity (Qualtrics 2020.)

Many of the world's great organisations have won customers' loyalty in a highly contested global marketplace. The Apples, Amazons and Facebooks of this world have put their creativity into forging brands that offer customers a consistent, distinctive experience with a clear value proposition they can respond to. Also these companies make it a point of pride to nurture, train and retain their staff. (Villani, 2018.)

Creating delighted customers has never been more important than it is today. With globalisation, the impact of digital technology and the emergence of an ever-increasing number of channels, customers have access to a vast range of choice, and they are quick to drop organisations who rub them up the wrong way. In the words of the Forrester research company, the period since 2010 can be seen as the 'Age of the Customer', a time when digital technologies and economic changes have combined to put customers in charge of their dealings with all kinds of organisations. (Villani, 2018.)



## What is Employee Experience?

Employee experience drives employees to join, contribute to and ultimately become brand ambassadors for their organisations. Employee experience has evolved from just satisfaction and engagement to a more holistic view of the experiences and interactions employees have at various stages of the employee lifecycle, whether that is manager interactions, on boarding, promotion feedback, overall engagement or feelings about culture, diversity and more. An effective employee experience program creates happier, more engaged and better-developed employees while also driving business outcomes like reduced attrition, higher revenue and increased customer satisfaction.

(Qualtrics 2020)



Figure 2: Employee experience Evolution (Morgan 2017, 4)

Figure 2 shows how an effective employee experience program evolved from utilities that employees at work to what increases productivity at work to make the employees work better and faster, to how engagement help employees to feel happy and perform better, and lastly how to create an experience to make the employees happy to show up instead of need to show up by focusing on culture, and space and connecting them to the company goals and visions. (Morgan 2017, 5)

### **2.3 Target customers**

Teemo has two different services, one is employee experience and the other is customer experience.

For employee experience, the target customers are small and medium sized companies (10-100 employees) which have a relatively small HR department that would be interested in outsourcing other companies for improving their employee experience and maximize their efficiency.

For customer experience, the target customers are medium and big sized companies (100+ employees) which are interested in turning their services and products into great experiences for their customer and by their customers such as restaurants, hotels, bars, escape rooms where there's a need of improvement for the service they do for customers. Also companies that need to offer a new service or product and there's a need to understand the customers

Overall the target customers are businesses and companies which makes the social media communication plan focus on Business To Business marketing (B2B).

### 3 Social Media in B2B Marketing

Social media has become an important tool in everyday life, whether it is personal life or business. Social media platform include among others: Facebook, Instagram, LinkedIn, Snapchat, Twitter and more.

We now all know what social media is but to give it a definition Miller explained it as:

“These are websites and services that let people and businesses of various types connect with each other to share what they’re doing. Users create groups of “friends” or “followers” that they connect with; this connection is typically in the form of short messages that are sent to all of a user’s or business’s friends or followers.” (Miller 2012)

Many researches, theses and articles explained defined what social media is and why it has gained much importance recently. The commissioner does not think that it is relevant for this thesis, therefore we will focus more on the marketing side of social media and how to get the most of it.

At its most basic, digital marketing is no different from traditional marketing; you are still trying to present customers with the information they need to make an informed purchase from you. (Miller, 2012). The difference is the platform or media used to spread the information, instead of using newspapers and other traditional media, now we are using internet based media such as websites, emails and social media networks. More business buyers nowadays are going online to research new purchases; a recent Marketing Sherpa survey found that 71% of B2B purchases started with a web search. (Miller, 2012)

According to Forrester Research, 91% of business buyers read blogs, watch generated videos, and participate in other social media. More than half (55%) of business decision makers participate in social networks, such as Facebook and LinkedIn. In addition, 43% of these professionals actually create media online, such as making blog posts, uploading videos and writing articles. In short, the target buyers are increasingly part of the online community. (Forrester Research, “Social Technographic of Business Buyers,” 2009)

Figure 3 below, shows how different ways of communication should direct to a business blog which leads to the landing page on the company's website.

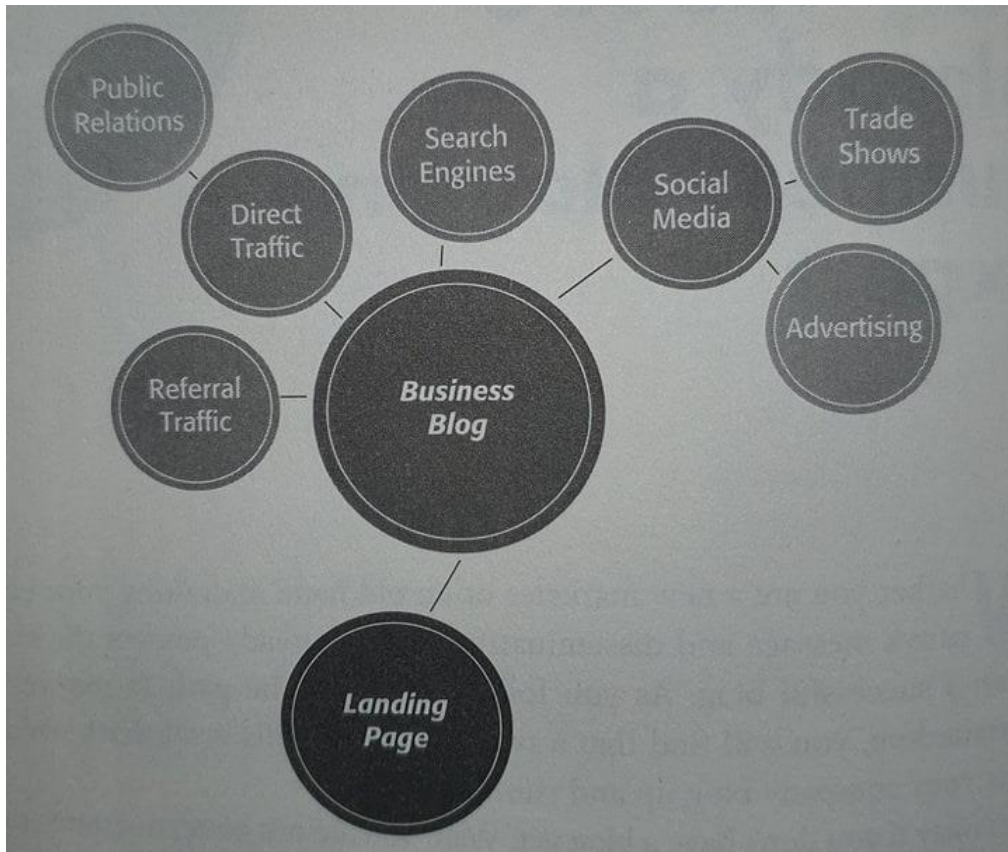


Figure 3: Different marketing methods (Bodnar & Cohen 2012, 78)

According to Bodnar and Kipp, a business blog is the hub of social media leads and the main target for a successful b2b social media communication plan. A blog helps to generate lead and connect with potential clients. The blog leads to a landing page on the company's website and that will create a sale opportunity (Bodnar & Cohen 2012, 77-80)



Figure 4: Digital marketing components (Hoang Linh, Thesis, 2017)

Figure 4 shows that different ways of marketing should complete each other to reach the goals for the business and that means raising awareness, sharing information and converting the viewers into leads by pointing them to written blogs on the business' website and then pushing them into making a selling deal.

Social media gives the business the opportunity to engage their customers in a two way active conversation and puts the customer in the driver's seat for making an action instead of being in the receiving spectator spot.

## Benefits of Social Media Marketing

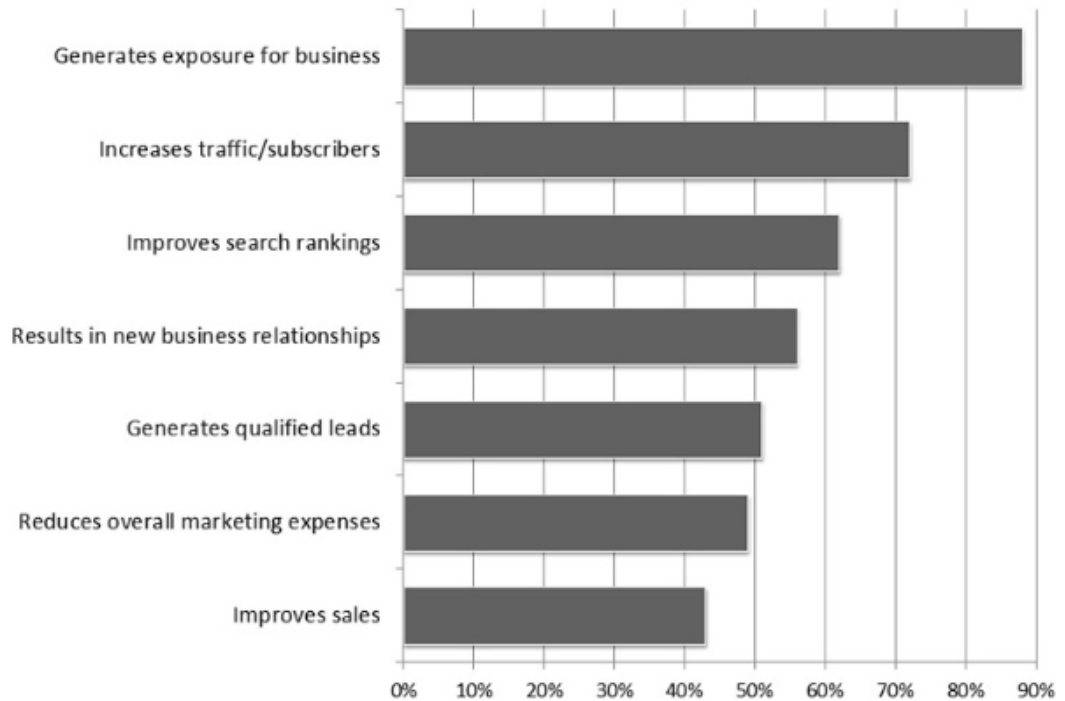


Figure 5: Benefits of social media marketing (Miller, 2012)

As shown in the figure above, there are specific goals for social media marketing. A good social media marketing campaign raises the exposure of business by almost 90%, increases traffic and subscribers to your website by 70%, improve your search rankings, build your network of contacts, generate leads and lastly improve your sales. (Miller 2012) From here, we get our goals for the commissioner's social media marketing plan.

For a B2B company to be successful on social media, their content needs to find the middle ground between being engaging and not disrupting their audiences' experience on the platform. Ultimately, these companies need to figure out what their audience wants to see to reap the benefits of social media.

As to which of these social media has the biggest impact for B2B companies, an Outsell survey found that Facebook was most effective for 51% of respondents, with LinkedIn close behind at 45% (Outsell, "Annual Advertising and Marketing Study 2010)

That will make us focus in our thesis on Facebook and LinkedIn.

### 3.1 LinkedIn

LinkedIn is the professional social network, it has gotten a huge role especially in hiring, marketing, selling and learning within the business community. With more than 645 million users in over 200 countries and territories, it is considered the world's largest professional network (LinkedIn 2020)

It is also the place business-to-business (B2B) marketers gain the most leads. According to a June 2010 study by Lead Force, now Lead Formix, LinkedIn drove more leads to B2B websites than any other site, and nearly three times the number as Twitter. HubSpot reported that 61 percent of B2B companies using the social network have acquired a customer through LinkedIn. (Bodnar & Cohen 2012.)

LinkedIn has developed a reputation for being the top B2B social media platform for these companies, and it makes sense. Content Marketing Institute found that 63% of marketers rated LinkedIn as the most effective B2B social media platform. (Sprout Social 2020)

The goal of having LinkedIn profile for a company is to build a brand where other businesses can see the milestones and achievements of the company.

LinkedIn goals are usually are:

- Establish your professional brand
- Find the right people
- Engage with insights
- Build relationships

The following tips can help you build a network of strong ties on LinkedIn, which helps generate business.

1. Follow an in-person meeting with a LinkedIn connection request.
2. Follow up on phone calls with a LinkedIn connection request. It is great to tell the person during the call that a LinkedIn request is coming when you hang up.
3. Do not use the generic request. Add some detail about the meeting or conversation, or your reason for connecting. Context is always better.
4. Import contacts from your e-mail to find both personal and business connections.
5. Review LinkedIn suggested connections and other network connections to find new connections.
6. Connect with all work colleagues, as it shows a strong impression of your connected company to prospects. There are company administrative functions that require a connection to other employees before a person can be added to certain fields.

7. Reach out to others in your industry or target industries who are in the same LinkedIn Groups as you, but make sure you add context to the request. (Bodnar & Cohen 2012)



Figure 6: best time to post on LinkedIn (Oberlo 2020)

Figure 4 shows the best time to post on LinkedIn for better reach and engagement (Oberlo 2020). It is between 10-11 Am as it is mostly used in working hours by recruiters and business people.

### 3.2 Facebook

There are almost 1.7 billion users on Facebook according to study by Statista, making it the largest social network on the planet. (Statista 2020)

“With the sheer volume of active users on Facebook, there is absolutely a large portion of which that are businesspeople,” said Mari Smith, coauthor of Facebook Marketing: An Hour a Day. (Bodnar & Cohen 2012)

Facebook is meant to share and network, so a business can raise its awareness, can engage the audience and users into conversations and get to know the audience. Sharing a meaning video about your business can be viral so that it will direct many leads to your website.



You are not meant to sell on Facebook, but you are meant to be present. (Bodnar & Cohen 2012)

### Three Reasons to Create a B2B Presence on Facebook

1. **Search**, which is a huge reason for B2B companies to have a presence on Facebook. Pages are public and accessible by search engines, so when prospects search for your products or services, you have the opportunity to show up in the search results.
2. **Reach**, which is how far you can spread your content. More reach is better than less reach. No matter how many prospects you have, the more people who can spread your content, the better off your company is.
3. **Content**, which is the key to success on Facebook. When you post content that is larger than your products and your company, more people are likely to be interested.



Figure 7: Best time to post on Facebook (Oberlo 2020)

Figure 5 shows the best time to post on Facebook for better reach and engagement. It is mainly between 1-4 PM during working hours as it is used mostly after lunch when the environment is relaxed. Weekends and evenings get the highest engagement rates.

## 4 Benchmarking and Competitors' Social media presence

Here we will highlight the presence of these service design companies which are considered the competitors of the commissioner, how they post, what they post and to whom.

The commissioner provides the list of companies as they are considered the companies with the closest concept to the commissioner.

The 3 companies that we will study are:

1. Hellon, it is the most awarded customer experience design agency in the world according to their website. It has an experience of 10 years in the industry and over 1000 successful projects in more than 20 countries (Hellon 2020), it is considered the main competitor for Teemo, as it takes the same approach to solve businesses' problems.

LinkedIn <https://www.linkedin.com/company/hellon/>

Facebook <https://www.facebook.com/wearehellon/>

2. Kuudes, it is a design agency specializing in cross-channel design for interiors, packaging, digital services of a business to create an identity using customer insights (Kuudes 2020)

LinkedIn <https://www.linkedin.com/company/kuudes/>

Facebook <https://www.facebook.com/KuudesDesign/>

3. Solita, it is the agency with the most experience of 20 years, it has more than 1000 experts combining their expertise of service design, software development, analytics and cloud integration services to create an impact for a business to last (Solita 2020). It is considered by Teemo to be the role model of a successful experience design agency.

LinkedIn <https://www.linkedin.com/company/solita-oy/>

Facebook <https://www.facebook.com/Solita>

In the following two tables, we will take a look into the different social media accounts for these companies and analyse their followers and what content are they using to communicate with their potential customers.

### Followers and engagement rate

Table 1: Followers and engagement rate of competitors

	Hellon		Kuudes		Solita	
	Facebook	LinkedIn	Facebook	LinkedIn	Facebook	LinkedIn
Followers	2,423	3640	2,610	6270	4,640	14101
Engagement	low	low	low	low	low	low to medium
Target customers	Business owners, decision makers and potential employees					

The table above shows that social media channels of the competitors do not have big number of followers so it suggests that the main purpose for these pages is not to gather huge followers fan base but to keep the existing customers updated with new news and information about the business.

The number of followers are higher on LinkedIn, which means that the awareness of these businesses is higher on the professional network, also means that more decision makers tend to follow the business they want to hear from on LinkedIn rather than Facebook. Solita has a much higher number of followers on LinkedIn so it will be more beneficial to gather information about what do they do differently on social media.

### Content Analysis

Table 2: Content types and frequency of competitors

	Hellon	Kuudes	Solita
Content type	Employees' personal blogs Case studies from website service design info and news	Cases and portfolio Videos and pictures Job postings Some case studies	Employees news and celebrations Cases and portfolios Blog posts from website Job postings Service design info and workshops
Content frequency	1 to 2 posts per week	1 to 2 posts per month	almost 1 post per day
Use of hashtags	not using hashtags	not using hashtags	#solitalife #impactthatlasts #designthinking #businessdesign

Table 2 shows that Solita has higher frequency for posting on their social media, they use hashtags to spread their message among non-followers, and that seems to attract new followers as they have bigger number of followers.

In addition, their content is slightly different; they post more about their employees and stories about them, and service design info and workshops that attracts the followers to read and know about this info about their employees and to know more about service design.

Kuudes and Hellon don't use hashtags so their content is mostly displayed only by followers which means they don't attract new followers, also their low frequency of posts can be the reason of not having similar number of followers as Solita

As a conclusion, we will use in our plan for Teemo recommendations to use more similar approaches as Solita in their contents and less of what Hellon and Kuudes use.

## **5 Conclusion**

In this chapter, we will build our social media strategy based on the data we gathered and information we researched and noticed. We will define our goals and objectives, social media platforms used, what audience and target we aim to gather, and what content and engagement plans we will use.

This part is a conclusion of the recommended goals, ways of engagement that we collected from the previous chapters, and this conclusion will help in building the communication plan, which will be published in Appendix 1.

### **Goals and objectives**

- Raising the exposure of the new business and industry
- Building a brand for experience design
- Increasing traffic and subscribers to the website
- Building a network of contacts and collecting their contact information in order to contact them for scheduling meetings and appointments
- Engaging followers in conversations and creating trends about experience design
- Collecting a pool of potential employees for hiring when needed
- Increasing sales and revenue

### **Social media platforms**

- LinkedIn will be our main platform as most of the decision makers and potential customers and employees are active there and it is mostly used during work time
- Facebook will also be used to provide a good first impression about our company and to share videos, pictures and stories as they can be shared widely and can be spread more than on LinkedIn

### **Audience and targeting**

- The target audience for our plan will be decision makers for medium sized business for selling and partnership opportunities
- Top job seekers, and potential employees
- Small business owners for selling opportunities
- People interested in experience design, service design, customer and employee feedback and gathering insights

### **Content and engagement**

- LinkedIn:
  - Job postings, cases and portfolios, video references and feedbacks, personal blog posts, experience design information, and workshops, stories from employees and about them.
  - Best time to post on LinkedIn are work days between 10-13 as business people, salesmen, willing to be hired use work time to browse LinkedIn
  - Engagement will be encouraged via direct mentioning, asking questions, asking for advice and willing to learn from others.
  - Use of hashtags #experiencedesign, #servicedesign, to increase awareness and attract new followers
  
- Facebook:
  - Graphic contents, videos and pictures that will lead to sharing and creating trends, also spreading the word of experience design and how is it essential for small businesses.
  - Best time to post on Facebook are weekdays and weekend days from after lunch until evening.
  - Engagement will be encouraged via comments, reactions, sharing, and creating trending hashtags.

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## Appendix 1. Social media communication plan for Teemo

Objective	Strategy
Raising the exposure of the new business and industry	<ul style="list-style-type: none"> <li>• Posting daily</li> <li>• Posting engaging content that encourage commenting and sharing</li> <li>• Videos and pictures that will lead to sharing and creating trends</li> <li>• Introducing experience design workshops and blogs</li> <li>• Mentioning previous clients for referral and recommendations</li> <li>• Using hashtags for service design and experience design to reach people who are following these hashtags and interested in the industry</li> </ul>
Increasing traffic and subscribers to the website	<ul style="list-style-type: none"> <li>• Posting links to blogs on website</li> <li>• Articles written by experience design professionals on website</li> <li>• Posts about offers and services with a direct link to website</li> </ul>
Building a brand for experience design	<ul style="list-style-type: none"> <li>• Sharing the value of experience design</li> <li>• Linking between experience design and the company</li> <li>• Sharing personal stories and values behind the company</li> <li>• Using hashtags for experience design to link between the services and the industry</li> </ul>

<p>Building a network of contacts and collecting their contact information in order to contact them for scheduling meetings and appointments</p>	<ul style="list-style-type: none"> <li>• Posting about our newsletters</li> <li>• Posting some information and researches about experience design that can be downloaded after signing up their email addresses</li> </ul>
<p>Collecting a pool of potential employees for hiring when needed</p>	<ul style="list-style-type: none"> <li>• Personal employees stories</li> <li>• Blogs about work community and environment</li> <li>• Sharing goals and values of the company</li> <li>• Encouraging employees to react on company's posts</li> </ul>
<p>Engaging followers in conversations and creating trends about experience design</p>	<ul style="list-style-type: none"> <li>• Encouraging commenting by mentioning professionals, employees, and interested people to give insights about the posts</li> <li>• Posting in relevant times as explained 10-13 on LinkedIn, and 12+ on Facebook to ensure largest reach and availability for engagement</li> </ul>