

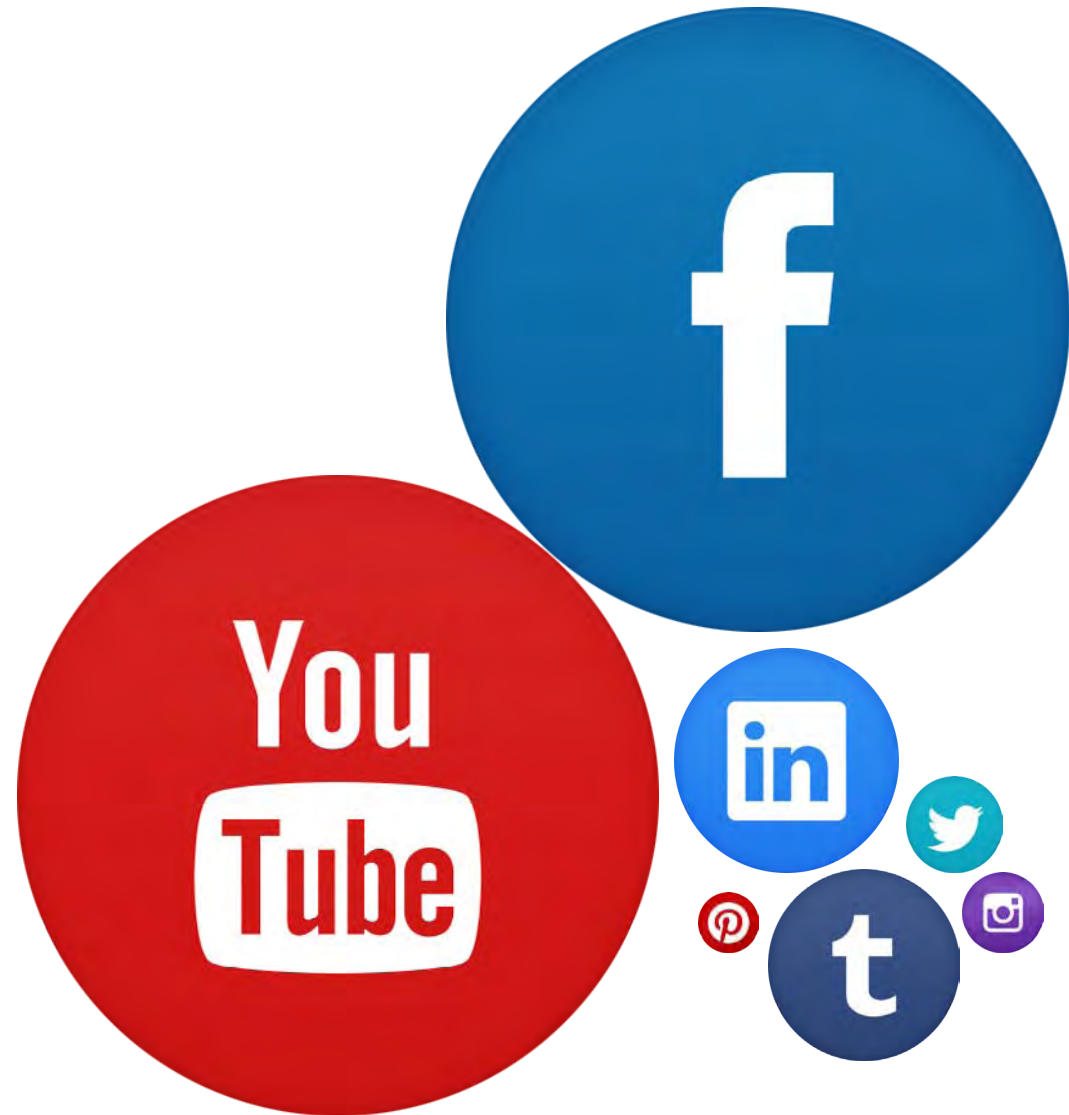
# SOCIAL MEDIA BASICS: HOW TO GET \$1,000,000,000 IN TEN MINUTES USING SOCIAL MEDIA

**MOSH** | SOCIAL MEDIA  
MARKETING.

**MOSH.CO.NZ**

# ***Why Social Media?***

***YouTube:** 2,500,000 +*  
***Facebook:** 2,500,000 +*  
***Linkedin:** 1,100,000 +*  
***Tumblr:** 750,000 +*  
***Twitter:** 350,000 +*  
***Instagram:** 314,000 +*  
***Pinterest:** 250,000 +*  
***Google+:** Hands up if  
you're on it*

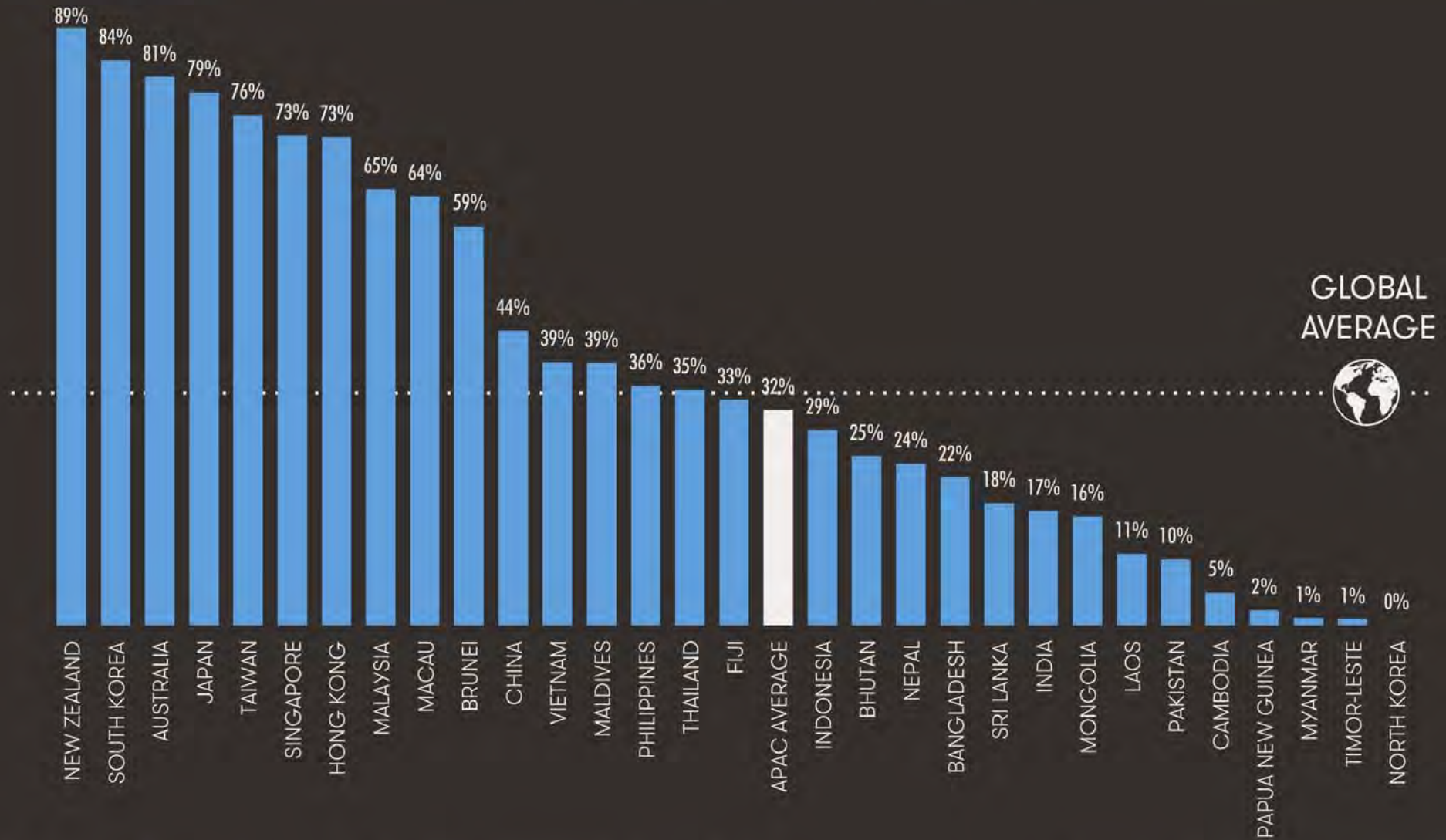


**Facebook:** *More than 500,000 are 50+ in NZ*  
**Linkedin:** *500,000 are 40+ in NZ*  
**Twitter:** *Fastest growing segment is 55-64 yr olds*

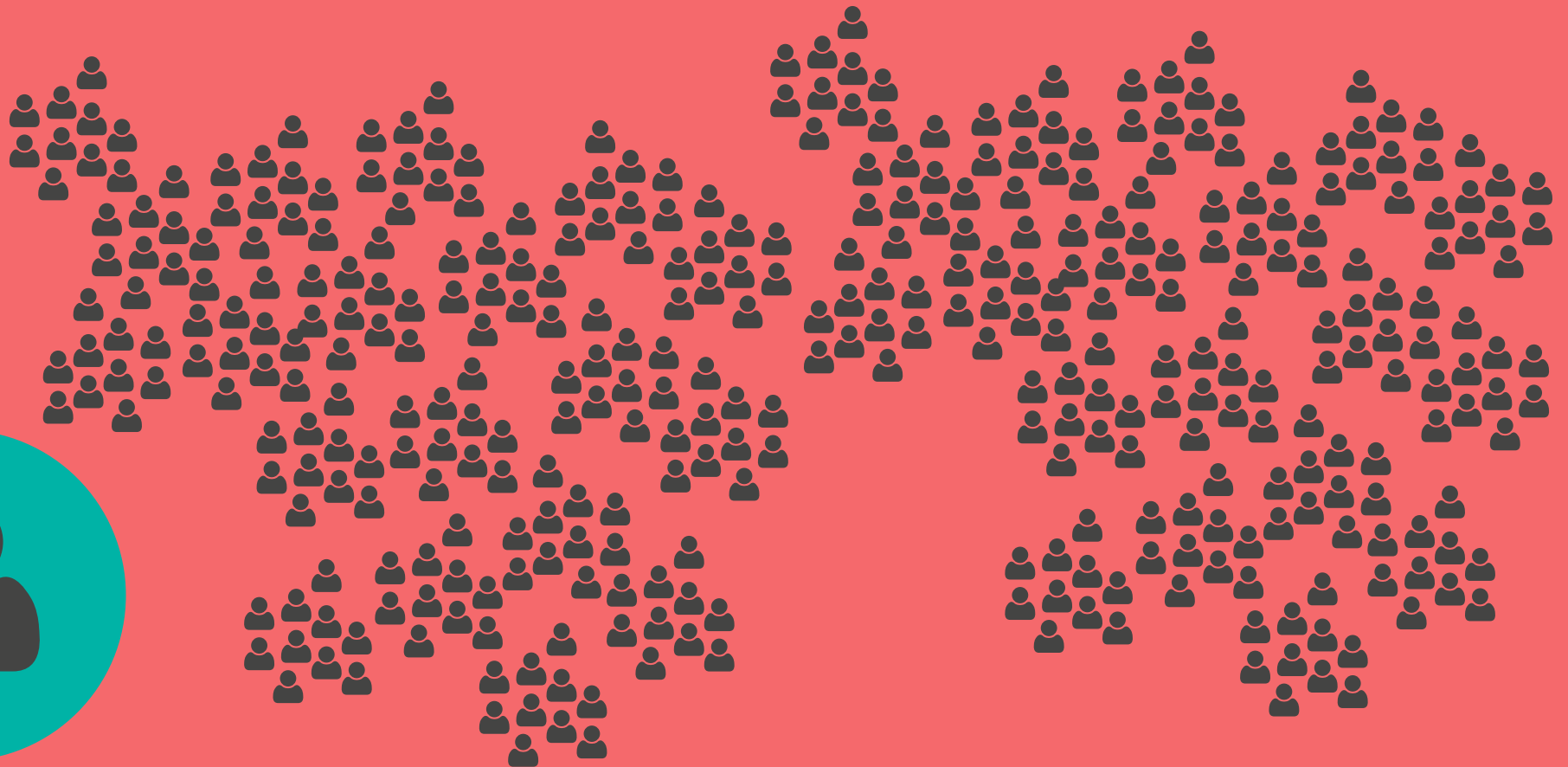


**JAN  
2014**

# INTERNET PENETRATION IN APAC



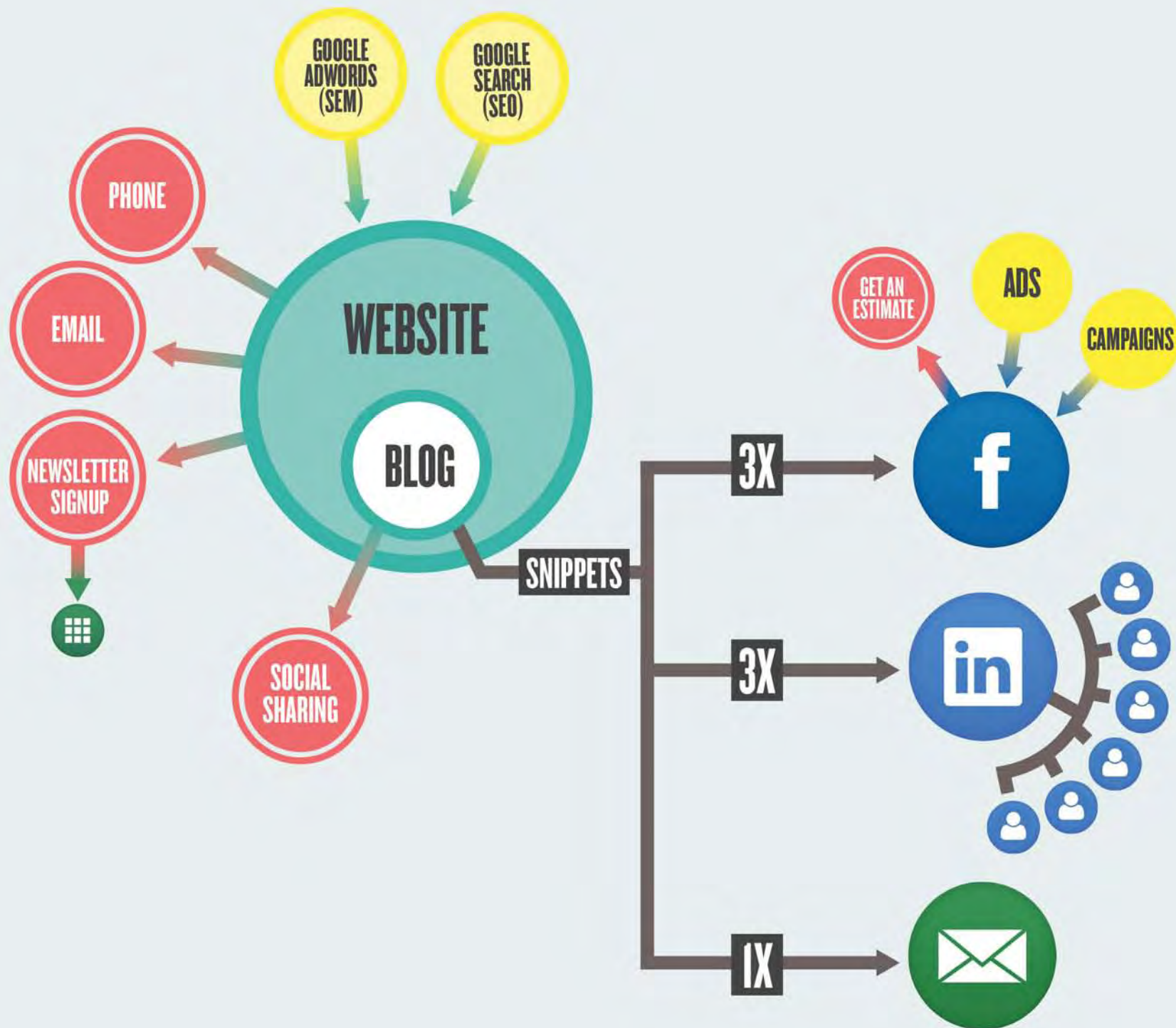
***The average Facebook user  
has 338 friends...***








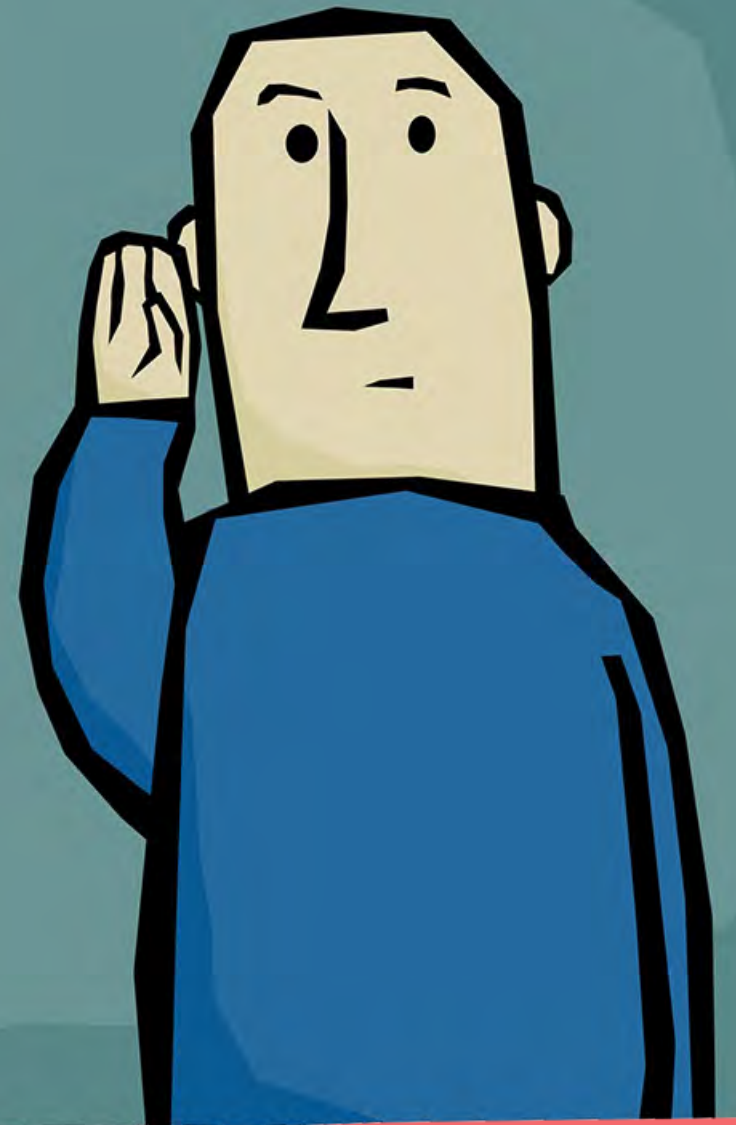
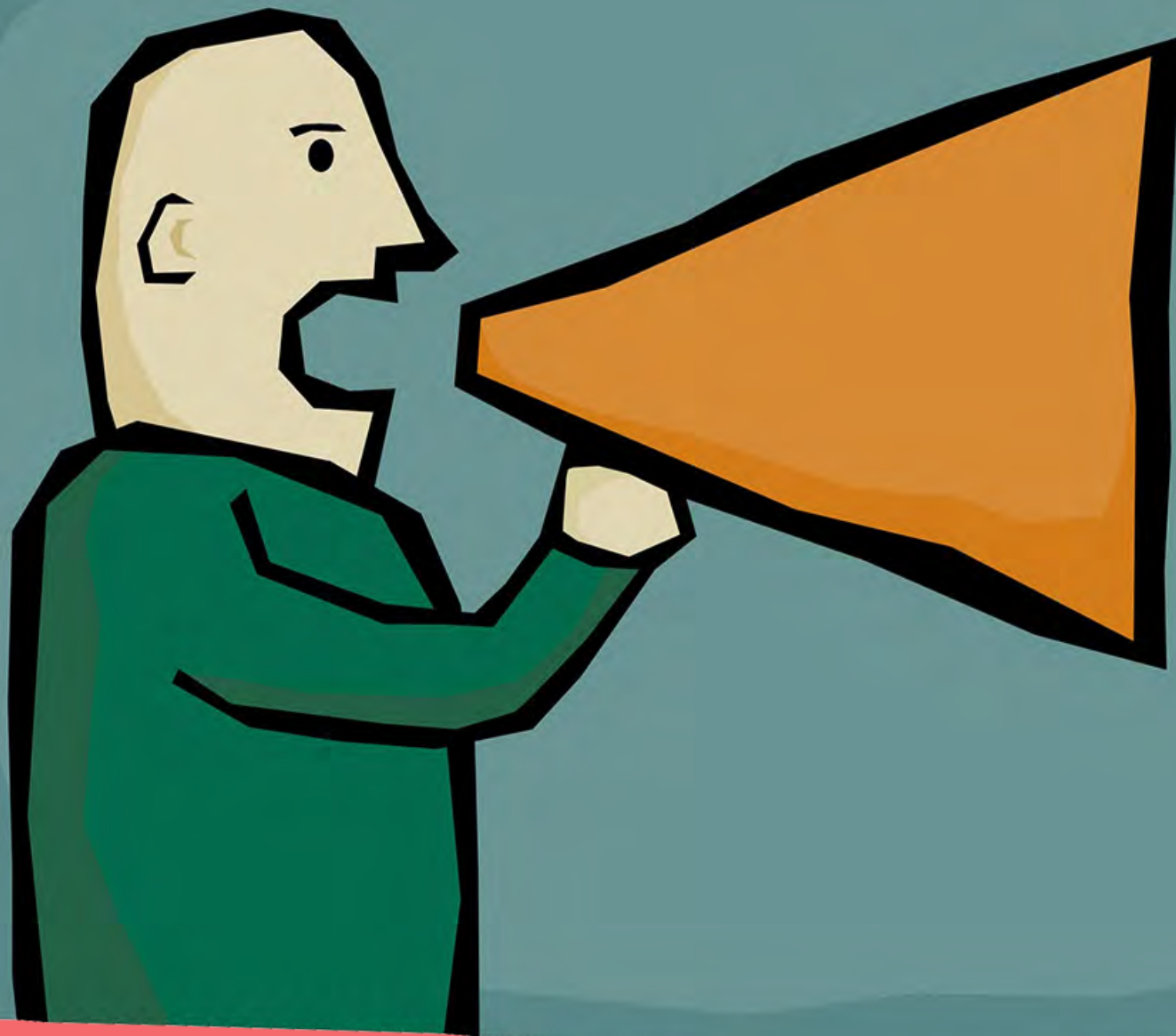
***388 friends with 388 of their  
own friends = 150,544 people***

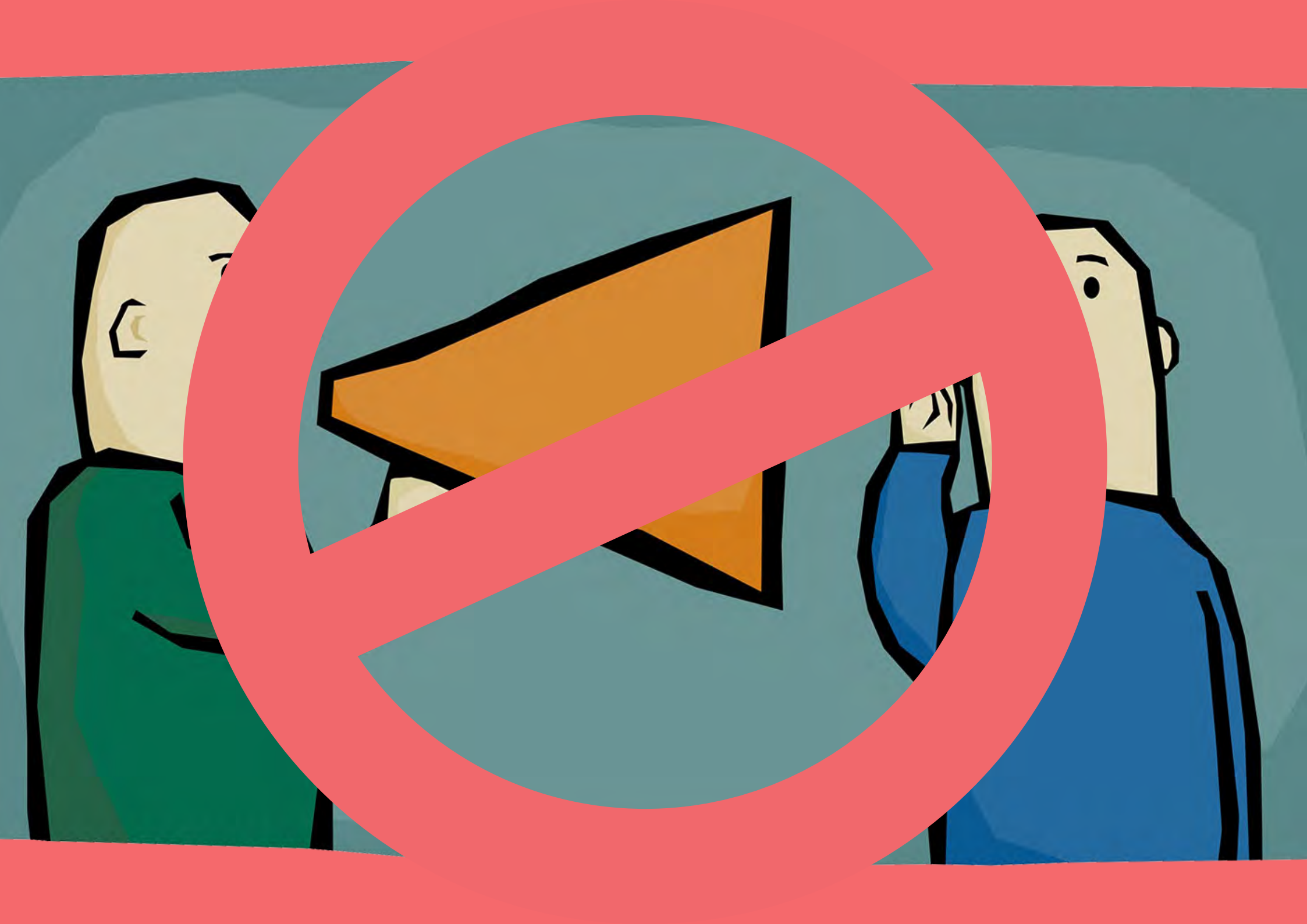
***150,544 friends with 388 of  
their own friends = heaps***





-  Facebook
-  LinkedIn Company Page
-  LinkedIn Individual Profile
-  Email
-  Database













## Hell Pizza

Posted by Jon Emile Randles [?]

June 16

Black Friday was the busiest night in the history of HELL – thanks to everyone who contributed, and thanks to the 810 HELL staff who survived the onslaught! If you have anything to say, email us at [feedback@hell.co.nz](mailto:feedback@hell.co.nz).

Tag Photo

Add Location

Edit

Like · Comment · Share



Ben Cumming, Mia Thompson, Hamish Paterson and 154 others like this.

Top Comments ▾



**Michael Chandler** Our pizza, we received looked like it had been dropped. We called the store and they wanted to send vouchers because they were so busy they didnt want to send another pizza...uhhh we are hungry now. Wheres the logic in that? Thank god i love their pizza to give in to that.

Like · Reply · June 16 at 4:43pm



**Hell Pizza** Hey Michael, do you want to Message us the store and your contact details and we'll follow that up.

Like · Commented on by Jon Emile Randles [?] · Yesterday at 8:26am



Write a reply...



**Harry Lynch** It was definitely Hell for the staff!!!



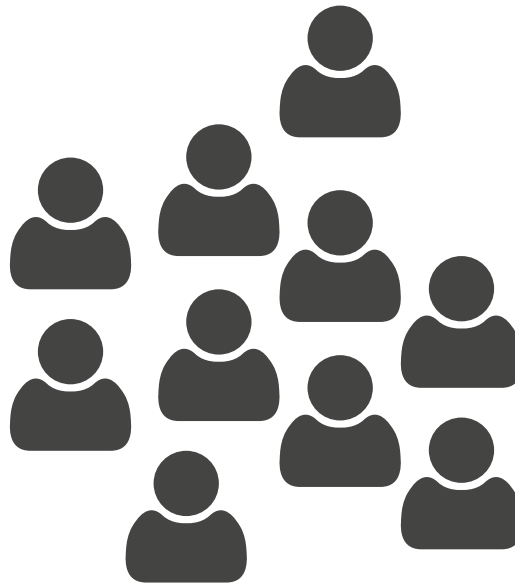
Write a comment...



# ***Anonymous Client***

## ***OBJECTIVES:***

- a. Build a Facebook community around the brand***
- b. Gather a database of potential leads***
- c. Convert leads to sales***



# ***RESULTS:***

- a. Number of Page Likes: 3,089***
- b. Number of database entries (name, email address, phone number): 1,956***
- c. Sales to new database (based on their average conversion rate of 18%): 352***
- d. Net Profit (based on their average net profit per sale): \$133,760***



# ***Goals & Objectives***



# Questions?

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MARKETING.

