

Press release

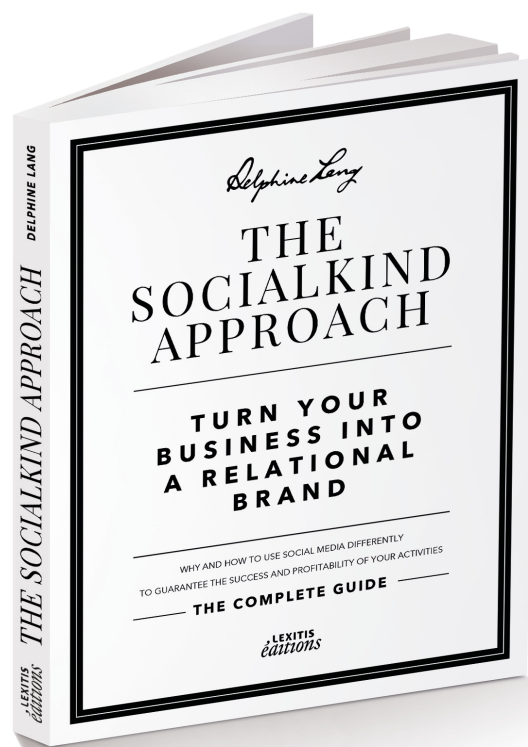
Delphine Lang

The SocialKind approach: Turn your business into a relational brand

160 pages

ISBN: 978-2-36233-171-8

www.lexitiseditions.fr



“How to become a **valuable partner** in the lives of your connected customers...”

Given the ever-increasing use of social media, companies have more means than ever to build privileged relationships with their customers.

However, these days, the common approach is more about online presence to speak about oneself than engagement to act in the interest of all. Faced with consumers who expect much more than just fine words, this approach is today obsolete.

With millions of individuals around the world connecting every day, it is in companies' best interests to use social media “differently”, more effectively and more creatively. This is essential if they want to avoid missing out on the innumerable riches, as yet unexplored and untapped, that social media has to offer.

This book redefines the codes of social media marketing and provides the full equipment to benefit both from an understanding of the need for change and from a sophisticated and detailed knowledge of the strategic approach to adopt.

Questions for the author

What do you mean by “using social media differently”?

Today, it is no longer enough to talk about oneself – whether in relation to one's company, brand and/or products – nor to increase the visibility of one's content through ad campaigns in order to guarantee the success and profitability of one's activities. In other words, one's value must be proved through one's actions by providing oneself the means to carry them out. This necessarily requires changing the way in which one thinks, behaves and acts, by integrating technologies into an intelligent strategy.

What are results achieved by adopting the SocialKind approach and when can I expect to see them?

By turning your business into a relational brand, you will succeed, over time, in becoming indispensable and belonging to the brands that count the most in the life of your connected customers. Considering you as a valuable partner, they in turn will become valuable partners for you. This is unquestionably the best illustration of the power of your brand on social media and which will give you the absolute guarantee of sustainable and profitable growth of your activities. Keep in mind that the greater and more consistent your commitment, the faster you will see results.

About the author



Delphine Lang is a social media expert, strategy consultant and trainer. Her mission is to break with the traditional codes of social media marketing and to go beyond received ideas by making the art of effectively managing one's social media activities accessible and comprehensible for everyone.

After more than a decade of working in well-known companies, both for corporates and advertising agencies, she decided in 2014 to explore her interest in the relationships between brands and consumers.

In 2016, she redefined the codes of social media marketing by unveiling her innovative approach, “the SocialKind approach”, to enable companies to achieve genuine operational excellence.

Today, she promotes change by providing professionals with valuable insights and guidance resolutely focused on the acquisition of new skills and the adoption of new mindsets, behaviors and practices, in order to better respond to the ever-increasing expectations and requirements of consumers and to make a real difference in a constantly changing, and more and more complex and competitive world.

Press contact:

Lexitis Éditions – 19 rue Larrey 75005 Paris – France – www.lexitiseditions.fr

Martin de Halleux > martin.dehalleux@lexitis.fr > Tel: +33 (0)6 70 02 32 61