

What Works in Social Media Marketing

5 Tips to Improve your 2014 social media management program



Fleire Castro

@FleireCastro

- Principal Consultant and Owner of Third Team Media
- Founder of GBG Cebu Google Business Group
- Blogger, Hipster, Consumer

















(I) COLLABORATION AND CO-CREATION





December 14 @

Dropped by The Outlets at Pueblo Verde earlier this afternoon. I'm so pleased with the shops that have opened so far (Nike, Adidas, Reef, Oakley, Converse, Peso Store, Levi's, Dockers) and I'm excited for the other brands that are coming. @





You, Nancy Cudis and 7 others like this.





OUSTOMER SERVICE





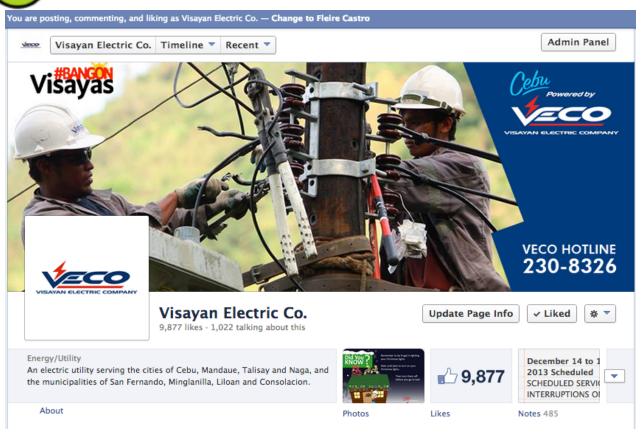


I like this guy running the @VECO_Cebu twitter account. Sounds very friendly and accommodating. Plus, no grammar slips. Bonus!:)





3 TRAINING FOR IN-HOUSE





4 STORYTELLING





BRAND ADVOCACY AND GENEROSITY



Outlet stores 'to boost tourism'

AboitizLand opens The Outlets at Pueblo Verde, which sells products at a discount

day The Outlets at Purblo Verde, which the company said is the fire outlet some

the company and is the fave somes more in Visayas and Middanas. Outlet stores are where manufactur-ers sell their products directly to commu-ers and at big discounts. The Outlets is built on a one-becture

or isside the Macran Economic Zone 2

in flaranger Basah, Lape-Lape City MIZ 2 is developed and operated by Aboliti-Land in partnership with Macran Celus International Airport Authority (MCIAA)

cal brands in The Ouders with the namium into and adjacent one-as the end of 2014 in outs 2015. used frome sold at The Outlets are count ranging from 20 percent to tent the whole year-round.

idia Pueblo Verde which is also a home various restaurants, financial institu-

retail industry phraomecoos." Academia said. He said the sectory is primarily driven by growth at the human process minuncing industry, mention sector and the increase in OFW remittances. He said Cobe's malls, where benother TOURISM SHOPPING, Lapo-Lapu City Mayor Paz C. Radaza says the gresence of The Outlets

CHOISE D



me global brands are also located.



WHERE: SM Northwing, SM City Cebu WHEN: October 26, 2013, Saturday

1:00-9:00pm

Please attend the concert and submit your pledges and donations on site!

Participating Organizations:











WE WILL RISE AGAIN









































































Start Improving Your Social Media Management Program



Want to review what's working and what's not with your social media management program? Try our social media review package.

GET 50% OFF ON SOCIAL MEDIA REVIEW PACKAGE



Fleire Castro

fleire@thirdteam.org

www.thirdteam.org

www.thirdteam.org