

Breaking Through · Innovation Landscape Your Social Media Strategy

Schneider Electric · Digital Marketing Director
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Schneider Electric



Schneider Electric



Schneider Electric provides energy and automation digital solutions for efficiency and sustainability

Key figures for 2019

5% of revenues devoted to R&D

€27.2 billion

2019 revenues

41%

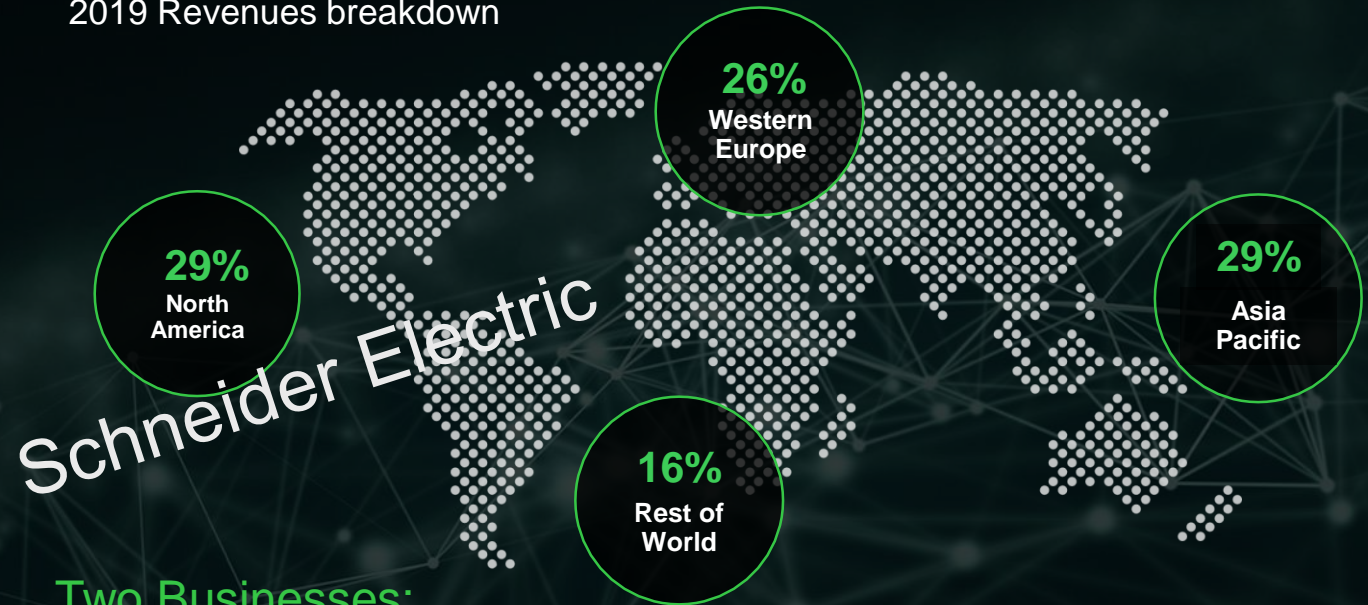
of revenues in new economies

135,000+

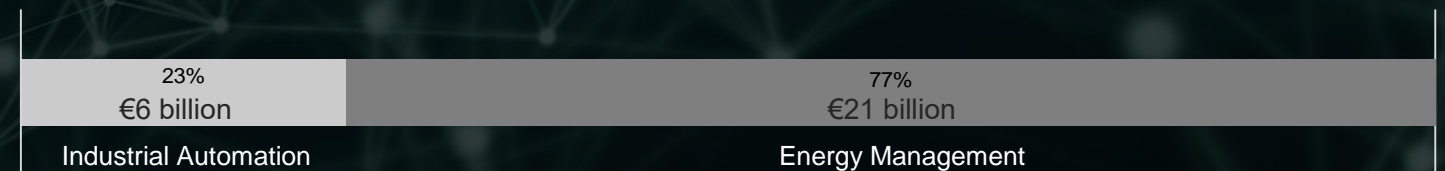
Employees in over 100 countries

A well-balanced global presence

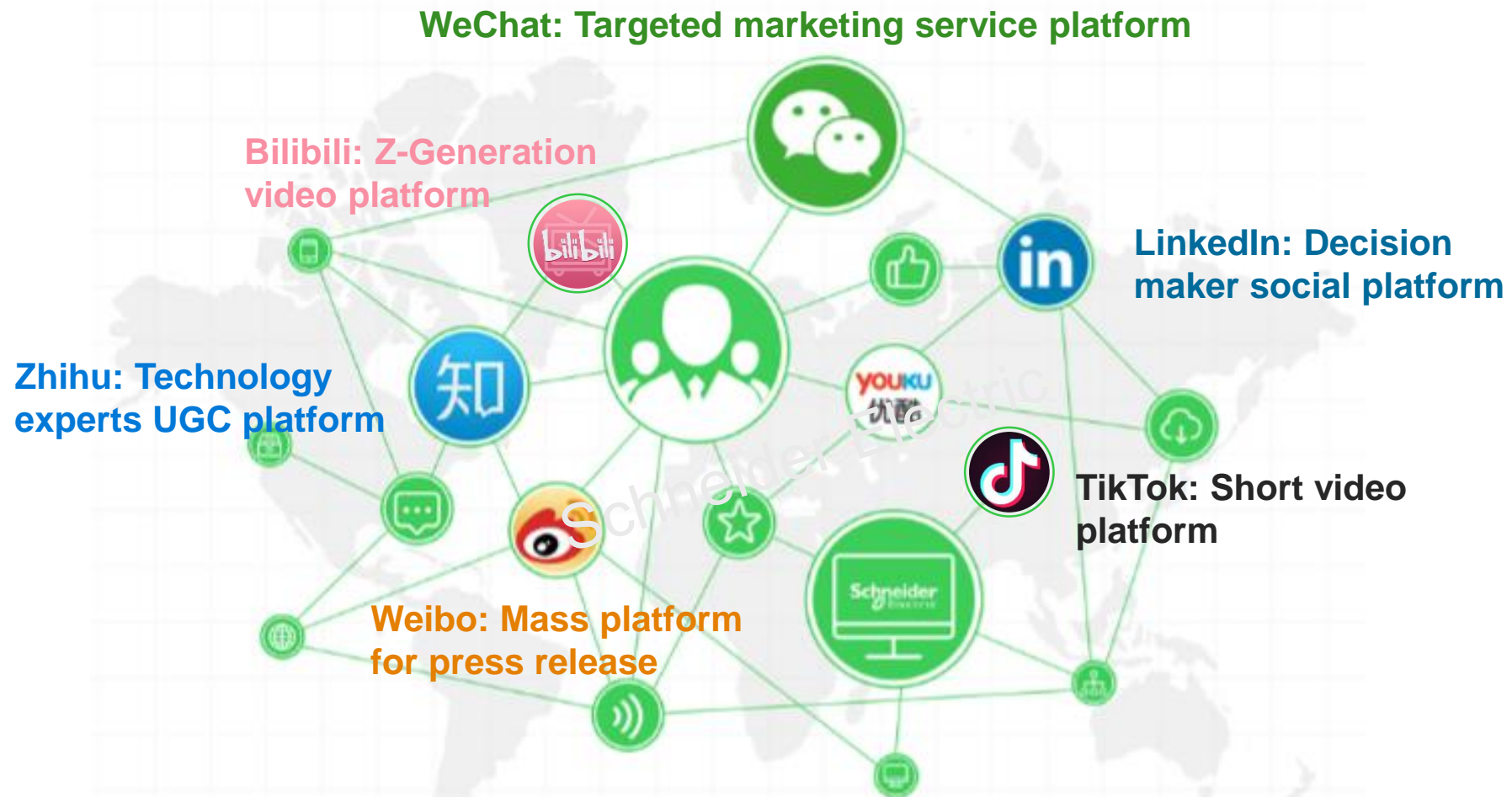
2019 Revenues breakdown



Two Businesses:



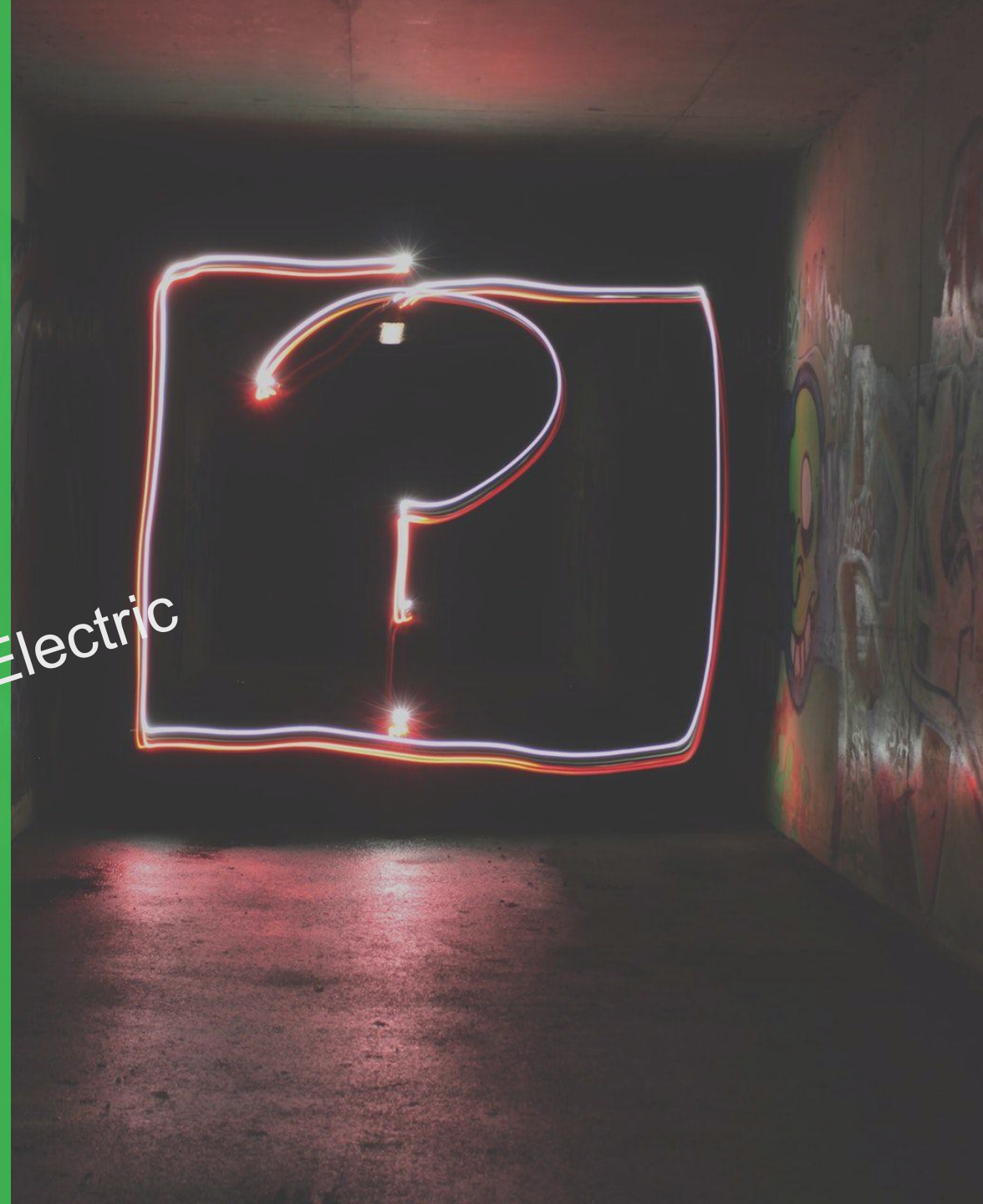
Social Media Matrix



Pain Points

How to achieve both Brand Awareness and Demand Generation?

Schneider Electric



3 Steps



1. Attraction 吸关注

- Story telling 讲故事

2. Stickiness 增粘性

- Multiple Touchpoints cross on & off Line 跨界多触点

3. Close Loop 促成交

- Innovate on customer experience 客户体验创新

Our Storytelling Framework

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Build Brand Essence and Improve Awareness by Story-telling

BOLD IDEAS

Building

Infrastructure

Datacenter

Industry



Food and Beverage

Healthcare

Logistic

Electronic



Brand Story
#Bold Ideas#



Customer Story
#Hero Behinds Hero#



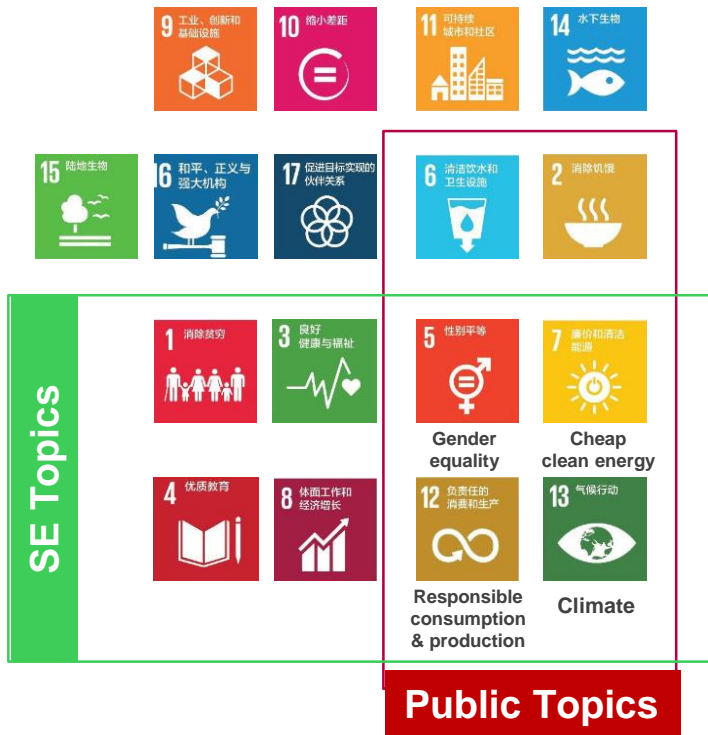
Technology Story
#Segment Talk#

Bring Our Brand Story Actionable

Challenges: Resonate with audiences & transform into individual behavior; link to business

Integrate the goals of global sustainability and SE business

Combining with the sustainable development issues shared by SE and the public, to select the most suitable topics for communication.



Select suitable partners to call for actions together

Gathering Business and Media as Partners

Non-profit organization & Media



Responsible Brands



NGO: Ant Forrest & SEE Conservation
Make sustainability actionable to plant trees in Alxa for SE and partners



Action from Individuals to Enterprises

Test your daily life, eg:

- Public transportation
- Frequency of Take-Out Service
- Double-sided printing

Calculate your Carbon Footprint & Tree Plant

Make your Flag and gather >10K Participants

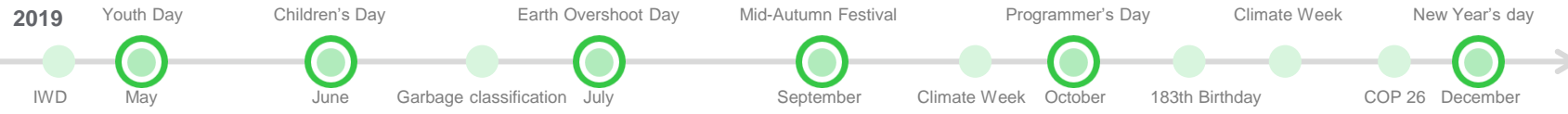
Partners Plant Trees Reduce Carbon Emission



Results: 18K+ participants
50+ content released
10M+ impression



Real-time Newsjacking Needs Consistent Brand Experience



五四·正青春
破茧而生的不只是翅膀
更是热切的青春梦想

施耐德电气见证了新一代青年工程师的成长，从最初的一颗火种到如今的燎原之势，用他们的“工匠精神”驱动中国工业、未来，驱动中国“智造”向前。为生活创造更多可能。

Life Is On Schneider Electric

截至今日
您的地球已透支

您的地球已透支，请及时缴费

从今天起，请每天节约粮食、节约用水、节约用电，减少碳排放，践行绿色生活。让地球这颗蓝色星球，继续为我们提供赖以生存的家园。

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数字化时代
百年企业也Geek

数字化转型带来的不仅是效率的提升，更是企业竞争力的重塑。百年企业也Geek，用科技的力量驱动未来。

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2020 你会遇见什么好事？

开始遇见

童年已远
童心却从未改变

什么是童年？童年是无忧无虑的时光，是无忧无虑的笑声。童年是梦想的起点，是成长的动力。施耐德电气陪伴一代一代的成长，让童年成为美好的回忆。

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施耐德电气
可以以中秋之名问候一下。

今晚，你会在哪里，和谁一起赏月呢？

无论你在哪里，小施都会陪伴在大家身边。

点击下面的图片，试试看，今晚月亮会圆得一样。

施耐德电气
中秋快乐！

Life Is On Schneider Electric

生日快乐！

施耐德电气
63岁生日快乐

喜悦，从此刻开始

施耐德电气63岁生日，感谢大家一直以来的支持。我们将继续秉承“为生活创造更多可能”的宗旨，为全球客户提供更优质的产品和服务。

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Schneider Electric SE 2018 Performance

A collage of various promotional posters and infographics, including a large vertical poster for the New Year's celebration and several smaller posters for different campaigns.

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DIGITAL

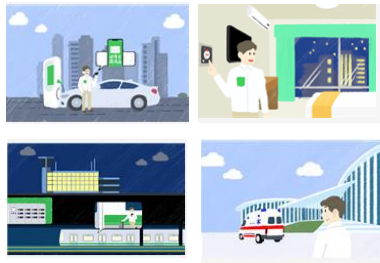
共创共赢 数字化时代

施耐德电气诚邀您莅临 4.1号馆B1-003

1

Warm Up

- Registration
- Count down



2

Promotion

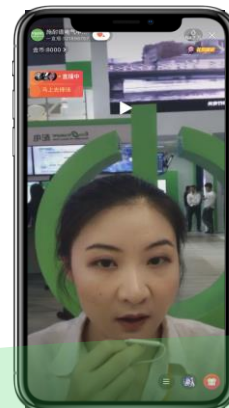
- WeChat Moments
- H5 Interaction



3

On-site

- Live Show
- On-site video



4

Wrap Up

- Survey
- Gated Content



In-Depth & Consistent Content Column to Drive Favorability



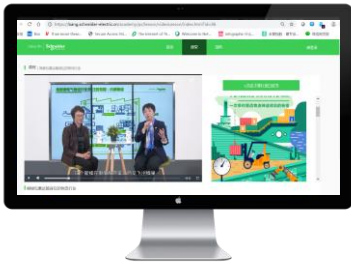
Segment On-line Academy

User Insights:

- Upgrade Knowledge
- Prefer Online webinar
- Trust industry influencers (look for internal experts)

Story Line:

- Market trend
- Pain points analysis
- Case study



WWW



Data Center



F&B



Healthcare



Logistics



Manufacture



Oil & Gas



Building



Utility



MM

How to Find Hot & Relevant Questions to Engage Professional Target



How clear is the cleanest water on earth?

知乎 管理中心 首页 发现 话题 上帝粒子常见衰变终被捕获

关注者 4,434 被浏览 11,455,873

地球上最清的水有多清?

已关注 查看回答 17 条评论 分享 邀请回答 举报

查看全部 285 个回答

关于作者 施耐德电气 Life Is On

施耐德电气 已认证的官方帐号

221 人赞同了该回答

看完最高票答案提到的超纯净，却不曾留意过就在我们当你打开水龙头，这清澈的水并非纯天然的水，不要小瞧这些自来水，日均日生活用水量174.46L，

如果想了解更多关于水行业的知识，在施家推出的行业知识分享课堂“施想学堂”上，有一个专门讲述关于城市用水的专题——《破解智慧城市「水」密码》。

施耐德电气行业大讲堂 bang.schneider-electric.cn

3,764 人关注

3 人关注

课程亮点

- 分析目前水行业现状
- 中国水行业的挑战和目标
- 水行业的应用解决方案
- 水务/固废/智慧/水利/供热方面具体应用案例

适用人群

- 水行业相关从业者/大市政话题感兴趣人士

What are the moments you feel, that you may be surpass by the young generation?

知乎 管理中心 首页 发现 等你来答 虎门大桥出现异常抖动

知乎日报 的提问 学习 成长 职场 青年 Z世代

关注者 760 被浏览 186,182

生活、学习、工作中，你有哪些瞬间感觉「后生可畏」?

曾经的 90 后、00 后是被照料、被呵护的一代；如今，他们已经逐渐成长起来，在生活、学习、职场中体现出自己的担当，面对疫情，他们贡献出了自己的力量。...显示全部

已关注 查看回答 邀请回答 2 条评论 分享 举报

施耐德电气 已认证的官方帐号

148 人赞同了该回答

这些令人「可畏」的后生，是90后、00后，正值青年。

青年，是年纪，亦是态度。

慷慨面对选择，痛快享受生活，

勇敢地“偏执”，放肆地“自在”。

自在 冒险

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施耐德电气 Life Is On

已认证的官方帐号

回答	文章	关注者
46	22	21,457

被收藏 1 次

醒悟 袁玉 创建 0 人关注

相关问题

你身边的00后是怎样的生活状态? 20 个回答

00后的你们有一个什么样的人生规划? 6 个回答

过了明天00后一代正式成年，00后们有什么想说的么? 24 个回答

现在00后是一种什么样的状态? 7 个回答

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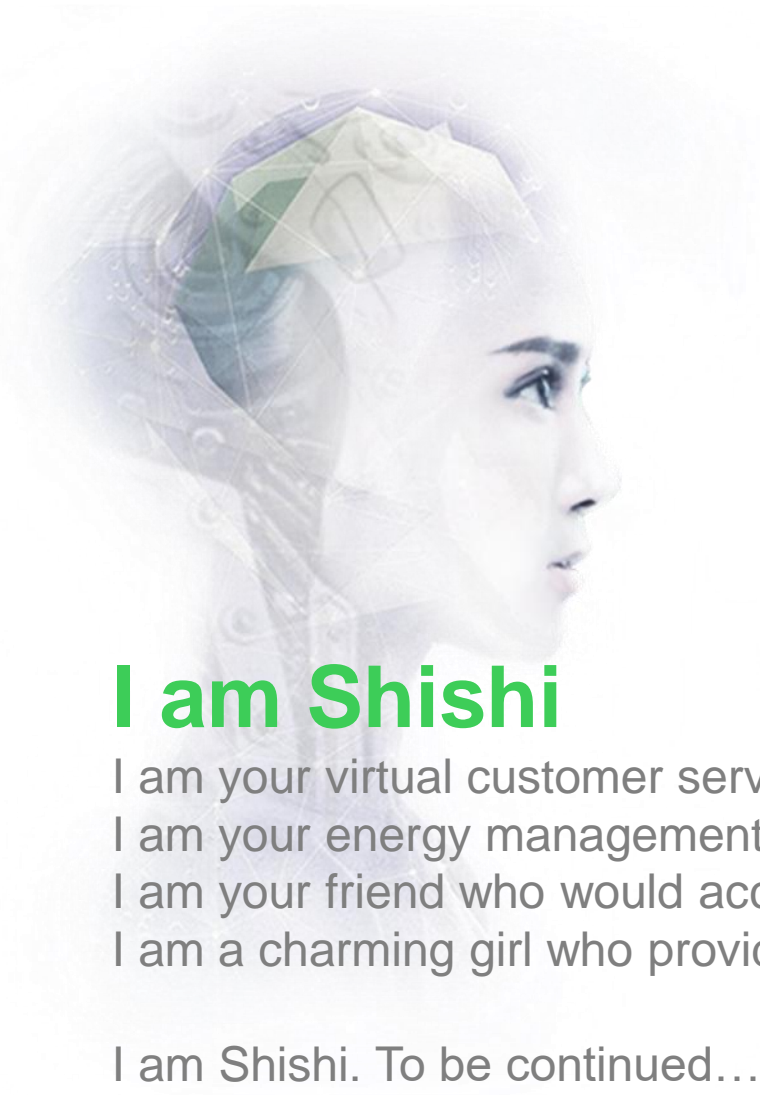
3. Close Loop 促成交

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Serial Social Stories to Generate Business Opportunities



New Tech on WeChat



I am Shishi

I am your virtual customer service
I am your energy management consultant.
I am your friend who would accompany you.
I am a charming girl who provides 24/7 service.

I am Shishi. To be continued...

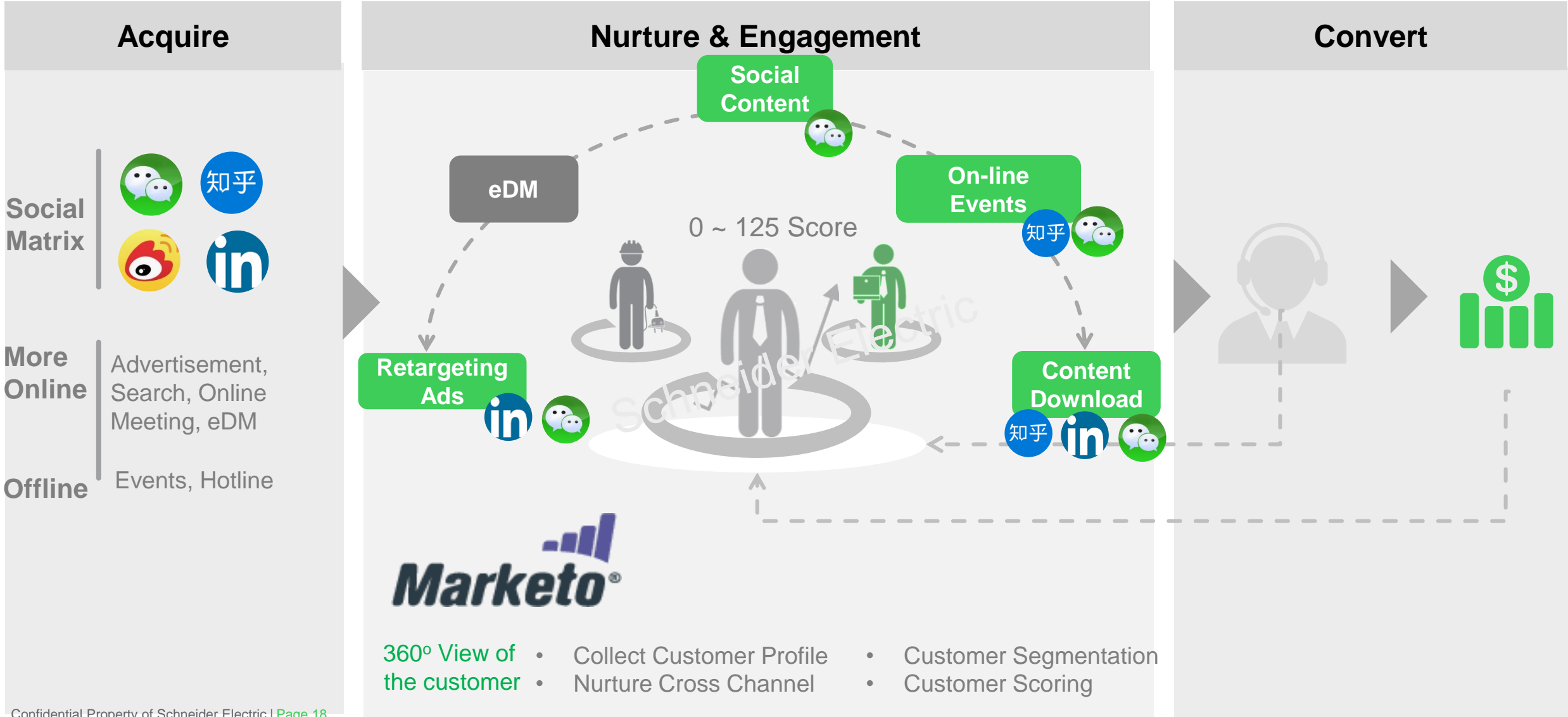
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From SOCIAL to ORDER



Our Answers



讲故事需要由外向内（你-你-我们-我）

Always start your story with outside-in



线下高光时刻需要扩音器

Leverage off-line momentum to multiply market impact



内容匮乏or内容无序

We are not lack of content but lack of managing



善用营销技术，不断提升用户体验

Deliver the best customer experience with creativity and mar-tech

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