

# Social Media & Client Relationship Management

// Stay Relevant in a Changed World

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# // Social Media and the Philippines

## // Social media is natural for Filipinos.



8<sup>th</sup> largest  
Facebook  
population  
globally

About 1/3 of  
Filipinos are  
on social  
media

Referred as  
'the social  
media  
capital of  
the world'

There are  
more mobile  
phones than  
people

// By 2016, the number of Filipinos with regular Internet access is expected to reach **66+ million**.



# // Social Media and Banking

# // Traditional client relationship has crossed the digital border



Content center for banks and businesses

Customer care and customer service

Manage relationships

Social listening and monitoring

## // Social media is a natural content consumption space



Accessed at numerous times throughout a day.

Multiple points of contact.

Removes the “stranger barrier”.

Most information are public and accessible.

// Social media creates a **natural space** for banks & businesses and their consumers to engage in conversations and create relationships.



## // What next?

Social media is a tool that removes physical barriers and physical distances.

Communication has never been easier – or more natural.



// The next level of client relationship management is human-to-human, powered by social media.

// This is the best time to embrace social media as a **communication, marketing, and relationship-building** tool – and soon talk to nearly 70 million Filipinos at a **personal level**.

// Thank you, and connect with us!

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// Questions?

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