Next Generation Social Media Strategies for MNOs

Description:
Social media technology has grown faster than any other in history. With over 2.6 billion active social media users spending more time on diverse social platforms, having a strong and coherent social media strategy has become more complex and critical.

While the majority of MNOs have developed a strong presence on major social media platforms, fewer have actually used social networks and tools to transform their business.

Although MNOs are investing in social listening, monitoring and marketing, most lack a holistic framework to embrace the full potential of social media opportunities.

This report explores the social media revolution from a customer and brand perspective. Based on MNOs’ social media use cases, it explores the benefits they have derived from their strategies and assesses opportunities for leveraging social media platforms.

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