



Social Media Solution
BISB– Kingdom of Bahrain
2013

About Masterbook

Masterbook W.L.L. is a subsidiary from **Knockbook** a specialized company in online marketing , and specialized in social media management with vision to lead the applications, digital media and social media market in Gulf and the Middle East.

We are capable of engaging your brand with your customers differently and making your products and services likable, well-known and accessible to your targeted segments nontraditionally.



Masterbook

Table of Contents

- About Masterbook
- Social media in Bahrain
- BISB Snap shoot
- Initial Social Media Plan 2013
- BISB Services
- Tabs & idea for BISB services

Social Media in Bahrain

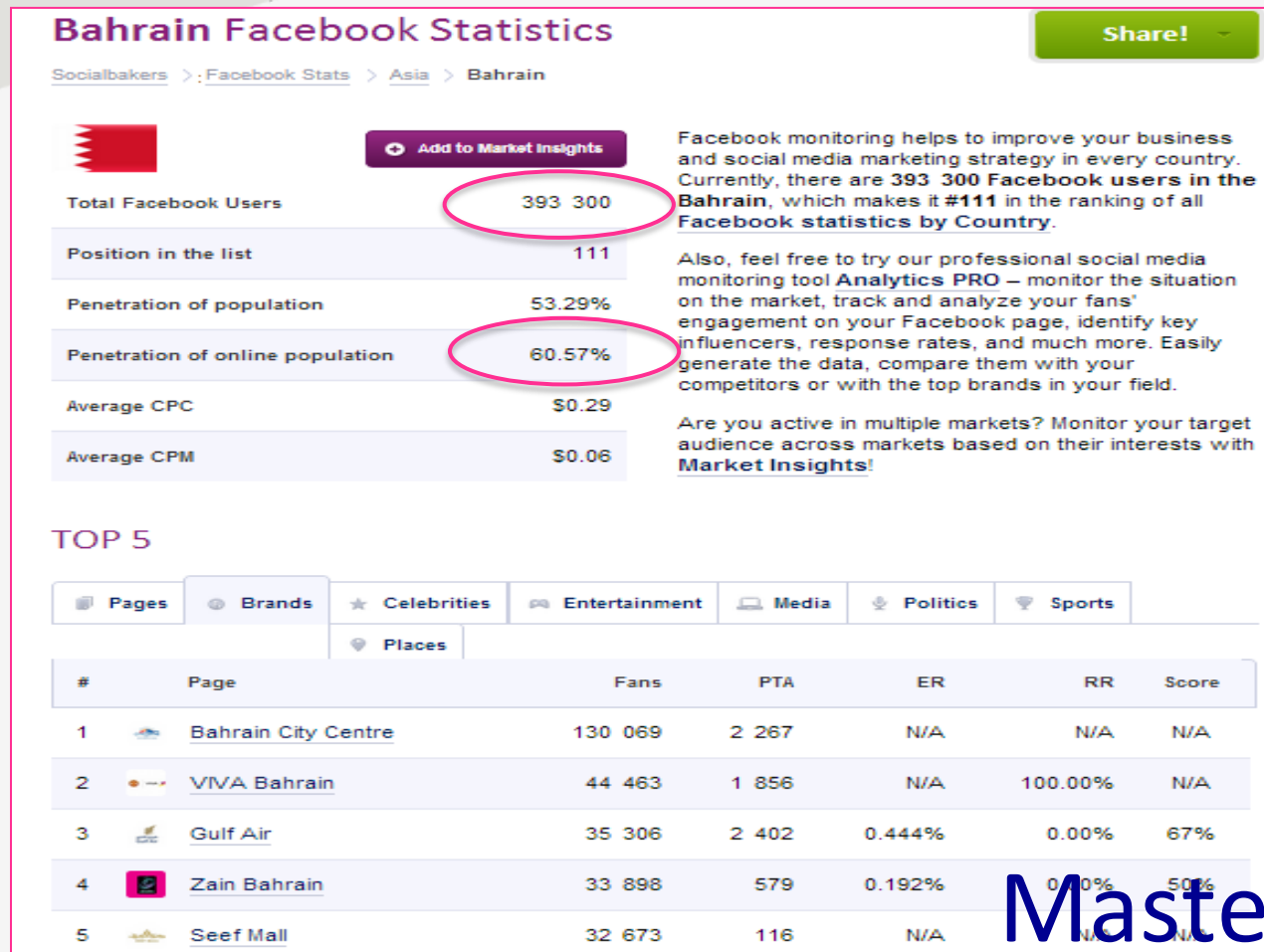
Social Media in Bahrain

According to www.alexa.com , the top 7 websites in Bahrain are the following:

Top Sites in Bahrain 🇧🇭	
The top 500 sites in Bahrain. 🌐	
1	Facebook facebook.com A social utility that connects people, to keep up with friends, upload photos, share links and ... More ★★★★★ Search Analytics Audience ▶
2	Google.com.bh google.com.bh Logos ©2008 Google www.google.com - Confidentialité - Conditions d'utilisation ★★★★★ Search Analytics Audience ▶
3	Google google.com Enables users to search the world's information, including webpages, images, and videos. Offers... More ★★★★★ Search Analytics Audience ▶
4	YouTube youtube.com YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your... More ★★★★★ Search Analytics Audience ▶
5	Yahoo! yahoo.com A major internet portal and service provider offering search results, customizable content, cha... More ★★★★★ Search Analytics Audience ▶
6	Windows Live live.com Search engine from Microsoft. ★★★★★ Search Analytics Audience ▶
7	Twitter twitter.com Social networking and microblogging service utilising instant messaging, SMS or a web interface. ★★★★★ Search Analytics Audience ▶

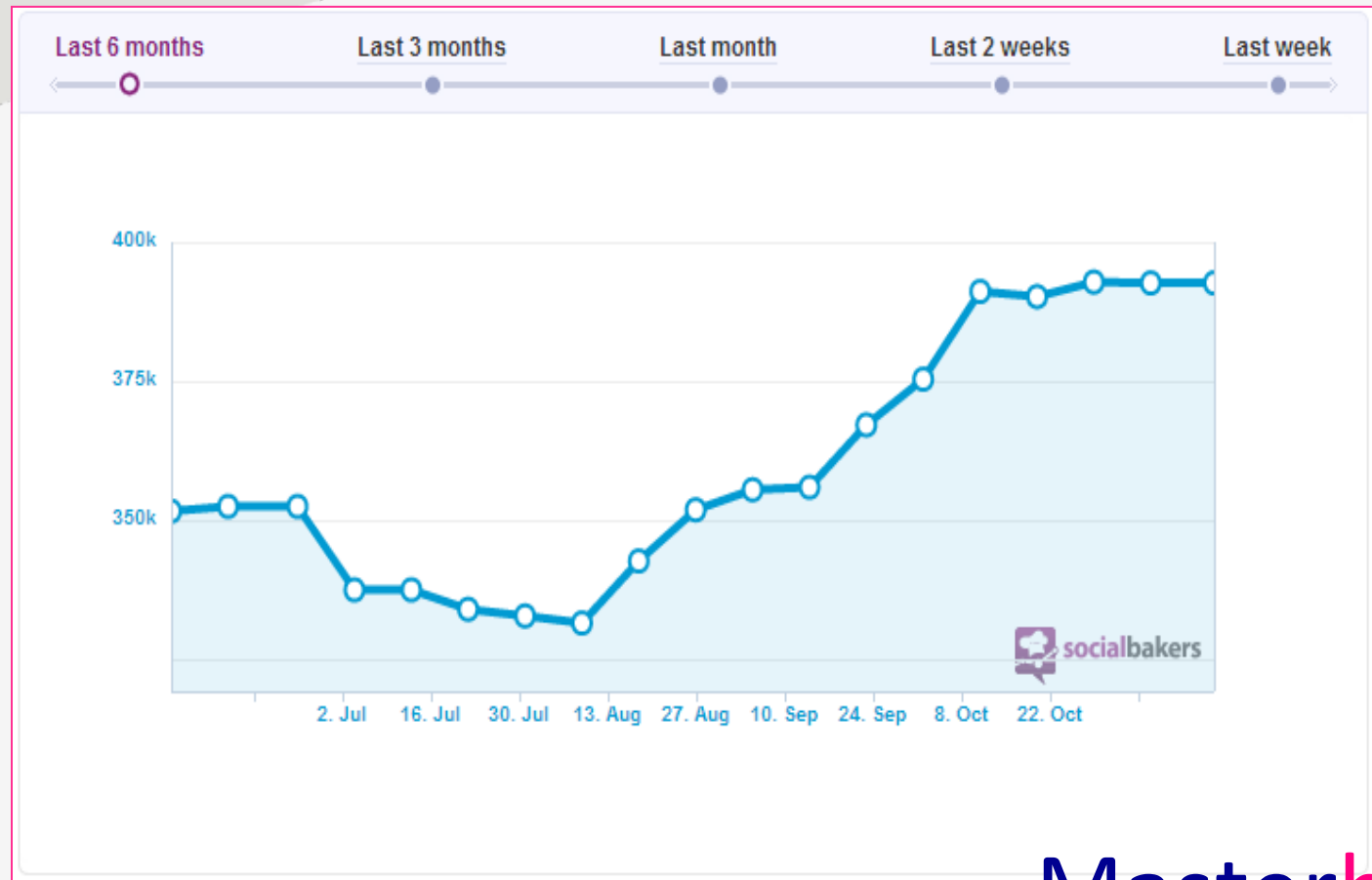
Social Media in Bahrain

According to www.socialbakers.com



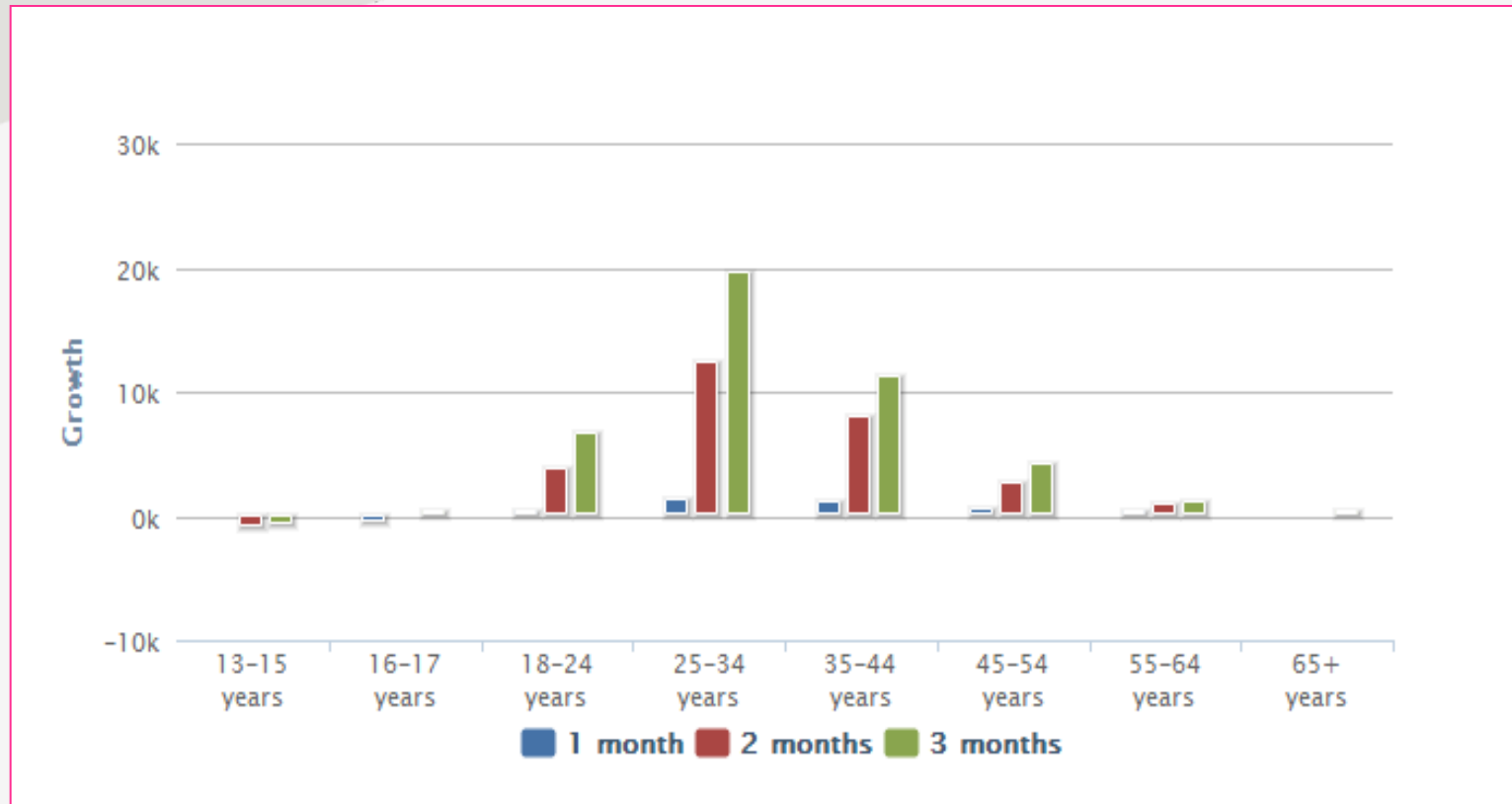
Social Media in Bahrain

According to www.socialbakers.com, the demographics are as follows



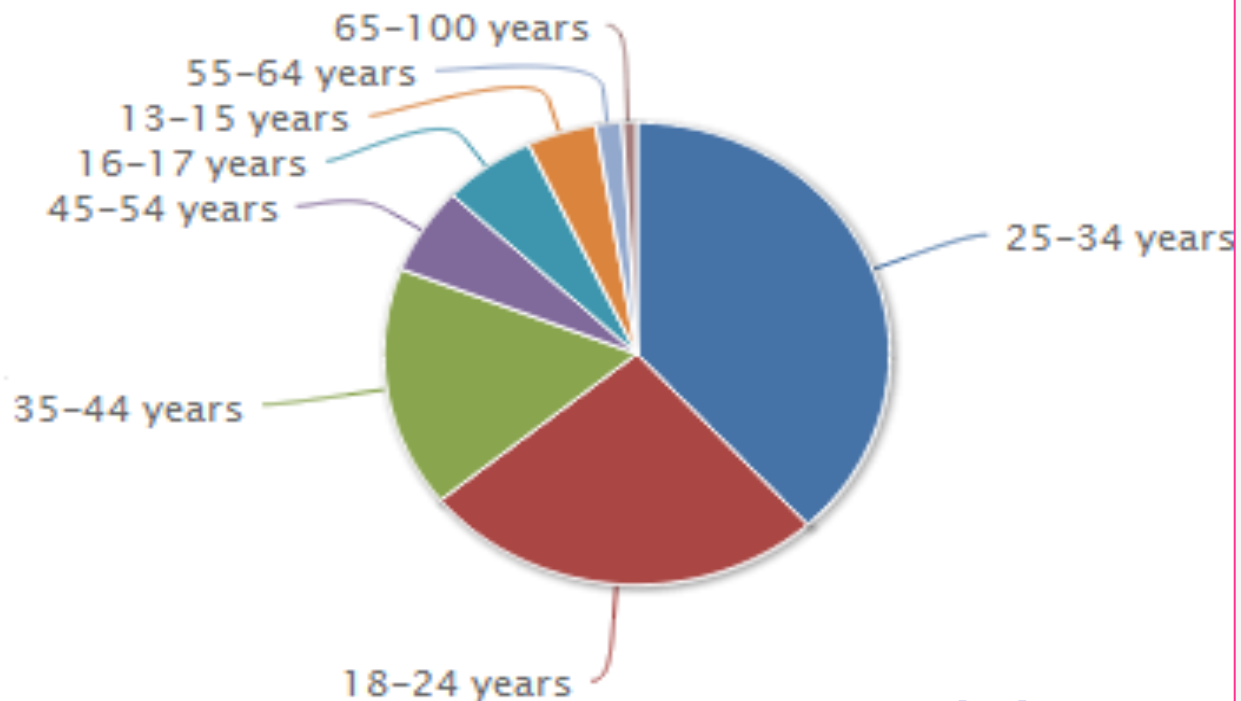
Social Media in Bahrain

The age growth on facebook in Bahrain



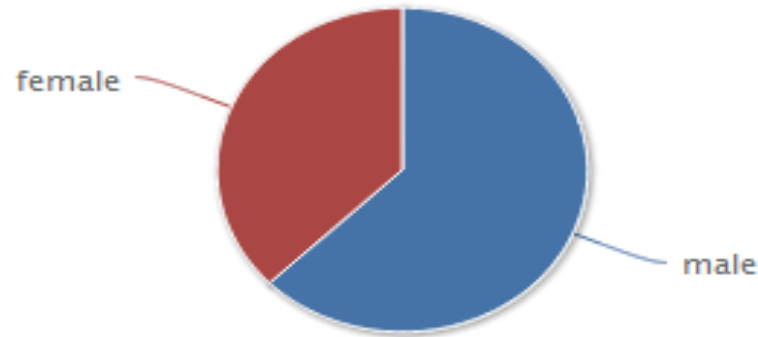
Social Media in Bahrain

User age distribution on Facebook in Bahrain



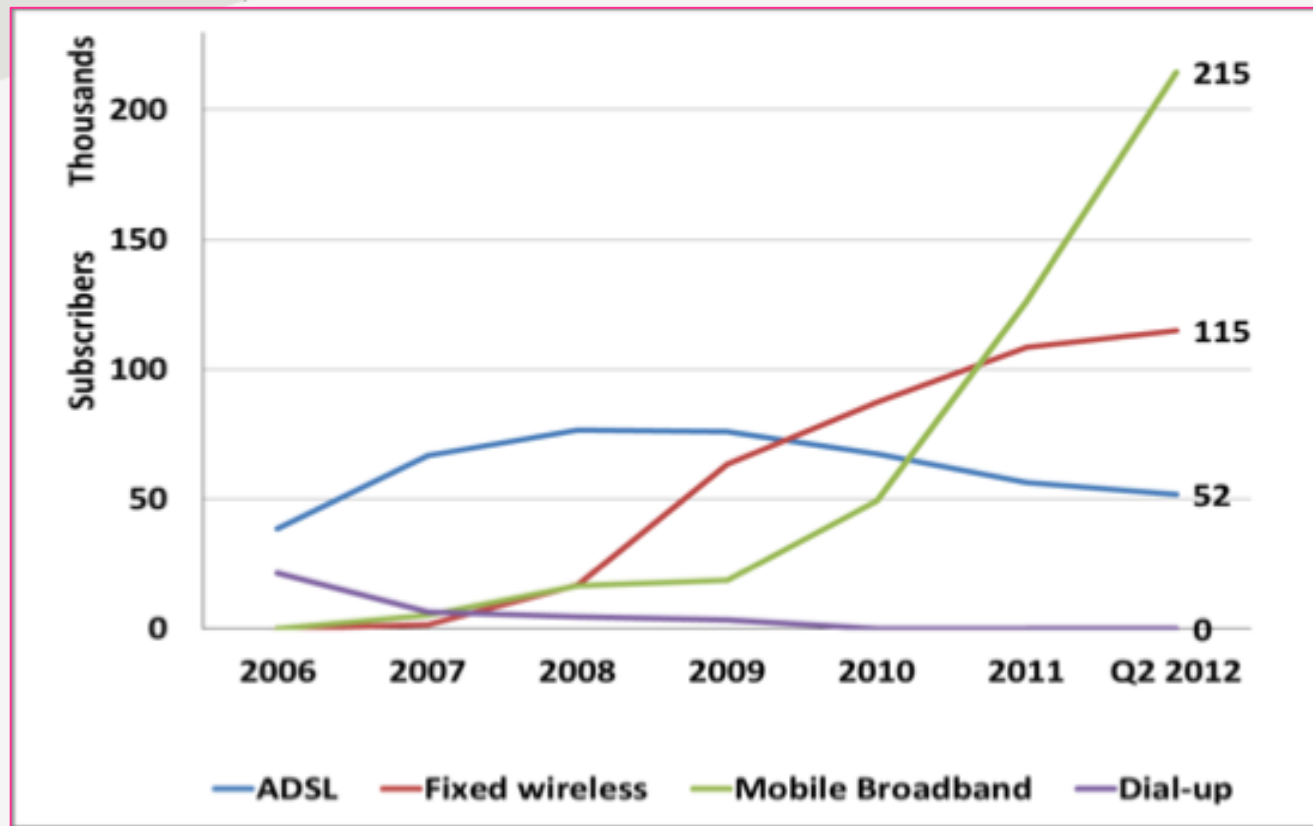
Social Media in Bahrain

Male/Femaleser ratio on Facebook in Bahrain



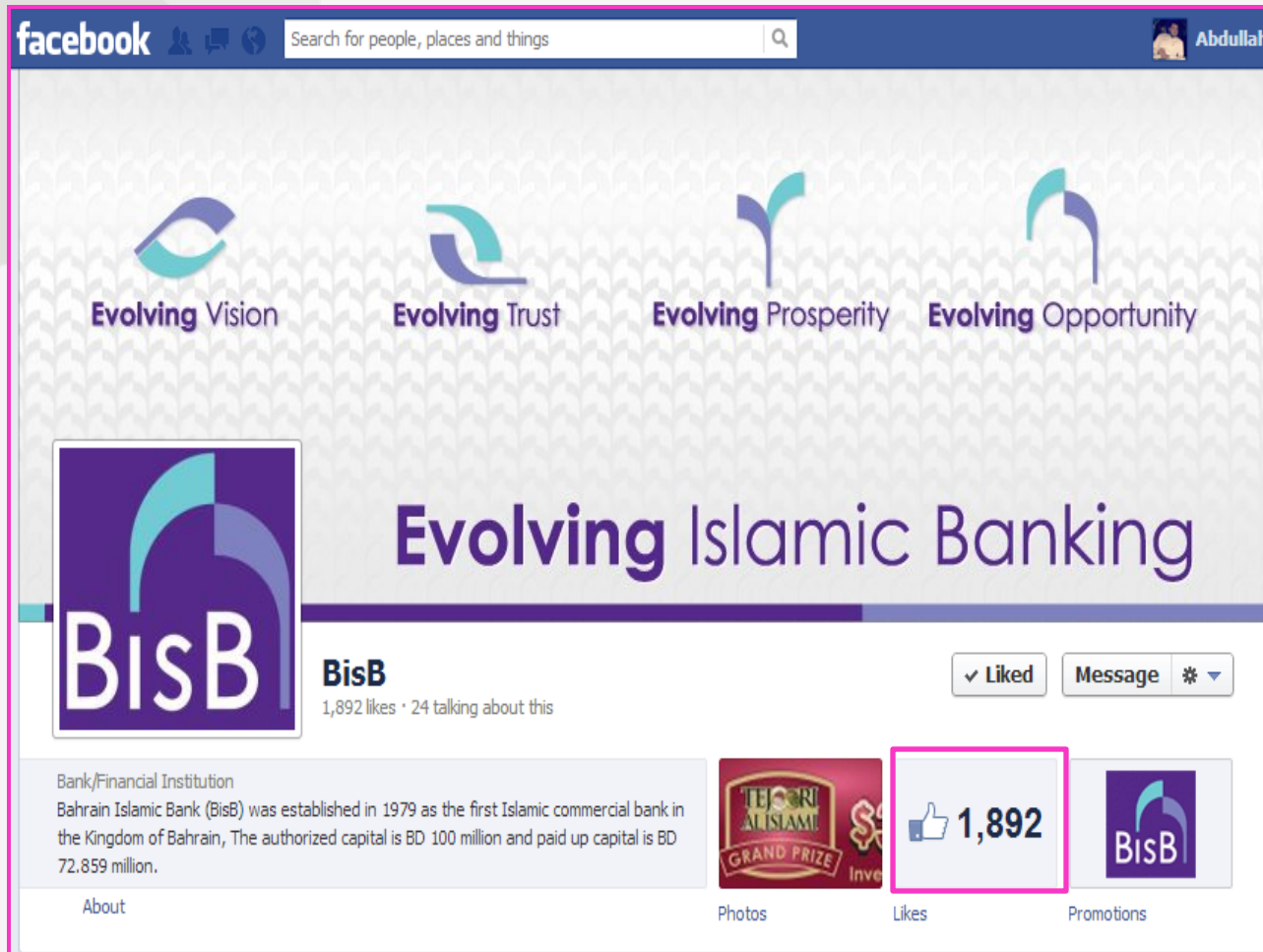
Social Media in Bahrain

Internet growth in Bahrain



Mobile Broadband is WiMax provided by Zain, Viva, Menatelecom, etc.

BISB Snap Shot



The image is a screenshot of the BISB (Bahrain Islamic Bank) Facebook page. The page header shows the Facebook logo, a search bar, and the user 'Abdullah'. The main content area features four icons with the text 'Evolving Vision', 'Evolving Trust', 'Evolving Prosperity', and 'Evolving Opportunity'. Below these is the BISB logo and the text 'Evolving Islamic Banking'. The page has 1,892 likes and 24 people talking about it. The 'About' section describes the bank's establishment in 1979 and its capital. The 'Likes' section shows a thumbs-up icon and the number 1,892. The 'Promotions' section shows a BISB logo. The 'Photos' section shows a 'TEJARI AL-ISLAMI GRAND PRIZE' logo.

facebook Search for people, places and things Abdullah

Evolving Vision Evolving Trust Evolving Prosperity Evolving Opportunity

BisB Evolving Islamic Banking

BisB 1,892 likes · 24 talking about this

Bank/Financial Institution
Bahrain Islamic Bank (BisB) was established in 1979 as the first Islamic commercial bank in the Kingdom of Bahrain. The authorized capital is BD 100 million and paid up capital is BD 72.859 million.

About

Photos Likes Promotions



Masterbook

BISB Social Media Assessment

Upon assessing the current status of BISB's social media, we at Masterbook are confident that the potential of improvement is substantial in all areas (Facebook, Twitter, YouTube, and Instagram)

- Much faster response
- Substantial increase in fan interaction
- Discussing other non-banking related topics (talk of the day)
- Look and feel consistent in all platforms
- Average posting more than 4 a day
- Greatly increase number of fans
- Customized tabs (more on later slides)
- Active Twitter accounts
- Fully functional and interesting YouTube channel
- Revolutionized Instagram account



BISB Social Media Assessment ex.

Replaying after 2 days.



Sara Omar

وهناك استفسار آخر .. ليش ما يكون هناك تسهيل من الـ BisB بخصوص
لشسمونه الي نسييت اسمه بس المغزي << نغدر نجوف حسابنا من النت
بدل هالمعابل ليش ما يكون في فورما من النت اسهل!
لأنه كذا مرة رحت وسألت كل واحد يقولي اكو هناك هناك الفورما روجي
اخذها واقعد احوس ف الفورمات ولا اعرف اي وحدة! وانقهر واطلع :")

Like · Comment · October 11 at 1:11am

vevo السلام عليكم،
لقد قمنا بتجهيز كلمة السر الخاصة بك لخدماتنا الإلكترونية نظراً
لعدم تمكنك من تقديم الطلب للحصول عليها، لذا نرجو اختيار الفرع الذي تودين
استلامها منه.

October 14 at 1:25pm · Like · 1

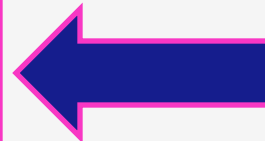
Sara Omar | شكرًا! اخرجتوني
اروح فرع مدينة عيسى وأخذها بس؟

October 14 at 1:34pm via mobile · Like

vevo Salam Sara Omar,
Please be informed that your ePin has been issued and is ready for
collection at Isa Town Branch.
Kindly request to speak to the branch manager for assistance.
Thank you.

October 16 at 9:34am · Like · 1

No Answer.



Muhammad Alqamah Jamal

no response from urside

Like · Comment · September 23 at 4:43pm

BisB BisB Salam Muhammad Alqamah Jamal,
Kindly be informed that our specialized department are investigating
in your case and they will contact you shortly.
Thank you

September 24 at 8:05am · Like

Muhammad Alqamah Jamal Was slam thanks for reply, how
many days it will take?

September 24 at 9:23am via mobile · Like

Write a comment...

Masterbook

Post about social
life



Kuwait Finance House (KFH)

March 6 via HootSuite

اللواء الزعابي: الحد من الحوادث المرورية مسؤولية يشترك فيها اكثر من طرف

Like · Comment · Share

👍 29 💬 2



Fawaz Ahmad Alnasser no , maybe 2 fast 2 furious?

November 14 at 9:20pm · Like · 🔄 1



Mitsubishi Kuwait Fawaz Ahmad Alnasser Good evening . do you like this movie ?
thank you

November 14 at 9:23pm · Like



Alaa Fouda المتسول؟

November 14 at 9:46pm · Like · 🔄 1



Mitsubishi Kuwait 😊 Alaa Fouda مساء الخير . اجابه خاطئه حاولي مره اخرى
شكرا لك

November 14 at 9:49pm · Like



Samir Kerimov lancer evo

November 14 at 9:53pm · Like · 🔄 1



Mitsubishi Kuwait Samir Kerimov Good evening 😊

Do you know in which movie the Evo was a STAR?
thank you

November 14 at 9:55pm · Like



Javad Razmkhah عجيب

November 14 at 11:13pm · Like · 🔄 1



Mitsubishi Kuwait 😊 Javad Razmkhah مساء الخير

هل عرفت ما هو الفيلم ؟ شكرا لك

November 14 at 11:16pm · Like



Samir Kerimov Forsaj?

November 14 at 11:18pm · Like



Mitsubishi Kuwait Wrong answer Samir Kerimov 😊 keep searching .

November 14 at 11:19pm · Like

Interact with the
fans

Masterbook

Promoting BISB Services on Social Media Platforms



Masterbook

Tejoori Tab on Facebook



- A Tejoori tab on the BISB page will be available for customers and fans. The tab will contain a countdown for the date of the draw, and the names of the winners.
- On the same tab, costumers will be able to subscribe by email for reminders of draw dates and winner names.

Tas'heel on Facebook



- A Murabaha tab will be created with a calculator that will help costumers and fans of the BISB page to calculate their murabaha.
- On the Tas'heel tab, an interactive form will be available to customers and fans that will show if they are eligible for BISB's Tas'heel program.
- A contact from will be available for customers and fans to fill and submit, if they require BISB to communicate with them with additional information on Tas'heel.

Iqra on Facebook



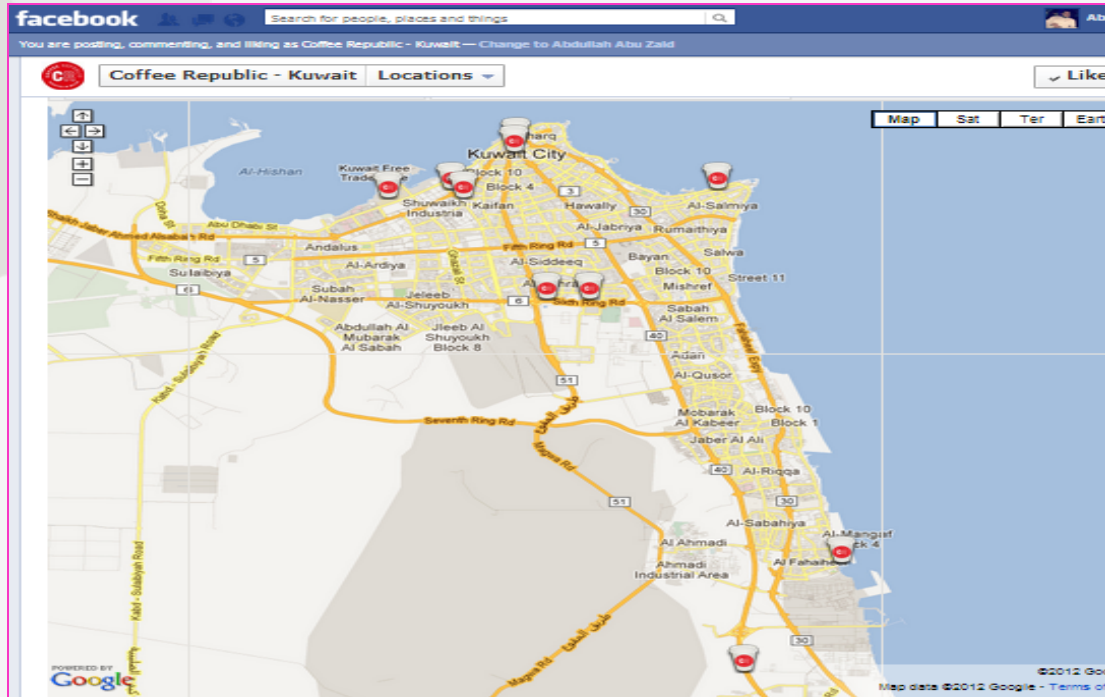
- We will develop an interactive game related to iqra ex.(puzzle) so we will let kids play it with know more about this services.

Vevo on Facebook



- Instead of having an isolated fan page for vevo, a tab will be created on the BISB official page for registration.

Interactive Map within Facebook Page



- An interactive map will be developed that shows only BISB branches and complete details for each branch .

https://www.facebook.com/CRKWT/app_190322544333196

Calculate Your Zakat Tab on Facebook

- A zakat tab will be created that will brief customers and fans about zakat.
- A calculator will be developed within the tab to help customers and fans calculate zakat.
- Fans will provide you with their information (for sales leads) in order to use the calculator.

Contact Us Tab



A contact form with fields for personal information and a request. The form is titled 'Contact Us Tab' and includes the following fields:

- Full Name** (الاسم الكامل): Text input field.
- Gender** (الجنس): Radio buttons for Female / انثى and Male / ذكر.
- Status** (الحالة الاجتماعية): Radio buttons for Married / متزوج and Single / أعزب.
- Date of Birth** (تاريخ الميلاد): Dropdown menus for Year, Month, and Day.
- E-Mail** (البريد الإلكتروني): Text input field.
- Mobile** (الموبايل): Text input field.
- City** (المدينة): Text input field.
- Occupation** (المهنة): Text input field.
- Request** (الاستفسار): Text input field.
- Send Now** (أرسل): Submit button.

- A tab to contact BISB with any issues will be available to fans and customers.
- Information about the exact time a customer representative will call back.



“The Real Value of Facebook isn’t your Likes or Fans” is an article published on November 20, 2012 by Krista Neher for ClickZ and argues that it is simply not enough to view the quantity of fans as a successful marketing campaign. However, she argues that the quality of the following factors is the necessity to gauge and reach success:

- Encourage interactions with content to build awareness
- Run contests or trivia where your fans reveal interesting things about their personality
- Ask customers to post photos on your Facebook
- Feature customers on your Facebook
- Provide incentives for sharing
- Build contests for sharing and social spread, not to maximize entries
- Create an extraordinary visual experience that customers want to share
- Build mass momentum with events



Our Services:

Fan Page Management

- Create a fan page for your brand or manage existing one.
- Well trained dedicated team to interact with your fans.
- Responsible for posting all the news about the activities, offers, products, photos and ads of your brands.
- Replying to all fans posts and comments.
- Responsible for transferring all technical cases and detailed inquiries to your brand help desk and call center.
- Filtering all fans comments which your brand policies don't accept.
- Reporting the stats of the fans numbers and behavior on monthly basis.
- Promote your brand fan page by sending daily impressions, online campaigns and activities.
- Creating a custom promotion Tabs to display ads, latest offers and online campaigns.
- Providing weekly snap shot for all competitors' activities on social media.



Masterbook

Our Services:

Fan Page Development

➤ Developing the fan page with the following features:

- Integrating website with fan page (same look and feel) .
- Customizing the tabs with logos.
- Creating an interactive content on tabs for fans interaction, in addition to wall interaction.
- Developing interactive flash based content on tabs.
- Creating and developing contact forms for inquiries and careers on the tabs.
- Sub tabs development.
- Flexibility to implement any idea to make the page distinguished and unique upon request.



Masterbook

Our Services:

Initiation and Management of Contests

- Masterbook team is professional in managing contests on Facebook as the team ran various contests and achieved great results in relative terms.
- Create and develop an interactive contest on the fan page, for different occasions during the year.
- The contests will generate more awareness for your brand, and will engage the fans with the brand.
- Making use of the contest impact to achieve good sales volumes as in the contest phase, the interaction part goes very high.
- This service requires extensive collaboration between Masterbook and service receiver.



Masterbook

Our Services:

A U.S. CEO from the financial vertical said:
"We're approaching the stage when almost everyone will have to figure out how to use social to conduct business successfully."

Social Media Today, November 11, 2012 "Why 1700 CEOs are Wrong About Social Media"



Masterbook

Our Services:

Twitter Account Management

- Twitter can be used to broadcast your brand's latest news and blog posts, interact with your customers, or to enable easy internal collaboration and group communication.
- Masterbook will:
 - Create a twitter account or developing an already existing account.
 - Tweeting activities, offers, products and ads.
 - The twitter account will be integrated with your brand fan page.
 - Tweet back and reply to your followers for any questions or inquiries.



Masterbook

Alex Fitzpatrick on @Mashable



5 Advanced Twitter Tips for Your Business (June 23, 2012)

According to Fitzpatrick: “The key to attracting followers on Twitter is to engage with users,” with careful attention to:

1. Don't schedule and split
 - a. Important to pay attention to responses
2. Sit in the stream
 - a. Get familiar with Hashtags and platforms related to your company
3. Don't rely on your handle
4. Don't be a social egomaniac
 - a. Be careful with spamming your followers
5. Stay on track



Our Services:

You Tube Account **Management**

- **YouTube is a video sharing website on which users can upload, share, and view videos.**
- **Masterbook will:**
 - Create a YouTube channel for your brand.
 - Upload videos, ads, clips, of your choice and recommendations.
 - Channel will be integrated with your brand fan page.
 - Regular interactive sessions.



Masterbook

Our Services:



Instagram

Instagram Account Management

- **Instagram** for iPhone & android - Photo Feed **Instagram** for iPhone & android - Camera **Instagram**
- Master**book** will:
 - Create a instagram for your brand.
 - Upload , ads, clips,photos of your choice and recommendations.
 - Account will be integrated with your brand fan page.
 - Regular interactive sessions.



Master**book**

Our Services:



Instagram

Social Media Examiner: 10 Creative Ways to Use Instagram for Business

October 3, 2012

1. Show Your Products
2. Show How it's made
3. Go Behind the Scenes
4. Show What Your Product Can Do
5. Give a Sneak Peak
6. Show Your Office
7. Take Us With You
8. Introduce Your Employees
9. Share Celebrity Sightings
10. Share the Cuteness



Masterbook

Implementation

Segmentation

BISB main proposed targeted segments:

1. Consumer (individual)

a. Age and Sex

2. Corporate

a. Size and Significance

- Segmentation should clearly be reflected across all social media channels and on tabs, communications, posts, promotions and way of interaction.
- Focus on the values and benefits for each segment and Why BISB is the best choice for me?
- Present and show the value and power of Islamic banking and financing in creative social way that suits different audience from different segments and levels.
- Run segment based online campaigns and activities.
- Build engagements and loyalty for BISB ONLINE community and fans.



BISB Social Media Objectives & Roadmap

Our Services: Market Intelligence

- Our research/intelligence team continuously monitors developments and provide the necessary feedback on competitors activities to report on the following elements:
 - Customer Service
 - Prices
 - Coverage
 - Retaliation
 - Response
 - Probable campaigns
 - Any other issue



**Reporting weekly or bi-monthly*

Masterbook

Scope of Work

Scope of Work: Objectives

Brand Engagement

Being Number one in Social Media in Bahrain
among all banks pages

Customer Insights

Increase online traffic

Customer Care

Driving Traffic to BISB Branches

Scope of Work: Road Map

- Continue to generate higher levels of brand engagement for BISB , ultimately achieve positive top of mind status.
- Focus on differentiating the BISB from every aspect possible.
- Position BISB as the number one choice bank for the youth segment.
- Further expand on BISB CSR activities and ensure consistent out of the box exposure for BISB activities. Position BISB as a social responsible organization with a clear vision.
- Further develop an emotional bond between the bank and its customers to increase the base of loyal and trusting customers.
- Lead in digital media and social networking
- Strategic positioning in Innovation
- Appeal and associate BISB with entrepreneurs and innovation initiatives
- Enhance perception through strategic initiatives: Tackle negative perception issues



Scope of Work

- Masterbook will provide BISB with a comprehensive Social Media strategy to be implemented for the year 2013.
- Manage BISB Facebook Fan Page
- Page Design
- Different activities per year, competitions, applications...etc to help increase fan base & create hype around our fan page
- Daily Posts
- Users Inquiries management
- Reporting and analysis
- Account design



Scope of Work continued...

- Strategic campaigns which fits the twitter profile to help in building awareness, loyalty and increase perception
- Daily Tweets related to marketing and corporate communications.
- Tweets from within events and initiatives to maximize on BISB exposure
- Followers Inquiries management
- Hashtags design and content
- Account design
- Daily Tweets
- Followers Inquiries management
- Online Listening and monitoring

Key Performance Indicators (KPIs)

- KPIs should be assessed through both quantitative and qualitative mutually agreed upon factors, which can include.
 - Inquiry and concern response time.
 - Around the clock coverage.
 - No. of fans / followers (Quality)
 - Working hours
 - No. of tweets/posts replies (Unlimited)
 - Successful interactive campaigns (best BISB photo etc.)
 - Customer and BISB sales survey.

Thank You

Prepared By
Masterbook Social Media Marketing Team



Masterbook