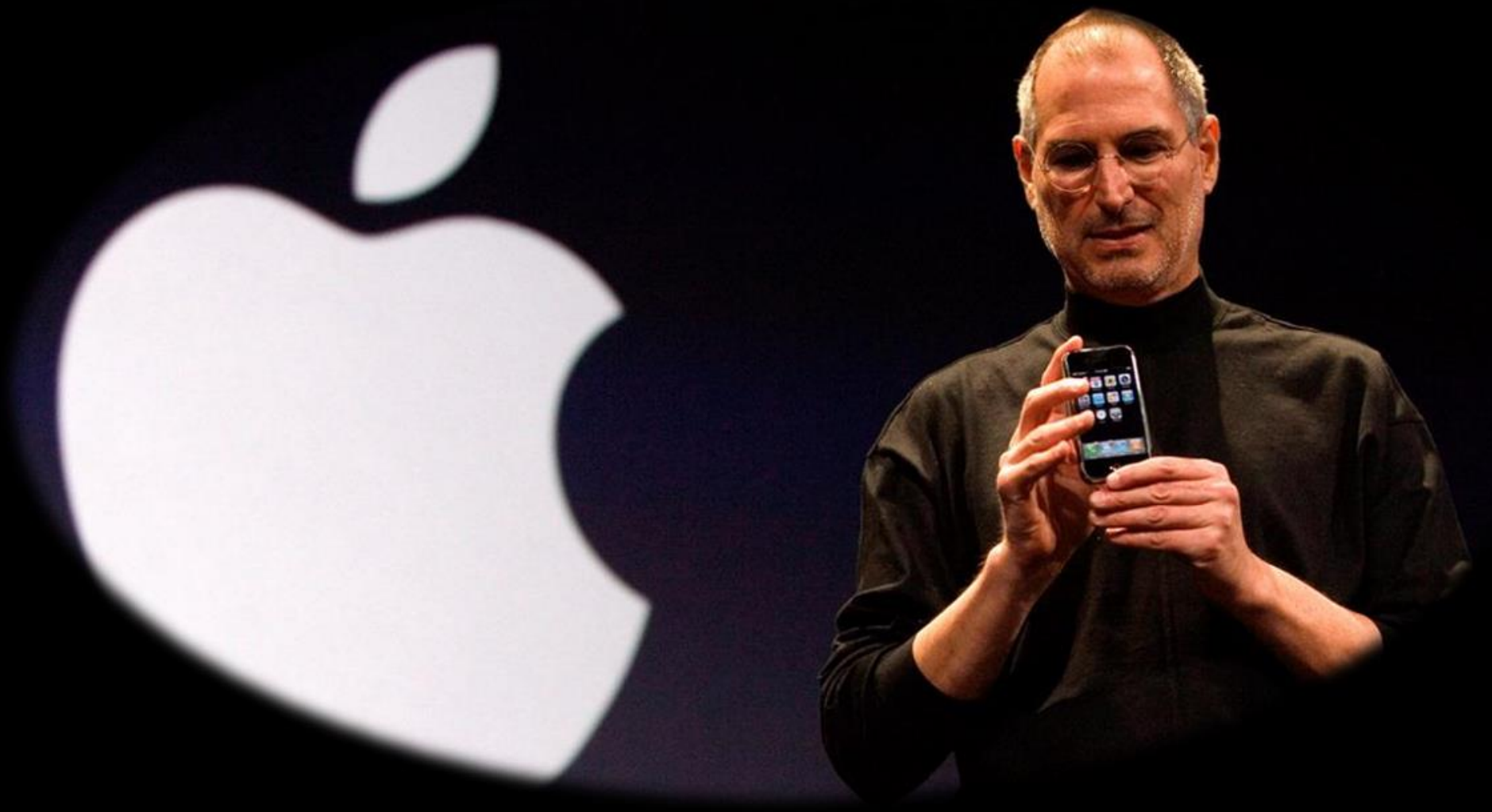


Social Media Strategy

Recalibrated, 2024

KINTO



“The most powerful person in the world is the storyteller. The storyteller sets the vision, values and agenda of the entire generation that is to come.”

Steve Jobs

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What our target groups expect from brands they tend to follow

Being entertained

Getting inspired

Being up-to-date

(relevant for paid campaigns: To take advantage of sales & deals)

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GWI Zeitgeist; 11,049 impulse buyers aged 16-64 in 12 markets (2023)

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The role of Social Media for KINTO

Social owned, organic content and

paid content.

More Awareness

KINTO is still largely unknown and wants to achieve greater reach for significance among consumers and create more awareness.

Increase brand value

With its portfolio of services, KINTO has broad and strong competition, which is well known and established.

To create resonation with the target group and thus, increase brand value is another crucial objective.

Be strong on Conversion

Thirdly, 2024 is about leveraging for success and to convert as many mobility access seekers as possible and convince them with a great product.

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Organic Social Content Objective

WHAT

We inspire people to become a pioneer in future mobility by offering expertise at eye level.

HOW

Tell the relevant stories and truths about human mobility which can be matched with the benefits, KINTO offers.

Emotive Content that explains the KINTO mobility services – always aligned with the benefits for our target groups.

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Channels being used for KINTO

The professional reputation driver

139m users in europe

Mainly B2B storytelling.
Corporate Storytelling.

The inspiring & engaging part

304m users in europe

B2C focus in storytelling.
Human & Brand Storytelling.

The attractive baseline

407m users in europe

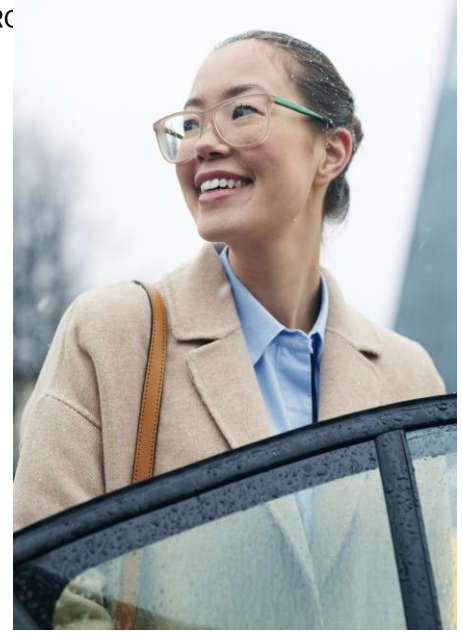
The B2C focus in storytelling.
Human & Brand Storytelling.

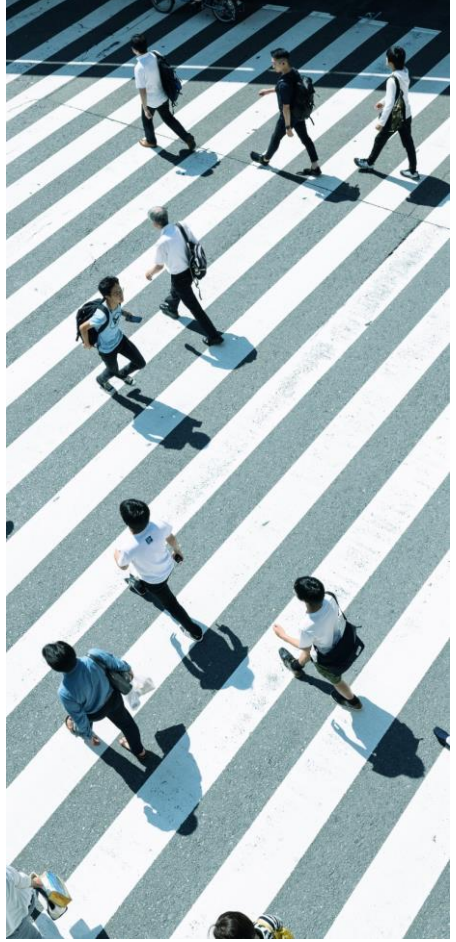
KINTO

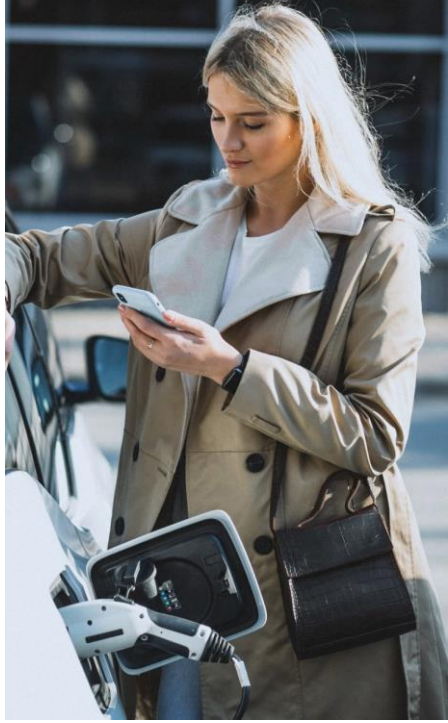
Social Tone of Voice

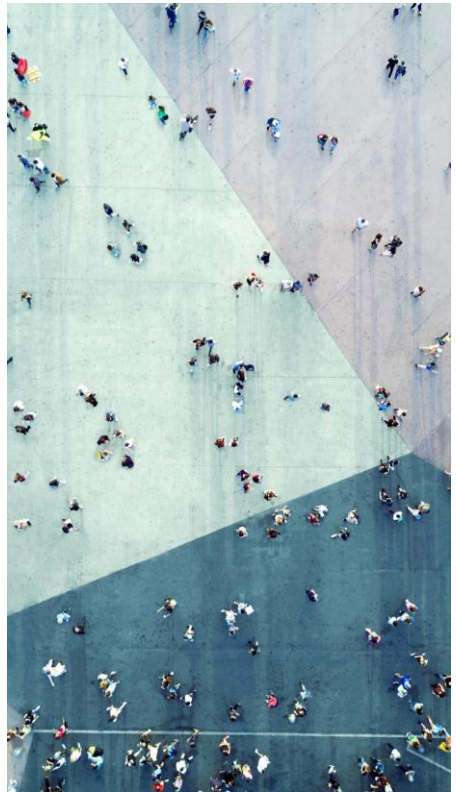
Social Media is made for people to connect with people. For brands there are logic social implications to that:

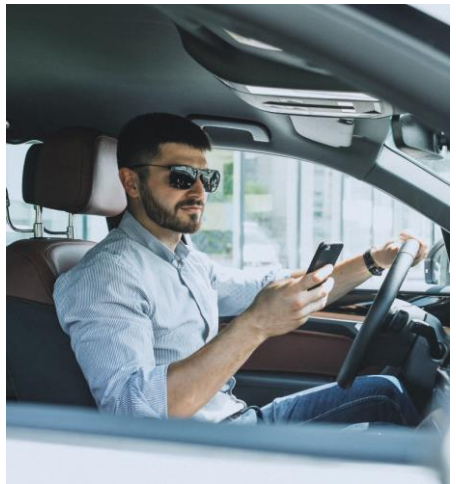
- Create like a creator
- Talk like a real person
- Speak with others directly
- Tell human stories













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Brand Personality on Social Media



The Personality of a brand stays the same on each Social platform but with slight adjustments in the Content orientation. It results from the Customer Value Proposition:

Convenience | **Flexibility** | **Quality, Trust & Peace of Mind**

Empathetic | clever | sometimes tongue-in-cheek, never silly.

We know what we're talking about. We are experts but stay humble and never arrogant. We are able to break down complex things in a simple and engaging way. We simplify the complex world of mobility and get to the heart of it in words and pictures. We know how you feel and address the problems and concerns that mobility sometimes brings with it.
Always at eye level. Always friendly. And yes, sometimes tongue-in-cheek, but never silly. With a healthy self-confidence, clear and unambiguous, we inspire people to become a pioneer as we already are!

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Responsibilities

	KINTO Europe	Markets
For all	• Provide as universally relevant content as possible to foster awareness & build brand value • Empower the markets to take consistent actions to set and achieve their individual goals	• Implement Social Media in your communication mix, at least refer to the EU channels. • Follow the guidances and playbooks provided to work aligned with the overall strategy so that we all work in the same direction. • Report your strategy to the KINTO Europe
For local SoMe work	• Implement the key results concerning the performance of the assets into the following content creation process. • Provide guidance and consulting. • Help to set and achieve individual KPIs in the next step.	• Report the used assets and their performance regularly so that the KINTO Europe can respect the results for the following content creation. • Paid actions to foster Conversion • If possible: adapt the content to the local cultural circumstances to maximise its local relevance. • Report needs concerning content or guidance to KINTO Europe

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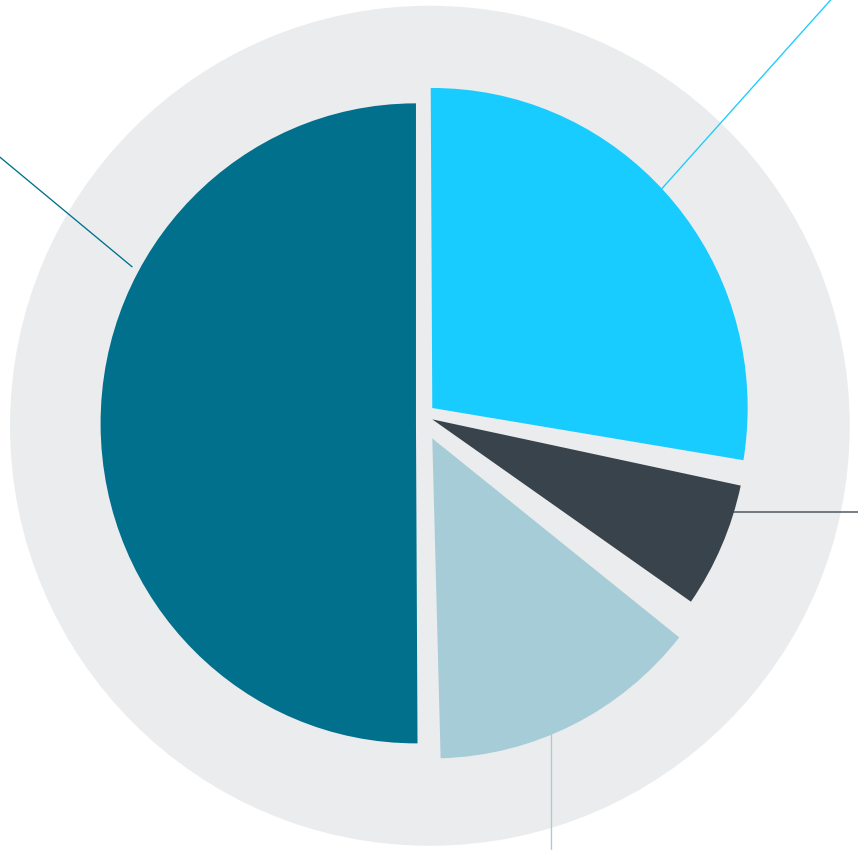
KINTO Content Wheel

Future of Mobility

Demystifying what comes next in Mobility transition and inspiring in new ways of thinking about mobility.
E.g. ESG-related information.

Customer & culture

Addressing people's questions & needs concerning mobility and position KINTO as the best solution provider.



Just for Fun

People want to be *entertained* on social. In this Content we put emphasize on the eye twinkle without being unprofessional.

Products & company

Explaining services, features, advantages, news and presenting the experts of KINTO Team.

KINTO


Thank you.