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Lyonesse Expands Its Social Media Presence

Lyonesse is continuing to advance and, in particular, in the direction of social networks. The “roll-out” of the global social media strategy was started in October. Together with the Viennese agency “Spinnwerk” the business will, in the future, organize its presence on Facebook, among others, in an even more active way.

The current Lyonesse community consists of 1.8 million members - statistically this means that one of every 9.1 people on Facebook is active - and this represents more than 197,000 potential fans, says Roland Trnik, the company’s creative di-

rector. The global social media strategy is supposed to excite current Lyonesse members in addition to new fans.

There are already about 50,000 fans when one counts the Lyonesse business pages together with various country pages, and these will be enlarged in the targeted way, with information about events and offers.

The social media strategy goes hand in hand with mobile web pages and mobile apps as well as strong support from multimedia. Nothing tells the stories as well as the videos from

enthusiastic Lyonesse partners taken at international events. Effective immediately, a lot more people should be encouraged by the Lyonesse atmosphere which stimulates communication across global brands. To create “a worldwide purchasing cooperative network, such as Lyonesse, is no small deed,” says Lyonesse’s business manager Bernhard Koch. “On one side, the branding should be recognizable and, on the other side, we would like to communicate with our members locally and furnish them with relevant offers. Presently Facebook is, for this, the optimal platform.”



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