

# Saab explores effective engagement through targeted online campaigns

*SMi Reports (27.07.2016, London, UK): Interview with Saab released for the 6th annual Social Media within the Defence & Military Sector in November.*

LONDON, SELECT STATE/PROVINCE, UNITED KINGDOM, July 27, 2016 /EINPresswire.com/ -- Leading defence and security company Saab has joined the expert speaker line-up for the 6th annual conference on [Social Media Within the Defence & Military Sector](#) which takes place on 14 & 15 November 2016 in Central London.

Sofia Thulin, Corporate Communications Manager, will be speaking on how the company has successfully utilised social media to establish a loyal target audience. Her talk will cover:

- effective engagement through targeted online campaigns
- staying ahead by producing new imaginative content
- creating a strong impact that stays in people's minds

Sofia will also present a case study on the successful online campaign for the introduction of Saab's Gripen-E using social media platforms.

In the run-up to the event, SMi Group spoke to Sofia about Saab's effective use of social media. "As a company and not armed forces, our goal is to increase the awareness of what we stand for and what

we do. We ourselves are not the ones that are out in the field but we are a proud provider of solutions that armed forces and civilian authorities use. This is something vendors want, but also at times need, to communicate to the public. With the technological developments and more people engaging, social media is a good way to do this."

When asked about the advantages of using social media within the defence industry, Sofia responded, "In this sector, it is of highest importance to be clear about your objectives and

  
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*"In this sector, it is of highest importance to be clear about your objectives and to be as transparent as possible. Social media is the platform that allows you to be all that and show it. Having that 'live' aspect makes our message more tangible for our target audience as it is happening right in front of them. I believe many within the defence and military sector have realized this."*  
**SOFIA THULIN**  
Corporate Communications Manager  
SAAB  
  
Visit the Download Center and read the full interview at [www.military-socialmedia.com](http://www.military-socialmedia.com)  
SOCIAL MEDIA WITHIN THE DEFENCE & MILITARY SECTOR 2016 | 14TH & 15TH NOV | LONDON, UK

Join Sofia at the 6th Social Media Within Defence & Military Sector

  
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To read the full interview with Sofia Thulin, [visit the Download Centre on the event website](#).

Sofia joins a global line-up of expert speakers from military forces and defence organisations shaping up the social media landscape including the UK MOD, US DOD, US Africom, Bundeswehr, Irish Defence Forces, Norwegian Defence Forces, Italian Navy, United Nations and many more. The complete list of speakers and their topics can be found on <http://www.military-socialmedia.com/EIN>.

For more updates on the conference, follow SMi Group on [@smigroupdefence](#) and join the conversation using #milsocialmedia on Twitter.

For media queries please contact Honey de Gracia at [hdegracia@smi-online.co.uk](mailto:hdegracia@smi-online.co.uk). For delegate queries please contact James Hitchen at [jhitchen@smi-online.co.uk](mailto:jhitchen@smi-online.co.uk).

Social Media within the Defence and Military Sector 2016

14 & 15 November 2016

Holiday Inn Bloomsbury, London UK

<http://www.military-socialmedia.com/EIN>

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About SMi Group:

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