

5 Key Learnings About Social Media From A Project Called MOSH.

MOSH BY NOKIA

DOWNLOADS

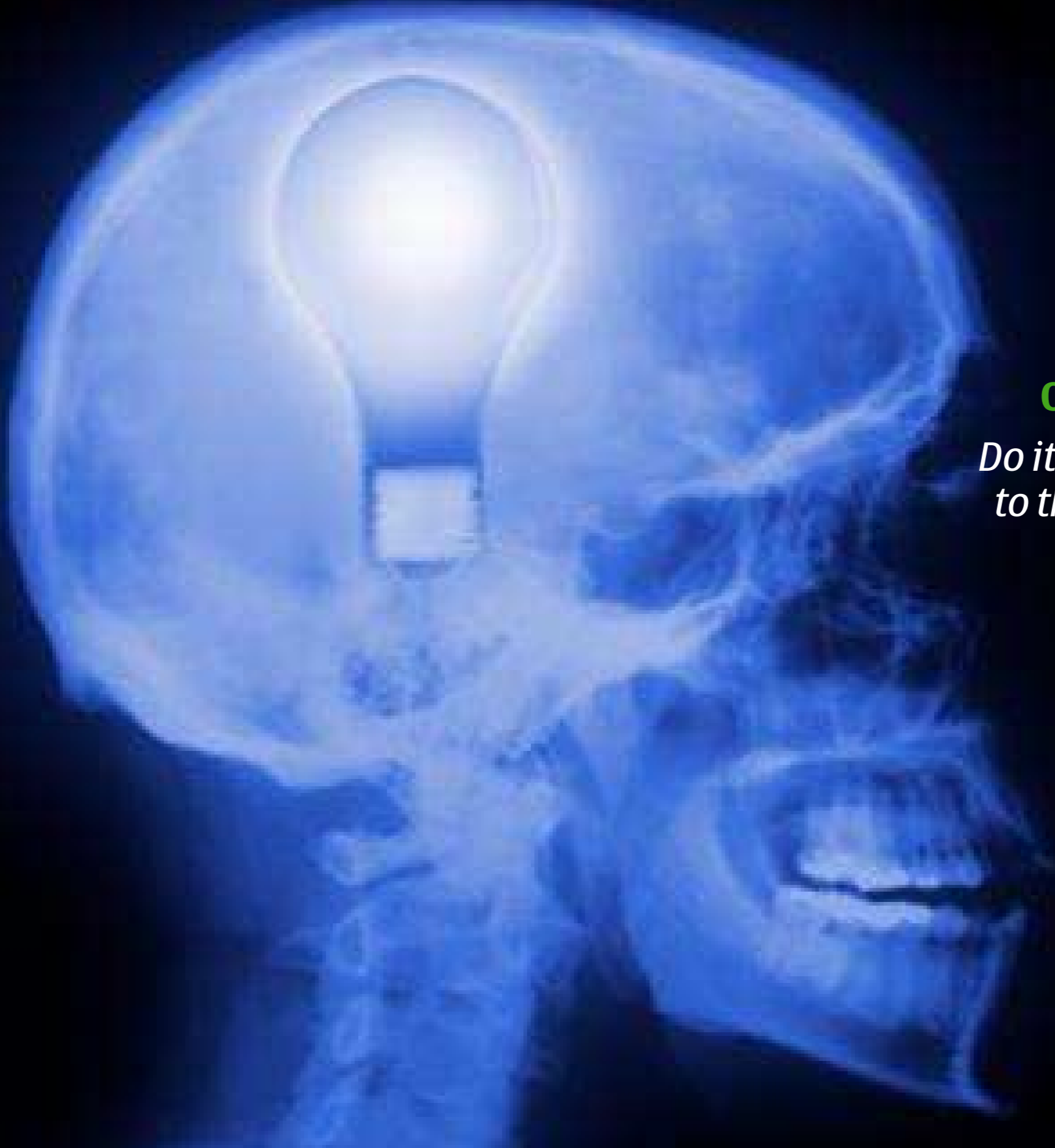


- ❖ Over 100m downloads
- ❖ 150+ countries per day
- ❖ 16:32 avg. time on site
- ❖ Over 400m page views



Actual Content Item





Original MOSH mission:

Do it fast. Do it differently. Listen to the users. Iterate constantly.

1. Leave the sauna
and dive in the ice.



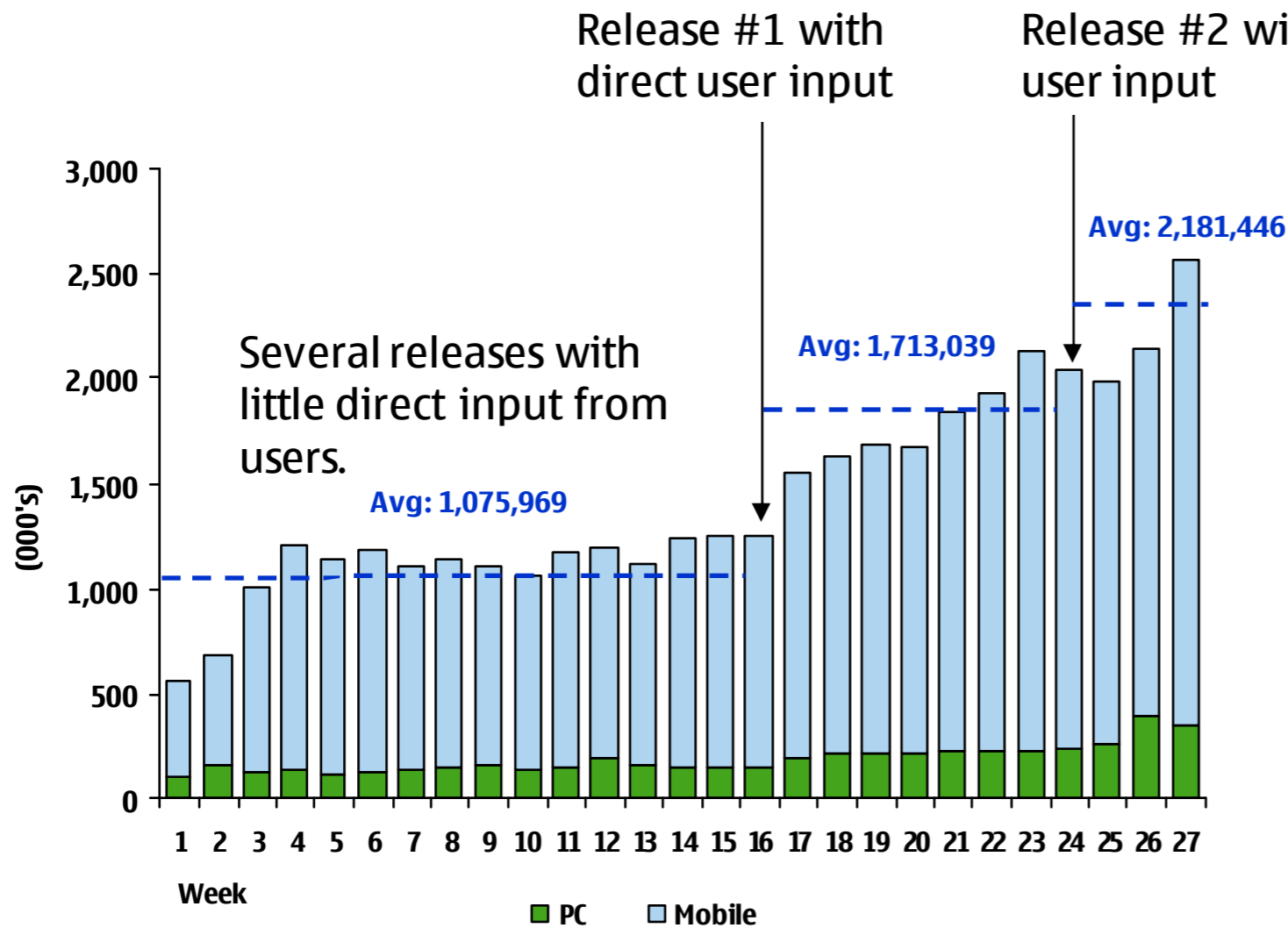
**2. Let the community
shape your brand.**



3. Listen to the users religiously.



“Listening” drives growth



% Lift in Downloads			
	PC	Mobile	Total
Release 1	46%	61%	59%
Release 2	48%	24%	27%

4. Enable yourself for quick response.



A close-up photograph of a person's hands holding a small, black and white striped skunk pup. The pup is being held gently, with one hand supporting its body and the other near its head. The background is a dark, out-of-focus surface. The text "5. The skunkworks challenge is to assimilate." is overlaid on the lower left portion of the image.

5. The skunkworks challenge is to assimilate.

Thank You.

