



We Simplify Science

ISO 16756 | IDF 259
Social Media Strategy



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SOCIAL MEDIA MANAGER



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Introduction

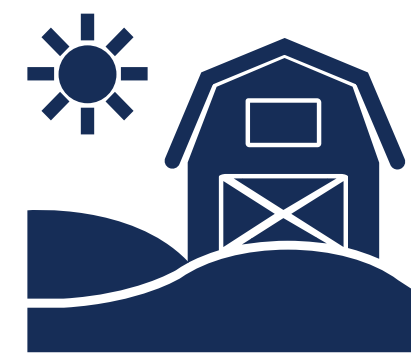
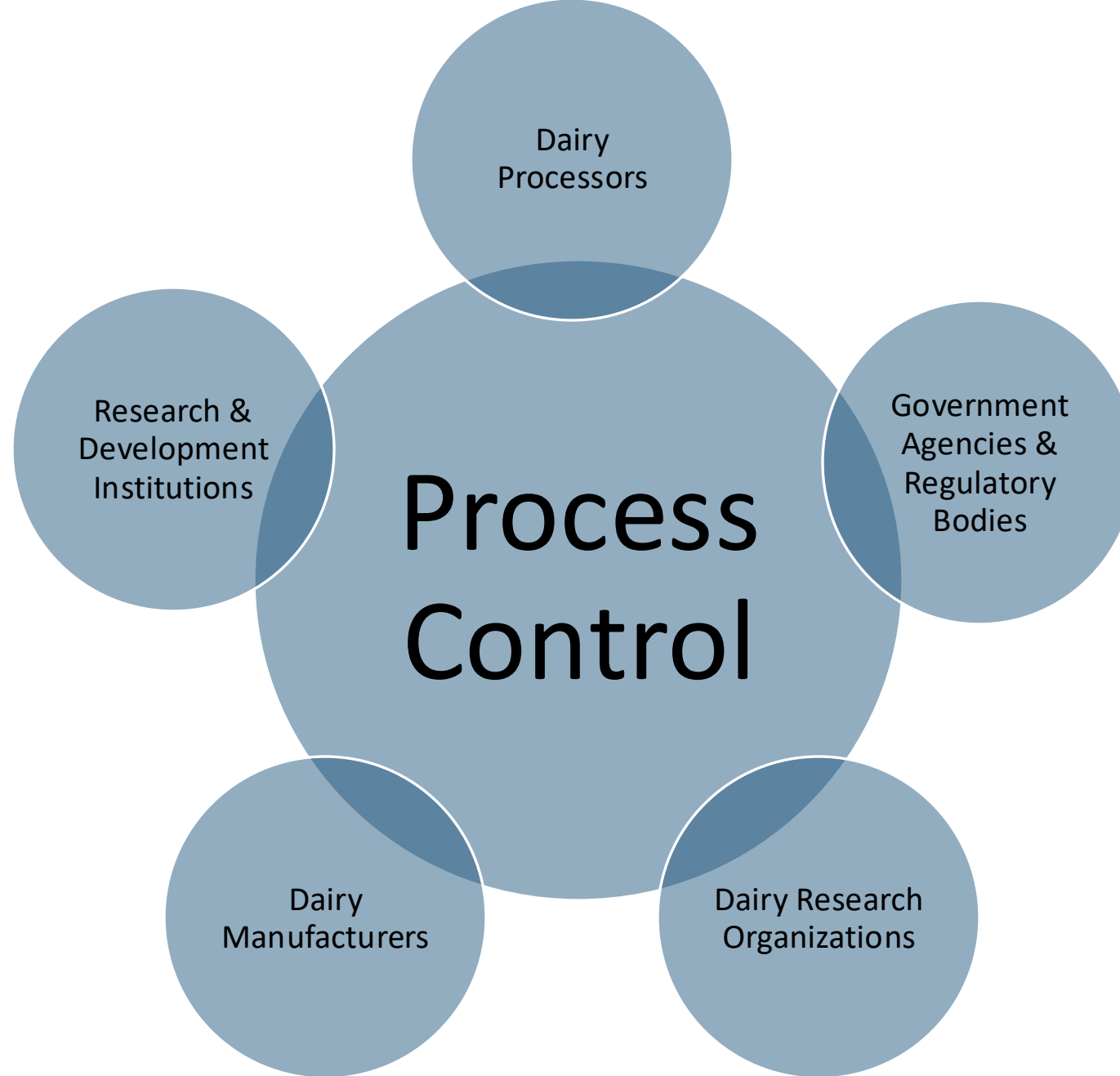
Social Media and the Buyer Journey

4.89 billion people use social media worldwide

75.78% of consumers have used social media to search for or discover products, brands, and experiences.

71% of consumers are more likely to recommend a brand to others if they have a positive experience on social media.





ORACLE

Fat analysis following ISO/IDF.

ORACLE technology adheres to ISO 16756/IDF 259, the only fat analysis standard without calibrations or solvents.

[Learn More](#)



Branding

Timing & Content Schedule

ORACLE | Dairy Fat Analysis

- ✓ Rapid results in 30 seconds
- ✓ No calibration development or maintenance
- ✓ Simple test; anyone can operate
- ✓ Analyze any sample from 0.02-100.0% fat
- ✓ No solvents are required



ISO 16756 | IDF 259

Fat Analysis Standard with
NO Calibrations or Solvents



ISO 16756 | IDF 259

A New Benchmark for
Dairy Fat Analysis



ORACLE Technology
Sets New Global Standard
with ISO 16756 | IDF 259



16756 | IDF 259

Analysis Standard with
No Calibrations or Solvents



16756 | IDF 259

New Benchmark for
Dairy Fat Analysis



ORACLE Technology

New Global Standard

ISO 16756 | IDF 259



ORACLE | Dairy Fat A

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Paid Social Strategy

ISO WEBINAR PROMOTION



Measuring Success

How You Can Help Promote the Launch!

Sharing Posts to Your Networks

Your individual networks are a powerful tool to get the word out!

Personalized Posts

Share your excitement and encourage your followers to learn more. Be authentic and show why this product is so

Engaging with Posts

Interact with the official product launch posts—whether it's liking, c

**Excited for ISO 16756/
IDF 259 approval?
You should be.**



**New
International Standard
ISO 16756/IDF 259**





Thank You!

LOOKING TO ELEVATE YOUR SOCIAL
MEDIA GAME AND SALES STRATEGY?

TUNE INTO THE SOCIAL SCOOP!