Using Social to Re-Invent your Marketing Department

- Competitive Analysis
  - What are their social strategies?
  - How are people complimenting them?
  - What are their pain points?

- Discover Conversations
  - Who’s talking about you?
  - What posts are people responding to?
  - Where are people talking?
  - Crisis Management

- Social Customer Care
  - Respond quickly to real questions and complaints
  - Help people who aren’t explicitly asking for help
  - Respond directly from Service Cloud
  - Make sure you never miss a post
Competitive Analysis
Competitive Analysis

NTOutfitters
@NTOutfitters
Official Twitter Account of Northern Trail Outfitters. Gear Up to Get Outside!
ntoutfitters.com
Joined March 2010

MEC
@mec
Mountain Equipment Co-op is Canada’s leading retailer of outdoor clothing, gear and services. Ready to answer your questions Mon-Fri 6:30am-6:30pm PT.
Canada
mec.ca
Joined December 2008

EASTERN MOUNTAIN SPORTS
@EASTERNMNTN
Eastern Mountain Sports is here to help you have more fun outside. Got a question, story, or suggestion? Fire away and JD will get on it ASAP.
68 stores in the Northeast
eons.com
Joined December 2008
Competitive Analysis

What are they doing right?

What is your share of voice?

Where are people talking about them?
Competitive Analysis

Follow their conversation

And dig in
Competitive Analysis

Identify competitor pain points
Discover Conversations
Discover Conversations

Filter by language, region, city, gender, media type and more
Discover Conversations

Relay that information to stakeholders
Discover Conversations

User conversation clouds to isolate words and drill into them
Discover Conversations

Identify and act on a crisis

Crisis Management Escalation Plan

- Crisis Management Topic Profile set up and running.
- River of News Widget used to track real-time occurrence of Crisis Management posts.
- Posts that constitute a crisis are forwarded to Erin and Laura via email.
- Crisis Management posts are forwarded to Ben Conoley via email (or backup at Radian6 is Ben is away).
- Ben Conoley determines whether post constitutes a crisis.

Radian6 continues to monitor a crisis as it develops and prepares a report at its conclusion.
Discover Conversations

1. July 18 – Conversation surrounding Brand X increased when @lookbook announced that they were hosting a Tweet-up with BrandX and @lookexpert to discuss tips on how to keep things safe. The hashtags #LookChat and #Lookbook were used during the Tweet-up to identify and drive conversation.

2. July 24 – An organization revealed that it had uncovered that Brand X had sponsored an issue event that was held in the UK. The organization claimed that it possessed video showcasing the illegal event and stated that Brand X’s logo was present.

3. July 25 – Brand X hosted another Twitter chat, this time discussing the differences in makeup for humans. The hashtag #LookBook was used again to drive the conversation. Brand X also began to address the allegations surrounding the issue that took place in the UK.

4. July 31 – Brand X released an official statement regarding the controversy. Brand X also announced that it would be proposing a project help the community.

Track events
Discover Conversations

Vicki Gray: Motoress

SM Influence
Twitter Posts: 7,065
Twitter Followers: 22,830
Facebook Likes: 6,055

Biography
Vicki Gray is the person behind Motoress, a motorcycle enthusiast group and online magazine geared towards women. Motoress.com describes her as a ‘motorcycle racer, instructor, coach and journalist.’ Although she did not post directly about the Star Bolt during the reporting period, she did retweet about its accessories.

Engagement
The Motoress YouTube page is not very active and has not been updated in the past year. However, the @Motoress Twitter account is very active. With 22,830 followers, it also has a large audience. Gray is also very engaging on Twitter, often posting a number of times in a day as well as replying to and retweeting others.

Discover influencers
Social Customer Care
Social Customer Care

Follow conversations and respond to your customers
Social Customer Care

Automate your workflow
Social Customer Care
Social Customer Care
Social Customer Care

Design and execute workflow for different types of social posts
Social Customer Care

Use engagement reporting to track response times

<table>
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<th>Replied</th>
<th>% Total Posts</th>
<th>% Cumulative</th>
<th>Mon-Fri 8am-5pm</th>
<th>% Row</th>
<th>Week - non working Hours</th>
<th>% Row</th>
<th>Weekend</th>
<th>% Row</th>
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<td>2%</td>
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<td>50%</td>
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<td>02- 06 to 10 minutes</td>
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<td>6%</td>
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Social Customer Care

And use it to improve
Social Customer Care

And find opportunities