Likes don't tell the whole story about your brand, content is the queen and conversation is the king!!!

ProCogia advised a telecommunications company in US to help them streamline their overall social media strategy

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SCENARIO

Client had a Social Media(SM) initiative across multiple platforms, however the client faced the question – Why don't I have enough clarity on what is the right approach for SM? There was no standard reporting mechanism in place that could have allowed the client to measure performance. The client also required an understanding of SM positioning and adaptability in the company's marketing strategy.

KEY OBJECTIVES

- Improve the overall content quality, based on post analysis
- Measure performance of different SM platforms to enhance marketing strategy
- Segment, Identify and Target the right set of demographics

METHODOLOGY

- Analyzed SM data and developed reporting dashboards which allowed the client to measure performance on week over week basis, that gave them the flexibility to modify their approach

- Provided recommendations to content manager by performing analysis on client's SM content. Consequently, a playbook was developed that acted as a guideline to optimize posting activity in the following areas –

  - Post **Timing**
  - Posting **Frequency**
  - Posting **Quality**

- Analyze individual fan level behavior, segment and identify SM audience into the following categories:

  - **Taste Makers** (TM) – Highly active customers on client's SM pages and are the brand advocates

  - **Observing hobbyists** (OH) – Customers who tend to engage with the brand on a moderate level

  - **Prospective Targets** (PT) – Customers who have liked the page but rarely engage with it
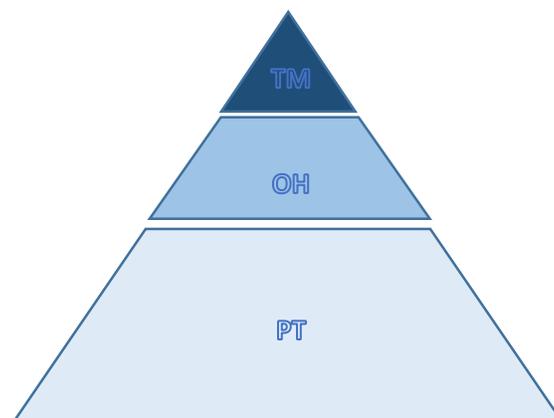
I – Infrastructure

D – Diagnosis

O – Optimization

P – Prognosis

RESULT

The social media fan base improved by **154%** within one year. **ProCogia** assisted the client to institutionalize, standardize and measure social performance metrics across their business. It also allowed them to continually test, measure and manage their SM strategy.

The analysis provided the SM manager actionable insights to help drive day-to-day editorial strategy and the client was also able to improve their social media engagement by over **215%** by deriving the optimal combination between quality and quantity of content on their page, based on recommendations from the analysis by **ProCogia**