

The Social Media Pocket Guide for Enterprises

Khoros®

What's Inside

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UPDATE || THE EVOLUTION OF SOCIAL MEDIA

Anyone working in social understand the lightning speed with which it moves, making it difficult for enterprise brands to keep up. New platforms, new algorithms, and new means of interacting with audiences emerge on a regular basis. When you're in a channel that moves as fast as social, you need a guide that's to the point, up-to-date, and focused on business value. The first section of our guide takes a look at where things are now.

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4 GOALS || WHY TO USE SOCIAL MEDIA

We'll walk through each of the primary goals of social media management and share best practices, pro tips, major brand and media examples, and critical metrics.

1. **Building brand awareness & gathering insights**
2. **Driving engagement and participation**
3. **Generating social conversions and sales leads**
4. **Delivering superior customer care**

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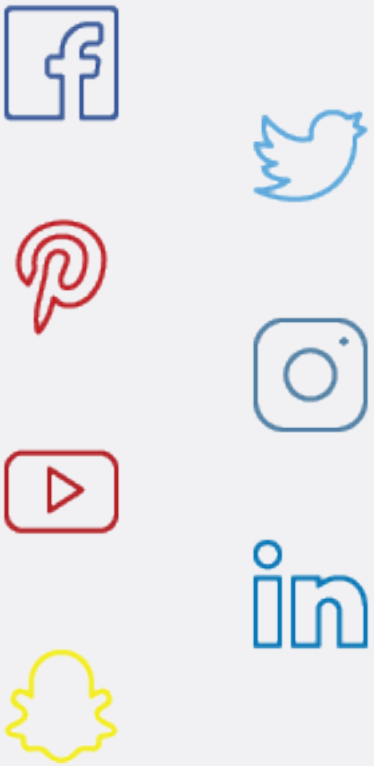
3 USE CASES || WHEN TO USE SOCIAL MARKETING

We'll explore three diverse but relevant applications for social marketing—and how successful brands and media properties are making the most of them.

1. **Launching a new product or service**
2. **Promoting corporate-hosted events, such as conventions and workshops, as well as sponsorships**
3. **Capitalizing on real-time trends and topics through listening**

UPDATE

The evolution of social media



The world of social media has evolved at a remarkable pace. Social has transformed consumer expectations and corporate organizational structures alike. Social content has leapt into the broader digital landscape — and out into the real world, on jumbotrons and more. Even the business models and algorithms of the leading social networks keep shifting. The following pages provide a quick overview of just how much has changed.

Companies and brands can connect with audiences in more meaningful ways than ever.

In the early days, social was a bit like an awkward cocktail party where you'd exchange a few words and then move on. Now, social is a sophisticated, two-way conversation between companies and consumers. In fact, our research from 20 major brands shows that on Twitter, 95% of brand-to-consumer communication is now one-to-one. To effectively connect with their audience on social, brands must find an authentic voice—and find ways to connect with fans organically and on their terms. Responses must be timely and remain consistent with the company's voice, even for one-to-one communications. Social care teams must always remember they're communicating with people, not pixels. Many brands are now publishers, too, taking their message straight to consumers and drawing in fans with exciting results.



The evolution of social

Khoros customer EDF Energy launched the #PrettyCurious campaign to inspire more women to enter STEM careers. Their content was viewed 3.5M times and widely shared. Learn more here.

A constant, measurable conversation

Social is always on and always now.

Social used to be about pushing out content, which your audience saw when they logged in periodically. Now, social interaction is minute by minute. Brands have to find ways to be a part of the customer's nonstop social life.

These days, many organizations think of social activity in terms of three categories:

EVERYDAY ENGAGEMENT | This is your baseline social engagement, including day-to-day community management, responding to comments and questions, and maintaining a regular publishing cadence. It can fill the gaps between planned campaigns.

PLANNED ENGAGEMENT | Includes any major campaigns or events that drive big, planned brand investments. These campaigns should start with agreed-upon Key Performance Indicators (KPIs) by which you can later measure success.

OPPORTUNISTIC ENGAGEMENT | Brands now regularly participate in moment-by-moment social conversations tied to big, real-world events as well as the serendipitous conversations that come up every day around trending social topics.

Having something to say in real-time is now expected.

Social teams stay on top of trends, add to the conversation with contextually relevant content that informs or entertains, and are often rewarded with increased audience engagement. But brands have learned they must chime in on real-time moments with care: big wins are out there, but so are risks, like appearing too opportunistic, or tone-deaf. Social teams must be sure to only enter conversations in which they can add something useful to the audience's experience, and brands must only participate in moments where they have something relevant to say.

Social impact can be measured to prove value.

We now have multiple ways to measure the success of social campaigns. We can look at a number of different metrics that quantify reach, activity, engagement, and impact. As a result, there's more emphasis on metrics and more pressure on social teams to demonstrate business value. But the value of social will look different for each business, and as such, each company must look at each bucket of value social provides to determine social's overall value to their business.

95%

of CMOs believe that creating and finding new, timely, and engaging content is one of the biggest challenges.

Khoros research

Coordinate programs across teams.

Social plays a critical role in supporting multi-channel marketing, product development, customer care, sales, and more. To remain relevant in social, companies must coordinate programs across teams. Take, for example, the need to stay ahead of API updates and changes. Timing is important in the social landscape, and an uncoordinated team that isn't on top of the most recent updates will miss opportunities to engage audiences. Social marketing software like Khoros Marketing allows multiple teams to easily collaborate on cross-network content within one place.

Because ad formats change quickly too, marketing teams must coordinate with social care to ensure they aren't missing any advertising opportunities. In general, responsibility for and involvement in social has become dispersed throughout organizations, involving multiple departments on a daily basis. More and more, social is part of everybody's job—no matter if you're in human resources, sales, or product development. As teams adapt to the cross-functional nature of the social web, corporate structures and processes must adapt alongside them.

Invest in paid to boost results.

The nature of social media network updates—stemming from the need for networks to generate revenue—means the organic reach of brand messages has plummeted. Marketers have long been used to Facebook's frequently changing algorithm, but Instagram and Twitter also both now have algorithm-driven feeds that dispense with chronological order and instead most prominently feature posts from accounts each user interacts with most. Brands now need a paid social media strategy to ensure their messages reach their target audience and keep their brand relevant and top-of-mind. It's also crucial that brands use available data (from social listening, user profiles, and user content) to pinpoint each audience subgroup and ensure their marketing efforts are going to people who will genuinely engage with what they're offering. After all, the measurement capabilities of social advertising, particularly on Facebook, are one of the benefits of social ads.

Successful real-time engagement

Whole Foods noticed #foodiebandnames was trending and contributed to the conversation in a clever, brand-appropriate way that caught the attention of their social fans.



Even so, great content delivered to the right audience is still key. Social sites' rich understanding of their visitors allow marketers to advertise with greater accuracy and optimize content sequences. Create engaging content, and your audience will like, comment on, and share your posts—helping to keep all of your posts visible. Boost your most engaging or important content strategically, focus on the social channels that work best for your business, and optimize over time. Stay on top of how those channels are balancing paid versus organic content going forward—many of them are constantly updating their paid offering as they aim to provide value to users, brands, and shareholders.

TOP SOCIAL NETWORKS



Social is a participatory newsroom.

Consumers, viewers, and fans are passionate about being part of the stories of their time. Both brands and media companies have adopted a newsroom mentality, seeking to share trends, topics, and content that resonate with their audience at any given moment.

Consumers generally welcome brands in the conversation cycle—if those brands offer a timely, relevant perspective. Marginally relevant content will be ignored or, even worse, publicly mocked.

Social has moved out into the world.

Before anything else, brands must address the baseline consumer demand for social engagement. Once that's built into each day, brands can look beyond the social networks and infuse social into any digital experience—from broadcast media to retail, sporting events, and more. Social polls, contests, and conversations are popping up across all media, and these social experiences can be sponsored by brands. Whether it's at a venue (jumbotron, touch walls) or online (websites, second-screen apps), social sponsorships allow advertisers to be a part of conversations that are already happening. Instead of merely being affiliated with an event, sponsors can now be viewed as an integral part of it. These new forms of sponsorship are rapidly evolving, as there is tremendous pressure to deliver something consumers have not seen before.

Social care matters.

Social channels present an opportunity to solve problems for your current customers—and communicate with prospective ones—at speeds and volumes no other channel can match. The social networks have made it easier than ever for a consumer to start a conversation, and the expectation is not only that a brand will respond quickly, but that it will actually solve an issue without moving off channel—and fast, too.

The rewards for brands that do this effectively are generous: A Forrester consumer survey found that 83% of consumers are more loyal to brands that respond to and resolve their complaints. However, the downsides can be steep and publicly known. Social care data is being shared across the enterprise, providing new streams of data for common product problems or ideas for improvement.

Brands must create internal processes and teams to monitor, respond to, escalate, and report on incoming customer issues. The scale required also means that "going native" just isn't going to cut it. Instead, brands must invest in a strategy and technology that connects them to people wherever and however they need.

Brands are harnessing social proof outside of social channels.

These days, successful brands will find ways to capture and maximize the most valuable asset they have—the customer voice. It's a social truism that people are more likely to like, follow, or buy a product if their friends have good things to say about it—that's the power of word of mouth marketing, which drives $2 trillion annually in sales alone, and which social lets you do at scale. Public social conversations can now be harvested from every network and integrated into brand websites and other owned media experiences. Brands can even integrate the customer voice in real time, with parameters that ensure that the content is relevant and safe.

4 GOALS

Why to use social media

1. Building brand awareness and gathering insights
2. Driving engagement and participation
3. Generating social conversions and sales leads
4. Delivering superior customer service

1. Building brand awareness & gathering insights

Even with all the changes in social media, driving awareness is still the #1 goal of most social media marketers. The potential reach is vast, although the reality of pay-to-play is challenging for many brands.

Best practices

- Keep your social network profiles complete and up to date. Many consumers will never visit your website, so social is your chance to make a great first impression and communicate important information.
- Determine which networks in your stack are best for brand awareness, especially for paid efforts, which ones allow you to target best, and which are most cost-effective for you.
- Devote resources to developing customer personas and journeys, so that social can support those journeys and target those personas.
- Identify the usage patterns of your target audiences so you can focus on the channels they use most.
- Research relevant keywords by using a social marketing tool like Khoros Marketing (which offers unlimited searches) and use these keywords in your descriptors and tags.
- Own and post to a hashtag that can be used by anyone else to provide you with user-generated content (UGC) (like Coca-Cola does with #ShareACoke or Charmin's #TweetFromTheSeat).
- Keep all social media interactions with customers and fans consistent with your brand's voice, and make sure your team follows guidelines for when and how to respond to comments and direct messages.
- Share relevant user-generated and third-party content. Highlight influencers in your community and encourage them to be a part of your brand story.
- Tailor content for each platform: for example, Snapchat is informal and intimate and not for straight promotional materials, while Instagram is more polished. LinkedIn is professional, while Facebook is more casual.
- Include messaging apps like WeChat, Facebook Messenger, or WhatsApp in your integrated brand campaigns.

Pro tactics

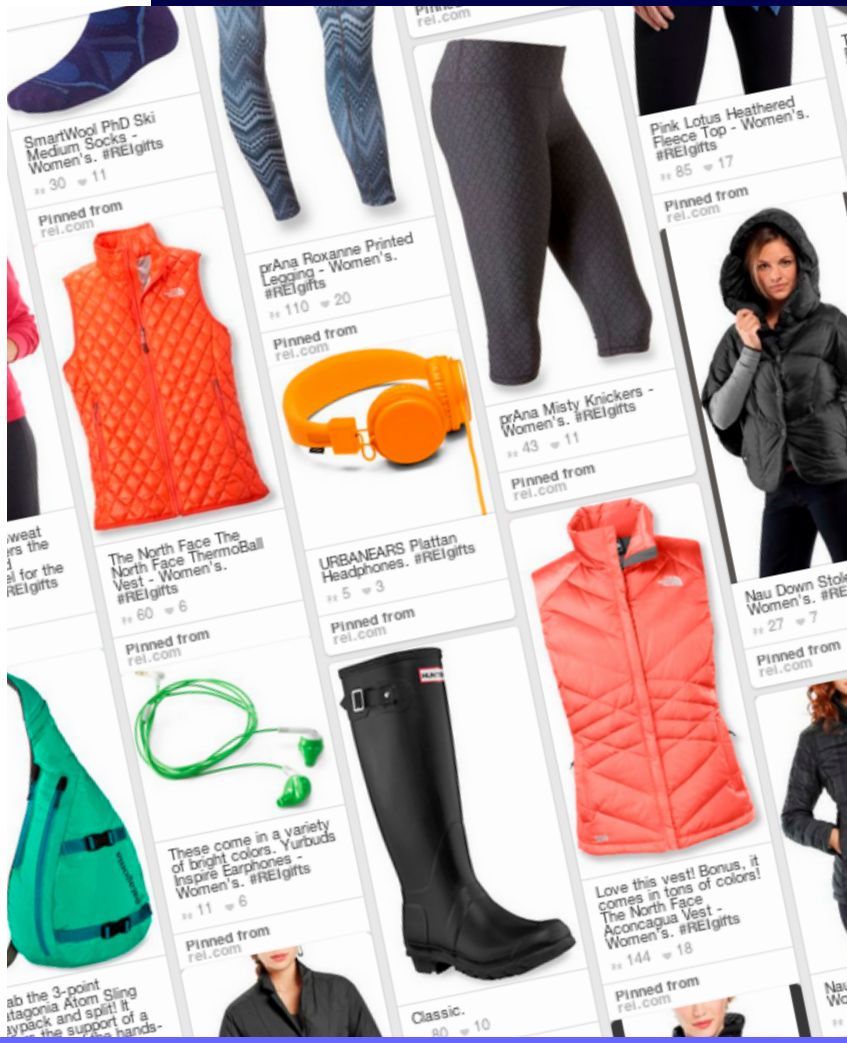
1. SOUND LIKE A REAL PERSON, NOT A CORPORATE ROBOT

Even corporate social accounts should sound like real people communicating with customers and fans, not boardroom-approved press releases talking at people. Social is especially well suited to show the human faces of a brand—including the human narratives that drove the company's founding, its mission, or its history—because the medium is the perfect place to establish authenticity, transparency, and trust. Spotlight straightforward brand and product updates, but also:

- Company events (especially videos)
- Charitable participation on a company or individual level
- New package designs
- Prominent new hires like board positions or VP roles
- Links to industry or market events
- Employee favorites from your product or service line

WHICH TEAMS SHOULD YOU INVOLVE?

Social
Corporate Communications
Marketing
Web/Design
Sales



Brand awareness:
REI maintains multiple #REIGifts Pinterest boards to stay top-of-mind with different audiences—kids, hikers, gadget lovers, etc.

2. SHARE VALUABLE RESEARCH AND THOUGHT LEADERSHIP CONTENT

Many people keep up with brand accounts to stay on top of an entire industry or product category, so make sure the content you share is truly relevant and valuable. Having trouble determining what "relevant" means to your audience? Lean on the personas and customer journeys you have developed to see if your content meets their needs. Industry- and topic-specific hashtags are a great way of surfacing your content to the right audience.

Share your research and other content with well-known bloggers and influencers and invite them to share insights with their readers and fans. Repurpose articles and white papers into sequential blog posts to help grow your readership over time.

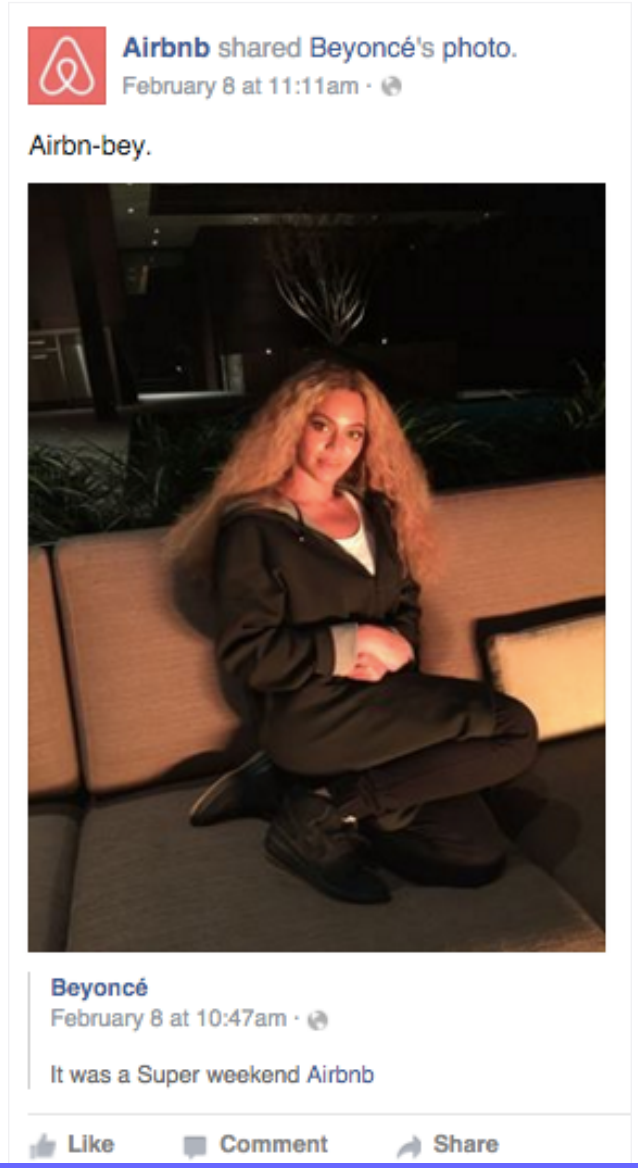
You can also share:

- Proprietary white papers, best practice guides, and pertinent articles, as well as third-party materials your audience might find valuable
- Tips or creative ideas about how to use products
- Outside studies on industry trends and user perceptions
- Videos with key researchers, product designers, and other subject matter experts
- Industry-related infographics and charts
- Tip: Strive for personalization, relevance, and anticipation with your content



Brand awareness

Royal Caribbean's Countless Wows campaign boosted awareness by amplifying customer photos and stories in real time.



After surfacing an organic tweet from Beyonce during the Superbowl, Airbnb kept up momentum by quickly re-tweeting with their own brand-centric wit.

3. AMPLIFY CUSTOMER FEEDBACK AND OFFER NEW EXPERIENCES

Highlighting user-generated content is one of the best ways to grow brand awareness because it gets people engaged and encourages them to share news of your brand across their networks, increasing exposure and driving engagement.

Customer stories highlight your brand's uniqueness, help shape your brand's personality, and help your audience personally relate to your product. Research shows that people are more likely to believe authentic customer feedback than anything brands say themselves. Running a contest, such as a photography challenge or a retail styling challenge, can be a great way to gather UGC and get data on your customers (but always remain mindful of the FTC's guidelines around disclosure). You might also consider inviting customers or social media influencers to write a guest post for your blog about interesting product experiences and successes.

Get your audience engaged by offering them a unique, intimate experience. Videos are particularly valuable, especially livestreaming (on platforms like Periscope, Snapchat and with Facebook Live) and immersive consumer experiences via virtual reality (VR)–embed such experiences on your homepage and include them in your posts.

What brand awareness success looks like and why

Building brand awareness is largely about reach—the more people who see your messages, the better. With the number of reach metrics available, you can establish sub-goals and measure your progress against those goals at regular intervals.

METRIC	WHY IT MATTERS	SAMPLE GOALS
Audience Size Fans and Followers	Shows how many people are willing to opt in to continue building a relationship with your brand (but note that without paid support, you're unlikely to reach these followers with any real frequency)	Increasing fans or followers by X%
Impressions # of Times Your Content Was Served	Shows how many times audiences are served your social messages and gives you a 1000-foot view of how far your brand activity is spreading	Consistently achieving X number of impressions

Additional data points

Activity metrics indicate how often your company publishes new messages or engages in conversations on social channels. The more social activity you have, the more people see your brand. Consistency is key: since time decay is a factor in social channel algorithms, you don't ever want to go completely silent, so do your best to balance quality content with quantity—examine your own social performance to determine when you should post and how often you should repost.

Engagement metrics measure interactions, such as Likes or Favorites, which are also helpful in tracking whether people are truly seeing and connecting with your content, or if are they just scrolling past. Also, when a user interacts with you on social networks, your content is often seen by members of that person's network, boosting your reach even further.

2. Driving engagement & participation

Today's social users want to build meaningful relationships: they're looking for personal connections, which includes connections with brands.

Best practices

- Incorporate social sharing options on all corporate web pages.
- Always ask for feedback, comments, and especially success stories. Amplify great stories across relevant channels.
- Include relevant hashtags so your audience can follow the conversation and participate. Consider how you might capitalize on your owned hashtags as well as trending hashtags to engage new audiences.
- Activate your audience with sample social posts to support your events or campaigns. Create interactive social experiences like polls, votes, or photo contests to encourage participation.
- Surface brand mentions and brand-related keywords with a social marketing tool like Khoros Marketing and reply to create a conversation with the post author and their network.
- Incorporate video and livestreaming and take advantage of the intimate opportunities to connect offered by platforms like Snapchat and Periscope.
- When appropriate, offer incentives for participation, such as exclusive discounts or giveaways.
- Give your audience a chance to provide input on product features, service offerings, changes, cause-related projects, and other company decisions.
- Encourage two-way conversation: post open-ended questions on blog articles and social posts, and incorporate social polls on your website.

Want to learn more best practices to drive engagement? Read this Forrester analyst report.

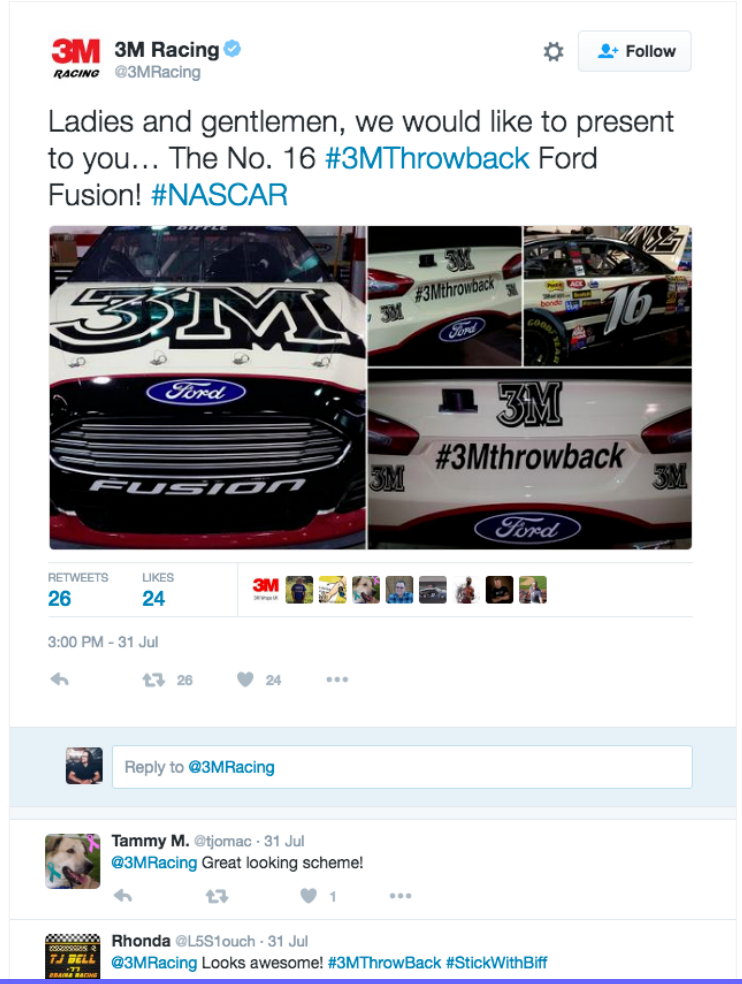
Pro tactics

1. DRIVE REPEAT ENGAGEMENT WITH AN ONGOING ACTIVITY OR RECURRING FEATURE.

- Host a weekly or monthly online Twitter discussion with live Q&As and knowledge sharing. Create a hashtag to help people find these conversations and contribute even outside of official chat times.
- Reach community members looking for meatier posts with Medium.
- Capitalize on recurring social memes, such as Throwback Thursday (#tbt), as long as they make sense for your brand. Watch for new recurring memes that may be relevant as well.
- Target professionals in your community by posting to LinkedIn with relevant information, links, and videos.

WHICH TEAMS SHOULD YOU INVOLVE?

Social
Corporate Communications
Marketing
Web/Design
Sales
Customer Service



3M Racing, a department within 3M, engaged audiences by allowing them to vote on which throwback logo would adorn the 3M Racing car. The contest lead to five times their average monthly Facebook fan growth.

The goal is to keep people coming back.

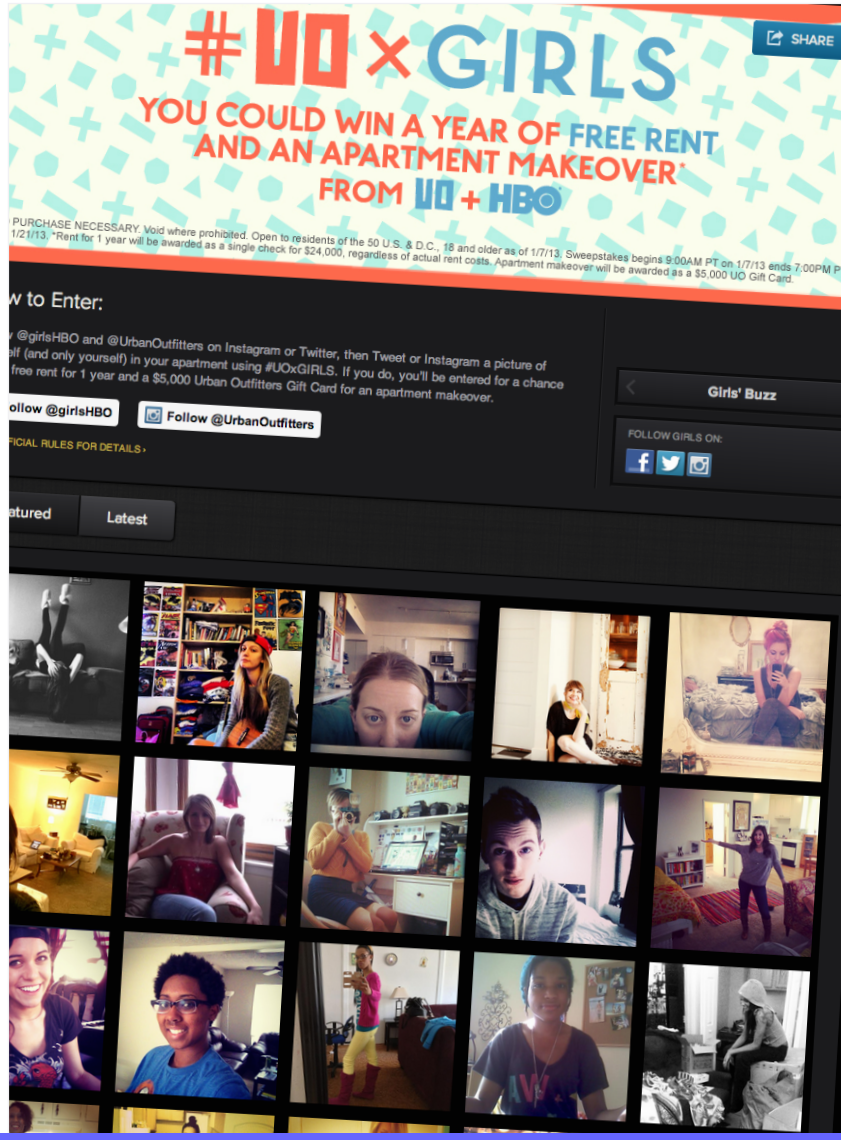
2. INVOLVE YOUR AUDIENCE BY INVITING THEM TO GET CREATIVE.

User-generated content (UGC) is a must-have for marketers: it builds credibility with your audience, improves performance on every digital marketing channel and increases time spent on websites, email click-throughs, and online purchase conversions. UGC can be in any format, but pictures, videos, memes, and text are used most commonly. Brands leveraging UGC successfully view their customers as communication partners, giving them a measure of freedom with the brand's messaging and offering meaningful ways to participate:

- Get the customer in on the ground level: instead of using traditional marketing photographs, encourage fans to upload their own pictures as campaign visuals.
- Host a social contest tied to your latest brand campaign or a new product launch.
- Consider creating an always-on brand hashtag where fans can share feedback, funny stories, or general comments.

3. INTEGRATE TIMELY SOCIAL CONTENT INTO MEDIA AND MARKETING CAMPAIGNS.

Pull positive social mentions of your brand from any social channel—keeping in mind regulations around consent, of course—and weave them into your website or other digital touchpoints. Look for creative ways to collect and visualize this content, such as leaderboards, polls, counters, maps, and fill-in-the-blanks. These integrations are a great way to increase engagement and add authenticity to your brand.



Engagement & participation

Urban Outfitters and HBO connected with young, hip viewers with a #UOxGIRLS photo contest. Fans could win a year's rent or a $5,000 gift card for home furnishings.

What brand engagement success looks like and why

Social data can tell you a lot about your efforts to engage more with your audiences. You can measure the amount as well as the type and quality of your engagement. Use these metrics to understand which content and campaigns are most successful, and optimize from there.

METRIC	WHY IT MATTERS	SAMPLE GOALS
Interactions Reactions, Likes, Shares, Retweets, Favorites, Pins	Show how your overall social activity resonates with your audience	Increase interactions by X% in Y months
Audience Feedback Comments, Mentions	Signals participation and audience input. Can include positive or negative sentiment	Earn X comments on at least Y posts Maintain X% of positive feedback
Amplification Shares, Retweets, Regrams, Repins	Indicates content resonance and helps increase earned impressions	Earn X million impressions
Engagement Rate Total Interactions/Reach of Posts	Can be used to measure the effectiveness of your content overall or post by post	Increase average engagement by X% quarter over quarter
Clicks	Can be tied to web analytics data to measure actual business outcomes of social engagement	Increase clicks by X% quarter over quarter

Additional data points

Activity and reach metrics help you understand the number of engagement opportunities you're creating — how many you've created and how many people are being reached. Use these numbers to add perspective to the metrics outlined at left.

You may also want to layer in web analytics to discover which content is most successful for driving actions such as click-throughs, conversations, and web traffic. These conversion metrics can also help demonstrate the impact of your social programs on larger business objectives.

3. Generating social conversions & sales leads

Meet potential customers where they spend time on social.

Best practices

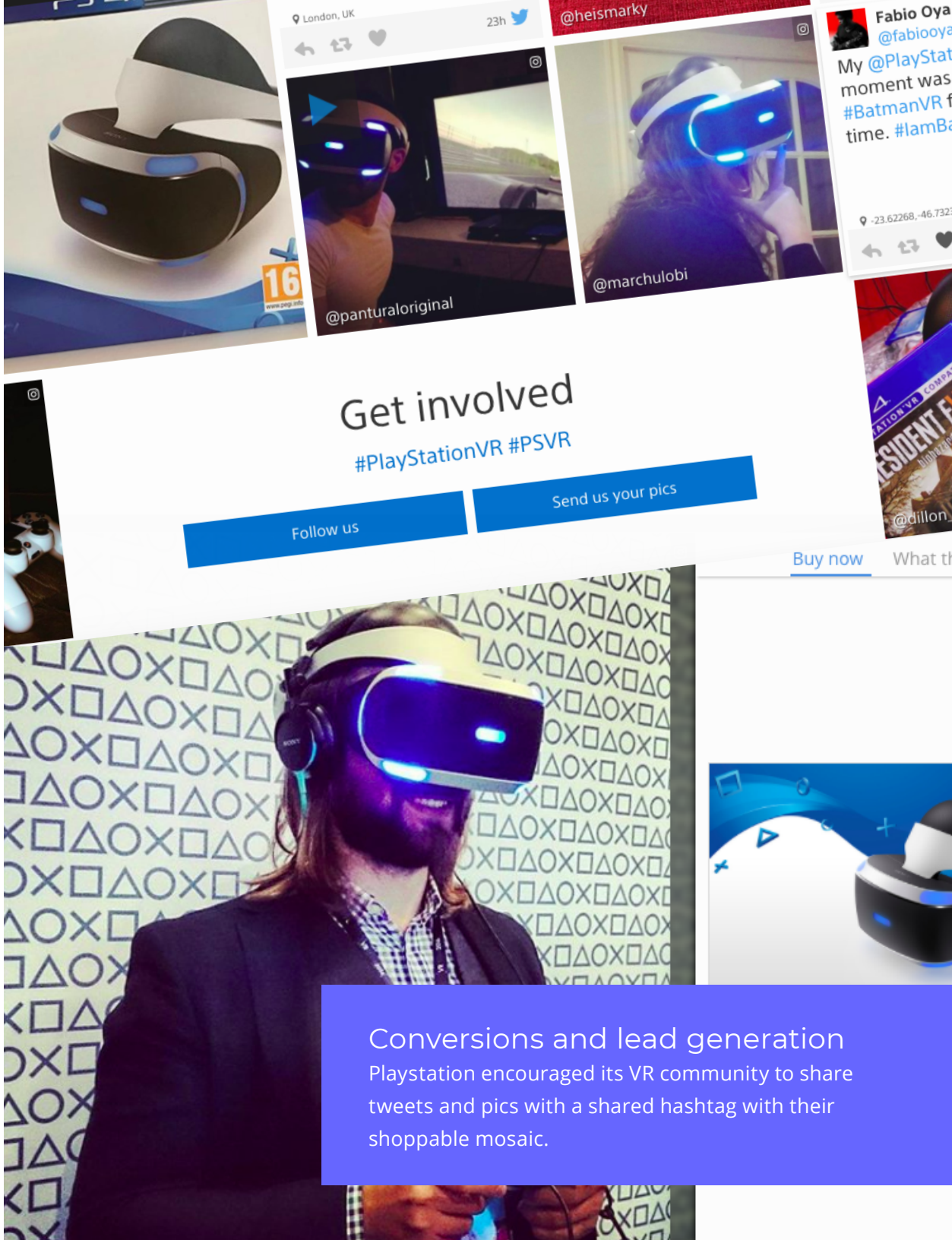
- Incorporate social sharing options on all corporate web pages.
- Gauge your social media customer service offerings from the perspective of stakeholders, resources, processes, and tools. Conduct a gap analysis and develop a roadmap based on your assessment.
- Drive your audience to your conversion points in multiple places across your social channels. Always work to capture additional information about people engaging with your brand on social.
- Include calls to action on all shared content—whether it's a link to more great content, a request to share the content socially, or an offer to get in touch.
- Facebook Lead Forms streamline conversion and open up the opportunity to gate assets you couldn't have gated in the past, like microsites and blog posts.
- Customize Facebook Lead Forms, allowing your audience to have a one-click conversion instead of disrupting their experience on social by taking them to a landing page to fill out a form.
- Use Facebook Lead Forms to engage potential customers who have abandoned a lead form to get them to try it again.
- Use Twitter Cards, which are also Lead Ads, (but are not customizable like Facebook's Lead Forms).
- Don't overlook LinkedIn, especially if you're in a B2B space. Because there is less clutter, LinkedIn can be more effectively targeted to prospects.
- Incorporate contact forms and social sharing functionality on all landing pages.
- Include an email subscription form on your blog.
- Offer incentives (discounts, unique content, etc.) for providing contact information or sharing your brand's messages.
- Retarget people who abandoned their cart either through social advertising, like Facebook Dynamic Product Ads, or through email.

Pro tactics

1. MONITOR ACROSS CHANNELS FOR RELEVANT CONVERSATIONS, THEN ENGAGE ACCORDINGLY.

Someone is talking about your brand, product, or competitors at this very moment. You can't afford to miss these opportunities.

- Scan Facebook, LinkedIn, and Twitter for mentions of your brand, your product/service, or the competition. Answer questions directly and offer to share more information wherever appropriate.
- Conduct ongoing keyword searches to find prospects who don't specifically mention your brand or offerings, but may express a need or desire your brand can fulfill. Look for appropriate ways to respond or engage with these prospects.
- Monitor Instagram, Pinterest, and YouTube for media tagged with your products or service. Respond when appropriate with an offer to talk or provide more information. You can also pull that content into a dynamic web experience and link each piece back to an online point of purchase.



Conversions and lead generation

Playstation encouraged its VR community to share tweets and pics with a shared hashtag with their shoppable mosaic.

2. MAXIMIZE YOUR ASSETS.

You are likely sitting on great content to help propel lead-generation efforts.

- Break a white paper into multiple smaller assets (tipsheets, infographics), then promote via social.
- Share compelling images or graphics on Instagram and Pinterest. Include a link to the full document.
- Share key insights from a white paper on LinkedIn or Twitter, and include a URL to download the whole thing.
- Sponsor updates or promote posts and Tweets to share a valuable new asset with a broader audience.
- Post a blog recap of a recent study or company event, with a link to download more details.
- Post PDFs of all publicly available documents on SlideShare, with links to full documents.

3. INCREASE ADVOCACY BY ENCOURAGING REVIEWS, FEEDBACK, AND SHARING.

Referrals from friends, family, or colleagues really help drive purchases. Provide opportunities for people to add reviews and share your content with their network. Amplify positive ratings and reviews across social channels.

- Add social sharing buttons to every page on your website.
- Actively monitor ratings and review sites like Facebook Reviews and Google Reviews, Foursquare, and Yelp. Thank positive reviewers promptly and work to resolve any issues quickly for less satisfied customers.
- Share links to review and discussion pages via Twitter, and ask people to share their feedback.

Social selling

Companies are increasing their spend on paid social almost across the board. But no matter how much of your advertising budget you put into social, it's important to consider how social impacts customers during each step of the shopping journey, from discovering new products to reading testimonials from real customers to making a purchase.

Word-of-mouth is still the biggest influencer in the purchase decision making process, so amplify the voices of supporters and carefully respond to each inquiry and complaint. Tailor social content for specific platforms to ensure the right message goes to the right audience.

What social conversion & sales lead success looks like and why

To measure how your social programs deliver conversions, leads, or sales, you will need to evaluate your social data in tandem with your other business data—through Google Analytics, Omniture, Marketo, etc.

METRIC	WHY IT MATTERS	SAMPLE GOALS
Traffic Driven to Web Properties Measured via Web Analytics, Link Tracking	Shows action and follow-through from CTAs	Drive X website sessions from a specific social promotion
Actual Conversions and/or Sales Measured via Web Analytics, Marketing Automation, POS Systems	Indicates success in moving people to take action—whether it be campaign responses (B2B) or conversions like e-commerce sales or coupon redemption	Generate X new leads from a paid social campaign
Connections to a Salesperson	Shows whether a salesperson is building relationships and engagement that can influence prospects	Salesperson followed by target handles on Twitter or connected to prospects on LinkedIn at top X named accounts

Additional data points

Social data can be an invaluable tool for optimizing your efforts to drive leads and sales. Engagement metrics indicate how well you're building and nurturing relationships with your customers and prospects via social. Monitoring your progress in these areas can help you deliver conversions over time. Tracking activity and reach can help you understand more about your audience, their content preferences, and the most effective targeting strategies.

Want to know more ways to prove the value of social?
Watch our recorded webinar.

4. Delivering superior social customer care

Immediacy and personal connection make social for 1:1 communication a perfect fit.

Best practices

- Decide on the types of issues on which you want to focus your resources by understanding the general volume of care conversation you receive, the typical types of issues faced, and your commitment to engagement.
- Establish Service Level Agreements (SLAs) for response times, total number of customer service inquiries your brand will respond to, etc. And make sure you have the social media care technology, people, and processes in place to meet those agreements.
- Decide whether to create separate customer care profiles on certain social channels or to deliver care from your primary brand account. Not every channel is ideal for care.
- Let your customers know when and how you're available to address their questions, comments, and concerns. Be sure to include any geographic or time limitations affecting the level of care you plan to provide.
- Connect your audience with education and support resources such as knowledge bases, tutorials, repair information, etc.
- Connect your agents with the internal tech they need to provide similar experiences on other channels—and connect the customer data to social and vice versa.
- Store a list of common responses.

Pro tactics

1. HELP WITH TROUBLESHOOTING.

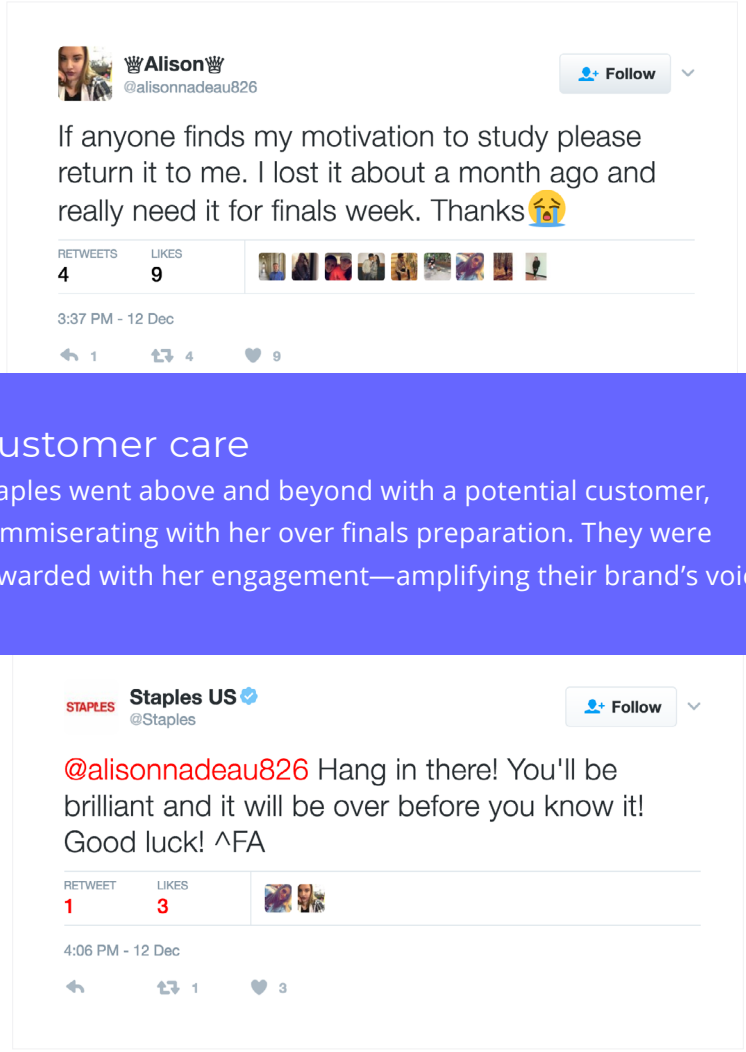
Social media is a natural fit for troubleshooting, and customers expect help when they Tweet. Be proactive about common problems or any issues that come up. However, if conversations require sharing private or otherwise sensitive information, take them offline or to direct 1:1 channels.

2. RESOLVE ISSUES IF YOU CAN.

If you can't, manage expectations. In an ideal world, you can immediately address the specific concerns mentioned on social. Sometimes you can't, so it's important to respond quickly with next steps and/or a likely resolution time. Your responsiveness reassures customers that you've heard their concerns, and lets other members of your audience see that you're actively looking into issues. Many times customers just want to know that they are being heard.

3. DECIDE WHAT TO MONITOR.

Make a commitment to the channels you do support. Establish and connect teams, and use keyword monitoring and response routing to prioritize handling.



Customer care

Staples went above and beyond with a potential customer, commiserating with her over finals preparation. They were rewarded with her engagement—amplifying their brand's voice.

Pro tactics continued

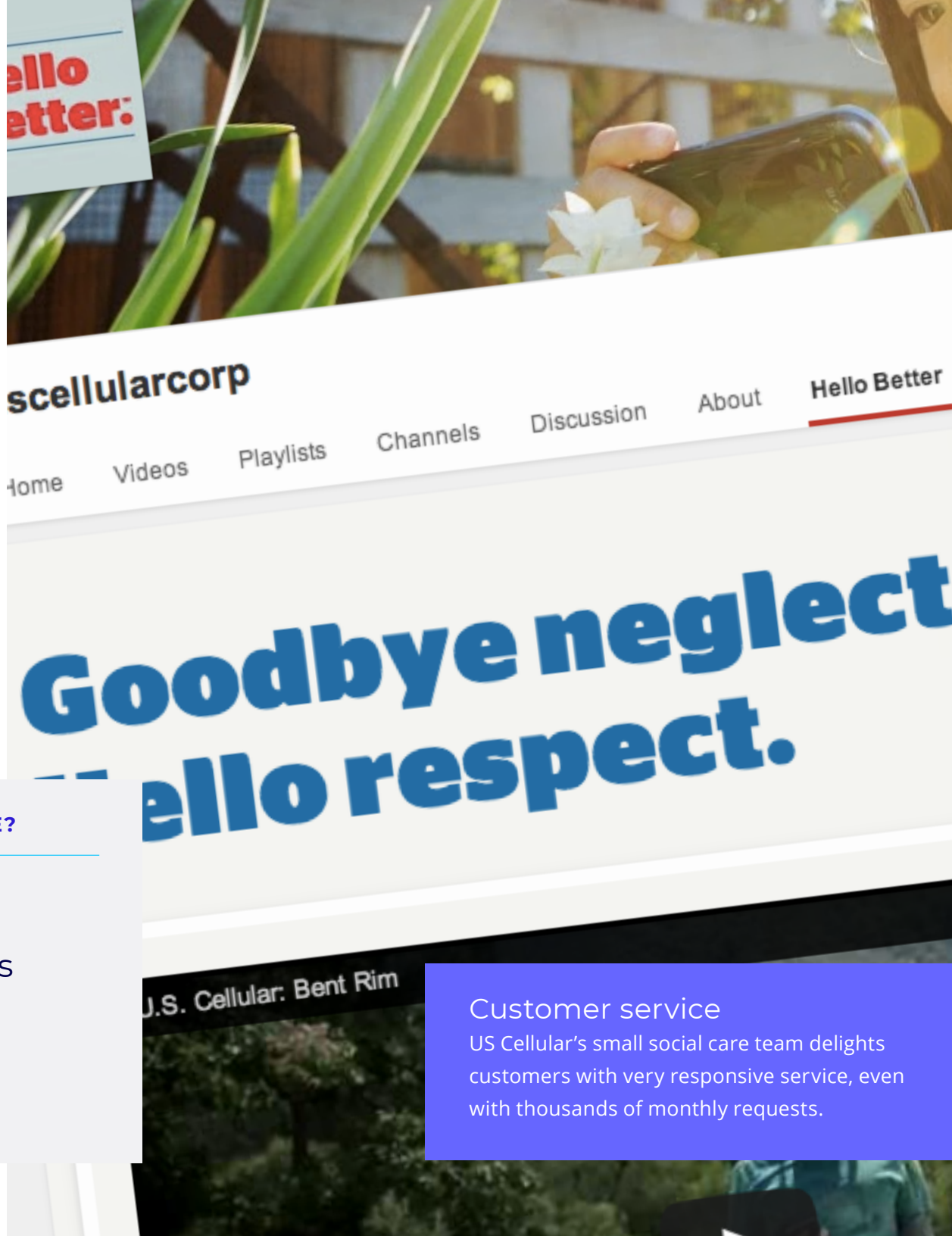
4. THINK BEYOND CUSTOMER SERVICE.

Remember that customer service isn't just about solving a customer's problem—it's also an opportunity to reconfirm that they are valued. Consider the following ways to go the extra mile and rebuild or improve your brand's relationship with a customer:

- Show your appreciation for a customer's patience with an incentive or other reward.
- Offer coupon codes for orders that have problems or delays.
- Build deeper connections with "surprise and delight": offer influencers and fans spontaneous prizes and gifts.

WHICH TEAMS SHOULD YOU INVOLVE?

Social
Corporate Communications
Marketing
Customer Service



Customer service
US Cellular's small social care team delights customers with very responsive service, even with thousands of monthly requests.

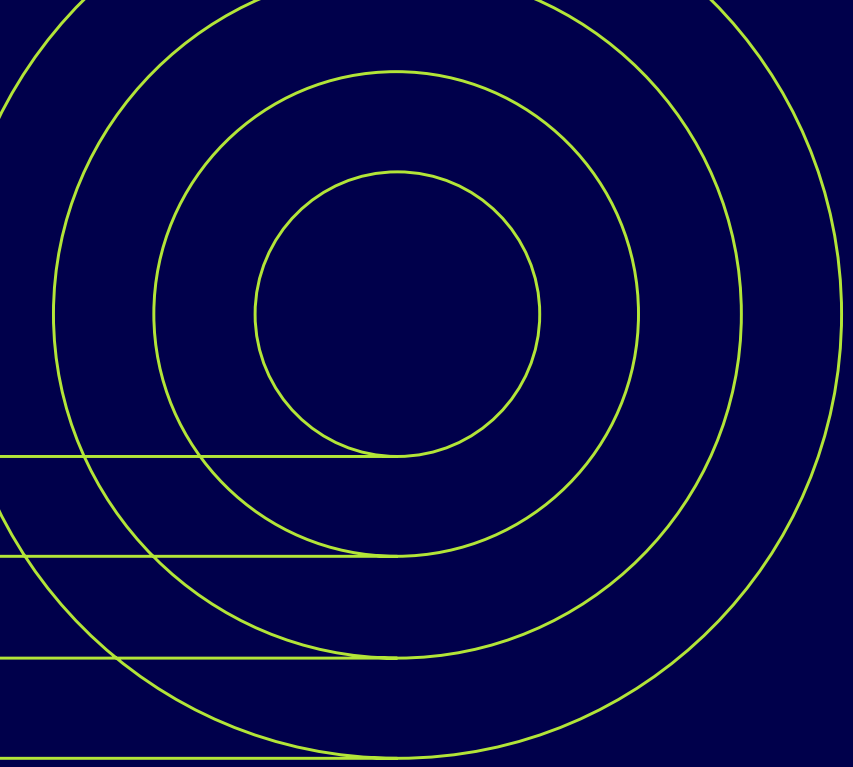
Making good use of data

Customer experience is the primary metric category for social customer care, specifically the time to first response, time to resolution, and satisfaction with resolution. Activity is a close second. To understand how your social care efforts affect your overall customer satisfaction, you'll want to correlate activity and engagement metrics with additional information sources such as customer surveys, reviews, Net Promoter Score (NPS), etc.

METRIC	WHY IT MATTERS	SAMPLE GOALS
Inbound Activity Total Care-Related Issues, Issue Sentiment	Shows how many service issues customers post on social networks, and whether they were positive or negative	Increase respond to by X%
Responses to Care-Related Issues Total Service Issues Resolved, Time to Respond, Time to Resolve	Shows how often your brand responds and how quickly. Shows the effectiveness of social care in resolving customer inquiries	Increase responsiveness by X% or reduce time-to-resolution by Y%
Customer Satisfaction Surveys, NPS, Reviews	Benchmarks consumer opinion through customer surveys, positive reviews and ratings, and NPS	Compare customer rating on cases received from social versus website versus call center, etc.

Additional data points

Sentiment metrics indicate the level of affinity with your care-related activity and, in part, show how much your audience values and approves of your efforts. Monitoring the reach of your social care efforts help you understand how many people are being exposed to your positive, valuable customer experiences.



3 USE CASES

When to use social marketing

1. Launching a new product or service

2. Promoting corporate-hosted events and sponsorships

3. Capitalizing on real-time trends and topics

1. Launching a new product or service

Product launches are one of the most common uses of social media for businesses, and it makes good sense why. Social is an effective medium to create hype and boost awareness. However, the playing field has gotten tougher as social media has escalated the intensity and attention around launches. A poor social launch can hurt more than help.

Brands like Kylie Cosmetics and Princess Polly get it right: their audience, made mostly of millennials, is actively on Snapchat. Princess Polly has incentivized people to follow their Snapchat by giving them exclusive coupon codes only found through Snapchat. After achieving a big following, Princess Polly and Kylie Jenner have used Snapchat as the exclusive media outlet for their new product launches. Kylie even does live updates on how much product is left and when each product line sells out.



Product launch

Taco Bell launched its Cool Ranch Doritos Locos Taco using social media in an innovative way—the brand used their social accounts to leak that a flower shop in Manhattan's Meatpacking District was giving out the new tacos, but only to those savvy social followers who knew the secret "blue bouquet" password.

Quick tips

- Tease the launch ahead of time to build interest. New products and updates to existing products require different levels of build up: Existing products need more content pre-release, while new products benefit from more hype post-release.
- Be prepared ahead of time with a wide variety of content and re-post content based on evidence: first-run content does best posted in the morning, and re-posts do best when posted in the afternoon, evening, and into the night.
- Create second-screen experiences: Snapchat can take users places where they otherwise wouldn't be able to go, so get your loyal followers behind-the-scenes access.
- Don't just tell them—show them. Use visuals and video to bring new products to life.
- Provide social-only insider information.
- Share interviews with creators, experts, and users.
- Boost adoption and sales through promotions and exclusive deals.
- Share prepackaged content and multimedia resources for news and brand advocates.

2. Promoting corporate-hosted events and sponsorships

Social media is tightly woven into business events of all types: those that are in-person (conferences, workshops) and virtual (webinars, Twitter Q&As). Whether your organization is hosting or sponsoring an event, sharing related content and experiences (before, during, and after) helps drive engagement, awareness, and attendance (think: blog posts and Tweets pointing your audience to previously recorded webinars and Q&As).

Social also drives engagement during consumer events like concerts, awards shows, and sporting events: incorporating livestreaming on platforms like Snapchat, Periscope, or Facebook Live keeps both attendees and those watching from home consistently engaged and interactive. TV shows also benefit from social: posts and Tweets about new shows can draw in viewers and keep loyal ones coming back season after season.

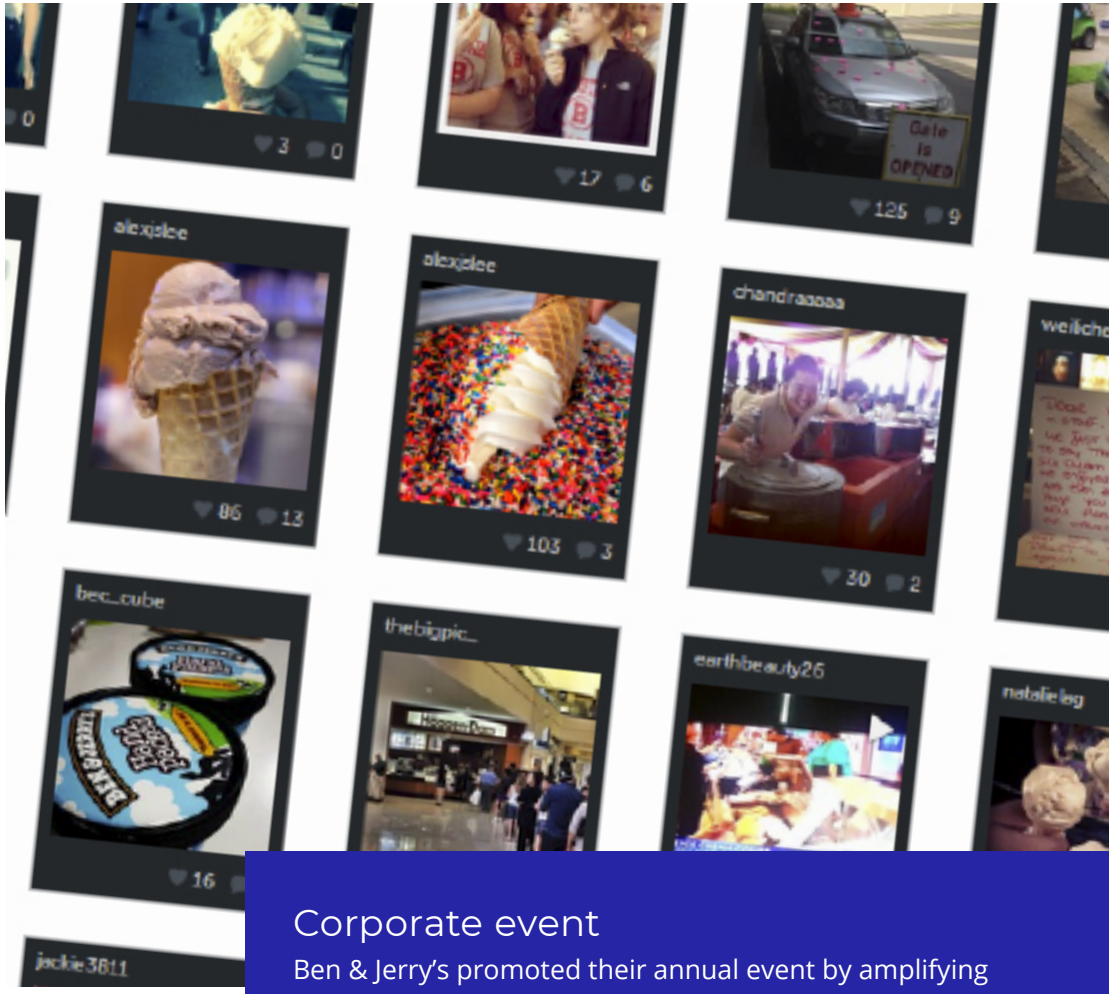


Social sponsorship

Twitch worked with Old Spice on a creative sponsorship play by sending an actual person into the woods for three days, controlled entirely by Twitch users.

Quick tips

- Share what makes your event special and valuable for your attendees. Focus on noteworthy speakers, exclusive insights, networking opportunities—anything that can help create buzz.
- Issue reminders and updates, and answer questions promptly and thoroughly.
- Connect with influencers who can expand your social reach: recruit them to Tweet and post both before, during, and after your event.
- Ask for suggestions to help shape your event in the planning stage and request feedback during and after the event.
- Share content from the event with non-attendees and repurpose it later for thought-leadership articles.
- Create a live social hub on your owned event page and integrate the best content via in-venue displays and livestreaming. Snapchat, Instagram Stories, and Periscope both give fans behind-the-scenes access to live award events.
- Offer incentives for registration and exclusive benefits for fans/friends/followers.
- Stay connected after the event by tagging photos and thanking attendees.
- Write recap blog posts summarizing the best content from your events and pointing your audience toward event videos (like webinars and Q&As).



Corporate event

Ben & Jerry's promoted their annual event by amplifying #freeconeday. The campaign generated massive social reach and exposure to about 10% of the world's population.

3. Capitalizing on real-time topics and trends

Big awards shows, sporting events, and major holidays offer excellent real-time marketing opportunities. But more and more, brands and marketers must have a steady pulse on what their audience (and their competitors' audience) cares about during everyday moments. Social trends and conversations are a goldmine for creative content. However, memes can hit and spread like wildfire. Consistently staying on top of what's trending is a huge challenge—with a big potential payoff.

Quick tips

- Keep a pulse on global trends and topics of particular interest for your customers and fans. Use social search to uncover more moments to connect.
- Don't try to hijack a trend or event. Select conversations carefully and focus on opportunities that are relevant in time, message, and value to your audience. Include timely brand communications around everyday events, and make sure your comments add value.
- Plan and strategize for consistent real-time engagement by maintaining a steady flow of high quality content that's flexible and can be altered or shared depending on the social winds. Keep your pulse on social chatter so you can capitalize on trends that are relevant to your brand or company.



Kohl's jumped on a massive opportunity —"Chewbacca mom" Candace Payne's viral video—by showering her with Star Wars-related gifts from Kohl's and posting about it on social.



Kellogg Company found itself at the center of attention it hadn't paid for thanks to breakout hit Netflix Series Stranger Things. During the Super Bowl, Netflix aired a commercial for Stranger Things featuring Eggo. The brand responded swiftly with this seriously smart piece of real-time marketing.

Enterprise Social Media Marketing Software & Expertise

Khoros Marketing helps you simplify your social media marketing operations with one platform to manage all of your enterprise social accounts. Our software is built for the enterprise and we are invested in your success, with industry-leading support and product coaching to foster affinity and accelerate sales. Request a demo today to learn more.

Key features:

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