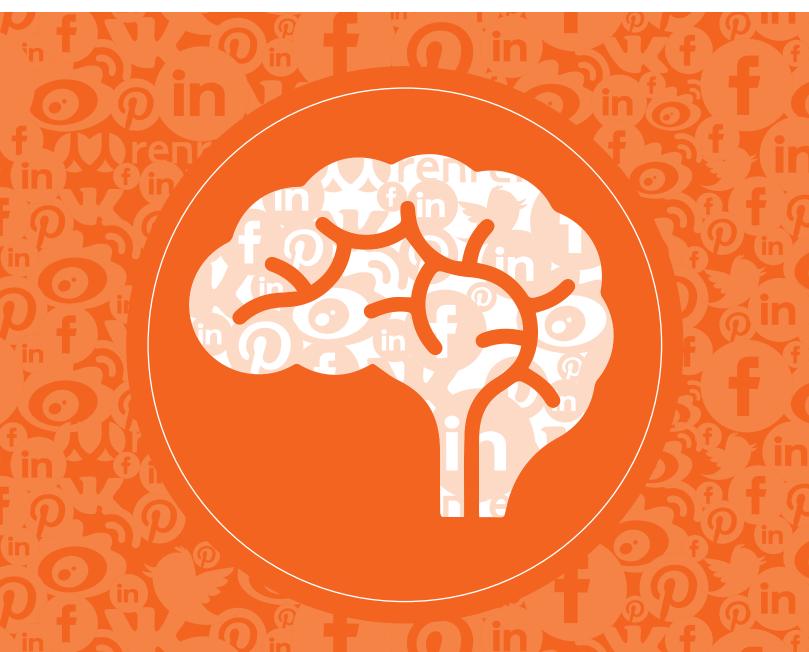# TURN SOCIAL INSIGHTS INTO
BUSINESS STRATEGY

HOW TO GET STARTED WITH SOCIAL INTELLIGENCE

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INTRODUCTION

Social Intelligence all begins with listening; listening to your customers, the market, industry experts, your competitors, and well anyone that is mentioning you brand, products, and industry online. But today it is not enough to simply listen. Today's leading organizations are getting ahead by building Social Intelligence, which means moving into the mining, management, and analysis of vast amounts of data, across millions of social sources, to better understand their customers and activate, re-calibrate and optimize their business programs across the enterprise. Social Intelligence is achieved when social media big data is turned into insights and action, is shared openly across departments and systems, and is integrated into business process, and ultimately business results.

This Social Intelligence Guide gets back to basics, outlining the major social business concepts, strategies for success and some of the best practices we've seen working with leading brands and agencies around the world. Begin laying the foundations for social intelligence within your organization by focusing on these **six key topic areas**.

1. **LISTEN**: It all starts with the data
2. **PROCESS**: Social organization & governance
3. **ANALYZE**: Turn data into insights
4. **CREATE & SHARE**: Uncover ideas for content marketing
5. **ENGAGE & COLLABORATE**: Build social engagement & community
6. **CONNECT AND SCALE**: Integrate & streamline your social strategies across the enterprise

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LISTEN: IT ALL STARTS WITH THE DATA

Social Listening is the active monitoring of social media for information about a company or organization, usually tracking social media conversations and content on blogs, mainstream news sites, microblog sites such as Twitter, social networking sites like Facebook, video/photo sharing websites such as YouTube and Flickr, forums, message boards, and user-generated content.

Social data gleaned from social media listening provides valuable insights into a brand's overall visibility on social media, allowing them to measure the impact of marketing campaigns, identify opportunities for engagement, assess competitor activity and share of voice, and be alerted to impending crises. It can also provide valuable information about emerging trends and what consumers and clients think about specific topics, brands or products.

With access to more volume and more relevant data, sophisticated monitoring solutions can help you get more robust and sophisticated insights. They can help you discover appropriate keywords as you do your research (which languages, regions, types of social media, etc...) – revealing share of buzz and undiscovered social trends around your product or brand. Most importantly they help you to zero in on the right people, conversations, and relevant activity about a particular brand, product, competitors and industry. Knowing how to collect, study and focus on the most relevant activity to your brand will help you to focus and optimize your campaigns, and ultimately your business objectives.

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Now that we've outlined what Social Listening is, and how brands are benefiting from the valuable insights gleaned from it - throughout the next few chapters we'll explain how to build upon listening to implement a Social Intelligence strategy, and the benefits, to your customers and to your business, of listening to and engaging with your community.

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PROCESS: SOCIAL ORGANIZATION & GOVERNANCE

Internal structure and governance are essential for building social programs that can scale and produce real business outcomes. By defining this early and ensuring the right rules and guidance are in place to both protect the brand and employees, you can actually combat brand anarchy and turn detractors into advocates.

HERE ARE THREE WAYS YOU CAN BEGIN TODAY:

1. DEVELOP A STRONG, ENTERPRISE-WIDE SOCIAL MEDIA POLICY - Develop and implement a clear social media communications policy to share with your employees. It's important that everyone involved in your company's social media efforts thoroughly understands your organization's unique regulations around social engagement and what company information is acceptable to share, when, by whom, and from which social platforms.

2. CREATE A SOCIAL ENGAGEMENT PLAYBOOK - Your social media playbook should be a "how-to" book for your employees, built on the fundamentals of your social media policy. Your playbook should also detail a process for communication with your customers, including when to take engagement offline routing them to the right customer support representative. Include a validation process for responding as quickly as possible to your consumers, and prioritizing engagement around negative feedback.

3. CREATE A CRISIS ESCALATION PLAN - Define what a crisis is for your company, and build a crisis response chart with several levels of severity – this chart should outline who will be tasked with what in each situation. Set up an alerting system with your Social Listening tool to make sure you are aware of any crises before they escalate. Base your alerting on:

- Data Spikes to watch for unusual activity and volume
- Key words or phrases related to your most sensitive topics

Synthesio has worked with many brands to create social media communications strategies, including a financial services client, who built out a six-tiered alert process. For each tier (level of crisis) an alert system was put in place to ensure the appropriate employee was alerted at the time of crisis.

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ANALYZE: TURNING DATA INTO INSIGHTS

It is time to embrace metrics to better understand, measure and optimize your social media programs. Social media measurement done right will help you to 1) Make Sense of all that DATA 2) Focus on the RIGHT data 3) Measure ROI and 4) Fuel business strategy, and ultimately business outcomes.

Social media measurement is a lot more than tracking facebook likes and twitter followers, and measuring sales and margin. But it doesn't need to be complicated either. Your KPIs (key performance indicators) need to be very simple and reflective of your business goals and online marketing initiatives. With goals and relevant KPI's set, the ability to calculate and assess performance will demonstrate business impact, aid in program optimization, and ultimately allow social data to be used in future business decisions.

Share of Voice (SOV) is one of the most commonly used metrics for measuring social media performance. Your brand's SOV represents the number of social media mentions your brand has, calculated from the sum of mentions of you and your competitors. The purpose is to see how often your brand is being discussed compared to your competitors.

Knowing your brand's SOV is key to understanding the effectiveness of your advertising, public relations, and overall online marketing efforts in generating coverage, awareness and putting your brand front of mind.

To benchmark your brand's reputation and those of your competitors, another good approach is to focus your lead KPI measurement on a methodology similar to the Net Promoter Score (NPS) developed by Bain & Company and Satmetrix. The NPS measures consumers' attachment to a brand by asking them one very simple question: How likely is it that you would recommend [X] to a friend or colleague?

Automotive leaders Nissan and Toyota, use a similar scoring system that is adapted for social media comments as a means to measure brand reputation, share of voice, and brand loyalty. This, in turn, generates a single benchmark score, from 1-100, encapsulating overall performance and can be compared to your competitors in real-time and used across an organization.
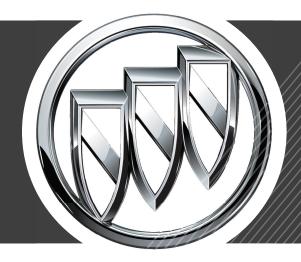
CREATE & SHARE: UNCOVER IDEAS FOR CONTENT MARKETING

Social Intelligence allows you to place your finger on the pulse of what's trending and gather inspiration for timely campaign and content ideas. Listening will help you understand where your community lives (forums, blogs, Twitter etc), what language they speak and how to best promote your content to reach them accordingly.

You can even uncover your biggest influencers. With the right social listening tool you can actually drill down into your data and discover the most influential social media users around your industry or brand. Depending on your Social Intelligence tool, you may identify influence on a number of levels including websites, users, and even individual mentions and effectively differentiate between general popularity and brand/industry relevance, and find the influencers that matter most to your brand.

Now that you have this new found Social Intelligence, engage with your influencers and advocates and equip them to help out. Once equipped, advocates can help share your marketing messages and even answer questions in active online communities. Some of the best and most effective brand content is curated from brand communities, because it's genuine and authentic.

Buick wants consumers to change the way people think about their brand. To do so, the major automotive brand encouraged its advocates to share stories about why they love their Buicks. In just a couple weeks, Buick advocates wrote over 1,600 love letters and 16% of advocates have shared them on Facebook.

ENGAGE & COLLABORATE: BUILDING SOCIAL ENGAGEMENT & COMMUNITY

Social Intelligence has given big brands an opportunity to provide a more personal touch for engaging with their customers and developing a community around their brand. Engaging your audience is key to building a positive image around your brand, and letting your customers and community know you care about their feedback. Creating meaningful experiences on social channels will humanize your brand, inspire action, and build brand awareness and loyalty.

SUPERSIZE YOUR COMMUNITY ENGAGEMENT

Chipotle does an excellent job of subverting the big brand, fast food industry's stereotype of delivering cold, impersonal customer service, by taking a one-on-one engagement approach with its customers through their social media platforms, responding to most questions within a couple of hours. Chipotle's twitter team respond to all company mentions with an engaging human-tone, and also sign off each tweet with their individual names. It's clear that Chipotle's twitter team actually really enjoys engaging with their community on a personal level, therefore building a community around their brand, humanizing their company and creating a loyal customer base.

People are constantly sharing their experiences with your brand on social media – so you need to be listening in order to be aware and ready to chime in with help. Chances are you've seen frustrated tweets or facebook updates in your network, complaining about a brand's service or product – the companies that respond to these complaints with helpful information are regarded highly throughout social media. By listening for these conversations and helping in real-time – you will turn a negative situation into a winning customer experience, and develop strong, lifelong relationships with your customers – some will even become active advocates for your organization throughout the social space and beyond.

With social listening, your customer service team can proactively seek out customer issues and collect insights to establish real-time communication between your brand and your consumers. By leveraging a Social Intelligence platform, social media teams can identify and evaluate customer issues as they happen, and then take the conversation offline or refer the customer to the appropriate link or customer service number. Not only will customers be delighted by efficient real-time customer service – consumer insights from social listening will also provide the intelligence your organization needs to improve service, customer satisfaction, and sales.

Brands should also invest in a Social Intelligence platform that supports team collaboration, like automatically routing real-time actionable social media data to the appropriate departments and individuals on their company's customer service, marketing, sales and PR teams in order to efficiently and effectively interface with customers and prospects. The key here is to ensure that the RIGHT information, is delivered to the RIGHT people, at the RIGHT time. This will ensure that your team is informed, is engaging with the right people, in the right priority, with the right information. And perhaps most importantly, they are responding and engaging not just in real-time, but at the RIGHT-TIME.

CONNECT AND SCALE: INTEGRATE & STREAMLINE YOUR SOCIAL STRATEGIES ACROSS THE ENTERPRISE

Once companies have built the foundations for Social Intelligence they are now ready to connect and scale across their enterprise, making social media data visible throughout the organization; across systems and departments. Social data is no longer "owned" by social media teams, but treated as a strategic resource for the whole enterprise. You can now use social media insights to influence campaign objectives, sales strategies and resource allocation.

Organizations who successfully connect and scale their social marketing initiatives can now see social media data moving fluidly through integrated business tools, across departments and into the hands of whomever needs it. The entire organization can now be more informed and responsive to the voice of the customer.

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Today's customers expect to move between different digital touch points, and companies are struggling to keep up. To tackle this, enterprises must create a unified brand experience on every social channel, all the time. By sharing data across departments and between tools, they can work as a single organization to communicate with customers, influencers and brand advocates. Successful enterprises can engage and operate at scale, applying social media intelligence across all interactions.

For example, connecting social media with CRM platforms and call centers can allow for fluid, connected customer support. Customers are increasingly turning to Twitter for customer service, but there is no way to ensure that they are not given undue priority over customers who are waiting in line for assistance at an airport, for example. When all touch points are connected, customers will be responded to equally no matter which channel they use, and customer service agents will be able to connect the dots between the various touchpoints.

Integrated, holistic intelligence can now also drive better business strategies. With real-time information from social media, teams can now validate insights from other traditional sources, while asking new questions about customer behavior, marketing effectiveness and business operations. When the immediacy of social media is combined with other business data, executives are able to make strategic decisions and adjustments far more rapidly. Organizations that make social media an integral part of their business strategies will begin to gain real advantage over their competitors.

MARKET RESEARCH & PRODUCT TEAMS

With data now flowing across the organization, business intelligence professionals and market researchers within large organizations gain access to clean, consolidated social media data and analyze it in tandem with structured intelligence sources, including customer satisfaction reports, Net Promoter Scores, and survey feedback.

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SOCIALLY INTELLIGENT COMPANIES CAN ACHIEVE THE FOLLOWING

UNDERSTAND CUSTOMER SENTIMENT

IDENTIFY CRISES, TRENDS, AND INFLUENCERS

MONITOR INDUSTRY LANDSCAPE

TRACK CAMPAIGNS

BUILD RELATIONSHIPS WITH CUSTOMERS

LISTEN AND RESPOND IN REAL-TIME

USE SOCIAL MEDIA DATA TO ACHIEVE DEPARTMENTAL GOALS

COMBINE SOCIAL MEDIA DATA WITH OTHER DATA SOURCES

AUTOMATE REPORTING PROCESSES

SHARE SOCIAL MEDIA DATA ACROSS TEAMS

INTEGRATE SOCIAL MEDIA DATA INTO EXECUTIVE STRATEGY

FOCUS ON THE CONVERSATIONS THAT MATTER

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CONCLUSION

The primary question marks around leveraging Social Intelligence have changed. It is no longer a question of if you should be listening to online conversations, or engaging with customers in real-time, but rather: how do you set up the right approach to best suit your specific business needs.

Social listening and engagement will be effective if integrated with existing business practices, corporate cultures, and conducted with strategic objectives in mind. Online monitoring and analysis are essential for transforming "handshakes" online into positive, long-term relationships between brands and consumers.

Realizing the vision of social media intelligence requires an organization-wide strategy. Different departments and teams will always have their own needs for social media data, but an integrated approach will overcome siloed practices and misaligned data. When intelligence from multiple social channels can move fluidly between business tools and across departmental barriers, you provide visibility for more informed decisions, wherever and whenever they are made.

Social Intelligence requires an investment of time and money, but if planned appropriately in advance and coupled with the right tools and/or services, the investment will prove to be not only helpful, but essential for your company's long-term success.

ABOUT SYNTHESIO

Synthesio, named the leader in The Forrester Wave™: Enterprise Listening Platforms, Q1 2014 report, is a Global Social Intelligence Platform. Used by some of the world's top brands, and the agencies that support them, Synthesio is the framework for building Social Intelligence that provides real business results. Whether an organization's social team is built within Marketing or crosses multiple departments, business units or geographies, Synthesio helps teams listen, analyze, and engage with consumer conversations across social and mainstream media within one platform. Founded in 2006, Synthesio has offices in New York, Paris, London, and Singapore. www.synthesio.com.

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