

# CASE STUDY 2 : GETTING STARTED WITH SOCIAL MEDIA

Like many companies, this organisation realised it needed to do more with social media, but wasn't sure where to start or how to utilise it. With lots of channels - Google+, Facebook, LinkedIn, Twitter, and YouTube - which one should they be on and what should they be doing with them? In addition, many of their competitors were on social media, but with mixed impact, so what was going to work for them?



## THE TASK

utilise social media to reach and engage with more customers and support the expansion goals of the organisation in key markets



## THE SOLUTION

To implement a successful social media plan, 5 key tasks were undertaken:

1. **Set the goals.** Whatever you do on social media, it should originate and link back to your business goals. In this case, the goal was to increase the reach of their brand.
2. **Review the customer personas** and use them to agree on the right platforms. From the research, it was clear that Linked In was heavily used by customers. It would also allow for more detailed content to be shared. Goals were set around the number of LinkedIn followers achieved in a 6 month period.
3. **Agree on a content plan** which can be maintained. A content plan ensures customers receive enough relevant content and internally responsibilities for creation and publishing are clear. For this organisation, they broke their content into 3 areas; Career opportunities, useful information/research and promotion of their products and services.
4. **Agree on how the content will be published and promoted.** In this case, targeted sponsored updates on LinkedIn were one way used to boost followers.
5. **Analyse success.** It's important to measure how your social media campaigns are doing against your goals.



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## THE RESULTS

As a result of the social media activities, including the booster campaigns, the organisation doubled the number of followers on LinkedIn to nearly 20,000 in a six month period. New followers were in sectors and regions that there were expanding into and provided an engaged base to continue to communicate to.



## WHAT CAN WE LEARN?

- Social media is not just a platform. It's a way of communicating and engaging with your customers.
- Social media activity requires careful planning to align it to your business' goals, understand your customers, how they use social media and what will be of value to them.
- Content is all around your organisation. Get those together who will be able to provide ongoing content and work out a content plan, so that customer receive relevant content, through the right channels in a timely fashion.