salesforce THE CUSTOMER SUCCESS PLATFORM

Finding and Acting on Social Conversations

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@BConoley

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

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Competitive Analysis

Competitive Analysis
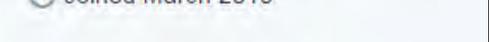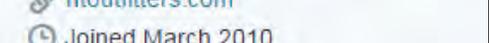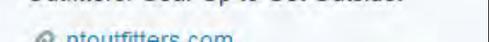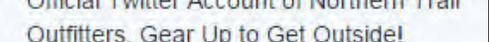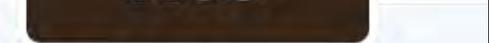
NTOutfitters
@NTOutfitters

Official Twitter Account of Northern Trail
Outfitters. Gear Up to Get Outside!

🔗 ntoutfitters.com
🕐 Joined March 2010
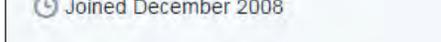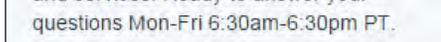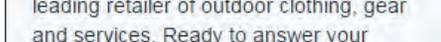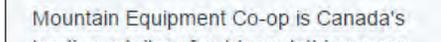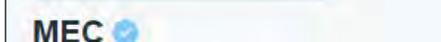
MEC ✓
@mec

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
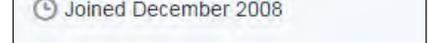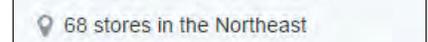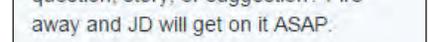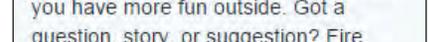
Eastern MNTN Sports
@EASTERNMNTN

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
🔗 ems.com
🕐 Joined December 2008

Competitive Analysis

What is your share of voice?
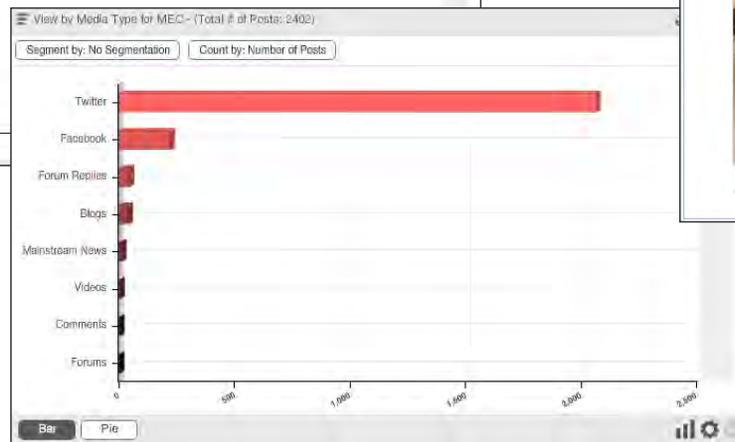
Where are people talking about them?

What are they doing right?

Competitive Analysis

Follow their conversation

And dig in

Competitive Analysis
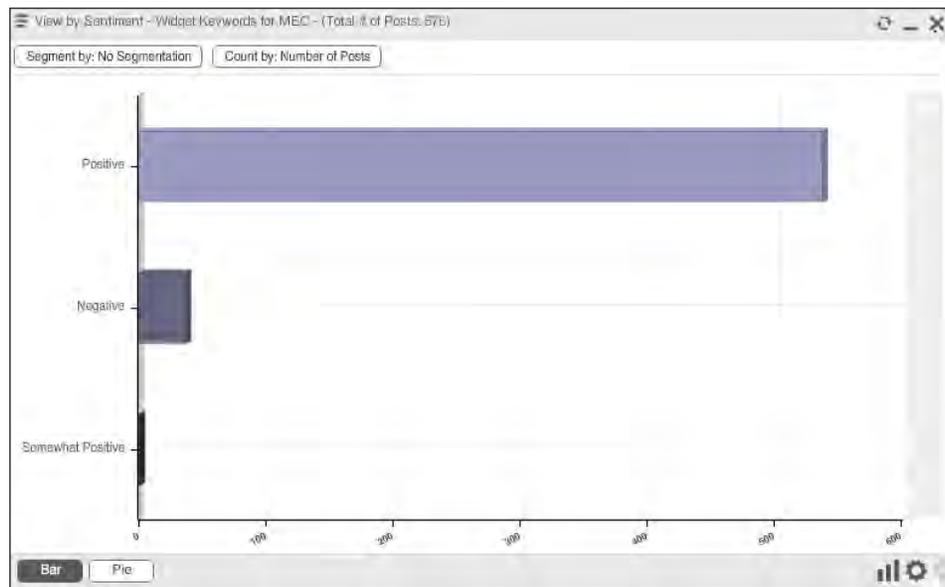
Identify competitor pain points

Discover Conversations

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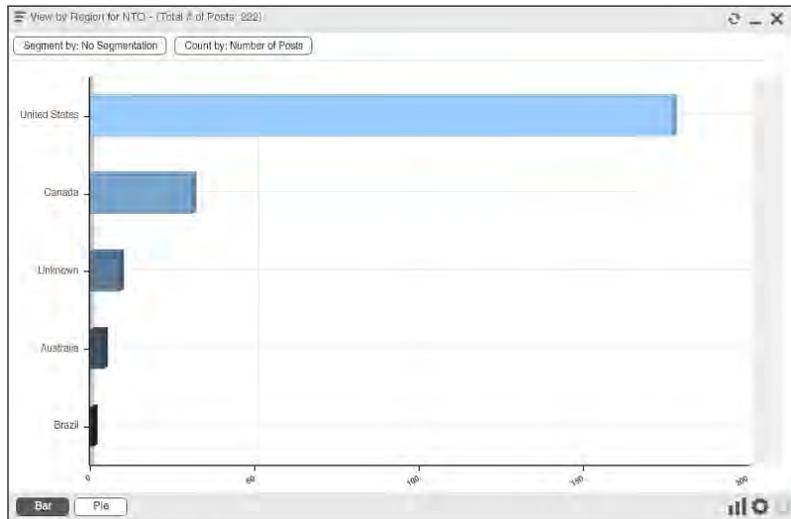
Filter by language, region, city, gender, media type and more

Discover Conversations

Demographics

Age – The 35-44 age segment saw the highest post volume for Brand X with 32% of posts coming from the age group. The 25-34 and 45-54 age ranges saw 27% and 23% of Brand X posts, respectively
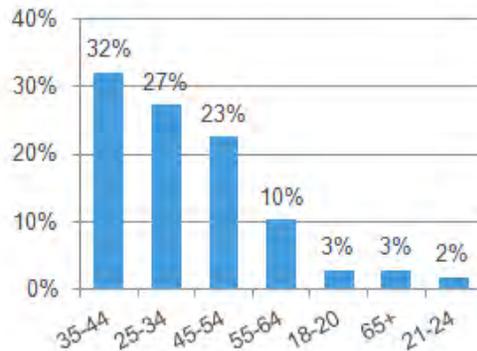
Gender – Brand X is most popular with males when it comes to posting about the brand online. Males generated 53% of the conversation and females 47%.
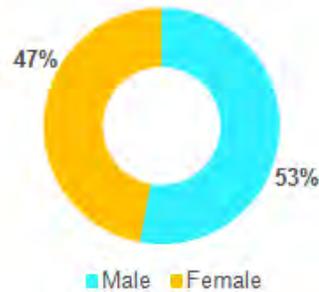
Region – The United States was overwhelmingly the most popular region for conversation about BrandX. The second most popular was the United Kingdom, followed by Canada and Switzerland. Popularity in Switzerland may be attributed to Brand X's chief designer being a resident of the country.
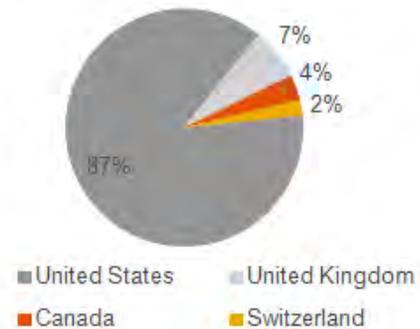
Relay that information to stakeholders

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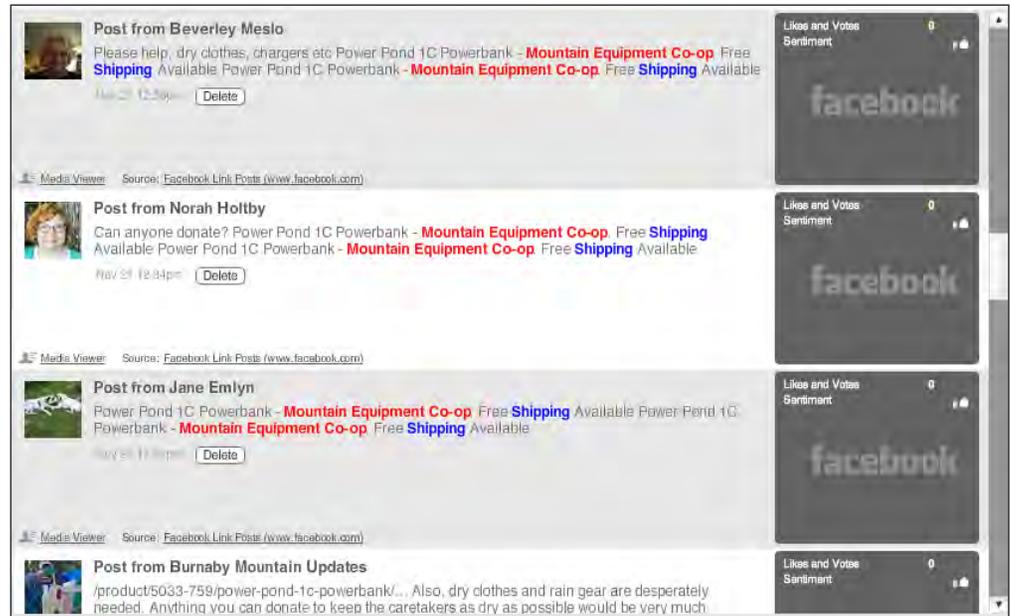
User conversation clouds to isolate words and drill into them

Discover Conversations
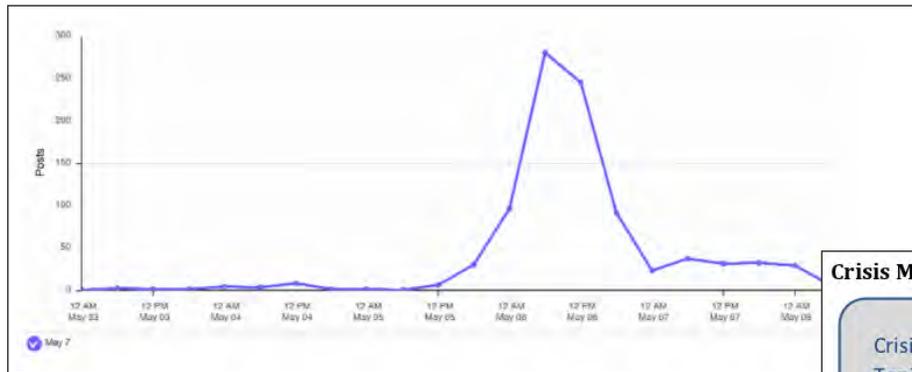
Identify and act on a crisis

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.	→ Crisis Management posts are forwarded to Ben Conoley via email (or backup at Radian6 is Ben is away).
Radian6 continues to monitor a crisis as it develops and prepares a report at its conclusion.	← Posts that constitute a crisis are forwarded to Erin ▮▮▮ and Laura ▮▮▮ via email.	← Ben Conoley determines whether post constitutes a crisis.

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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.

Topic Trends
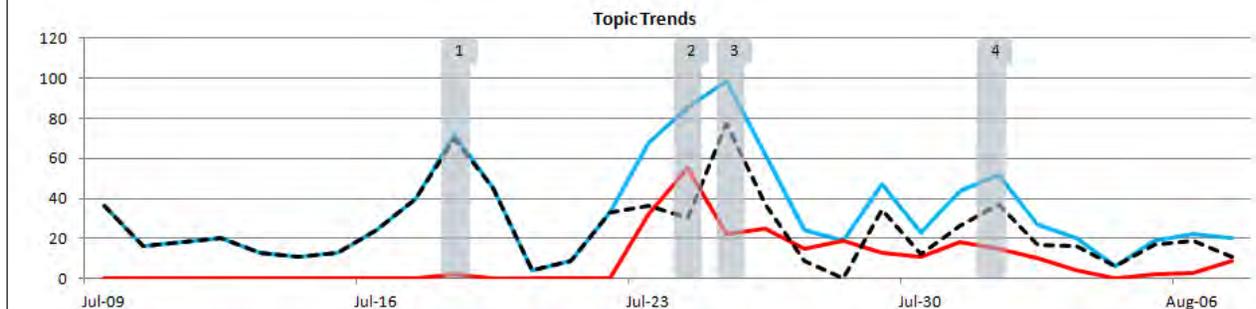
Track events

Discover Conversations

Vicki Gray: Motoress

SM Influence

Twitter Posts: 7,065

Twitter Followers: 22,630

Facebook Likes: 6,085

Links

Twitter
YouTube
Website
Facebook
Blog

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 22,630 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
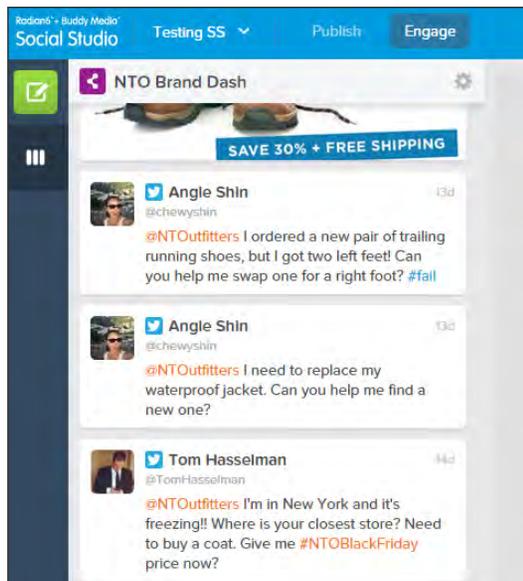
Follow conversations and
respond to your customers
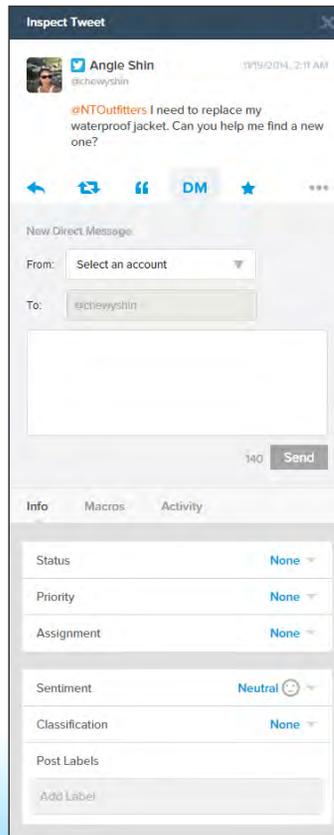
Social Customer Care
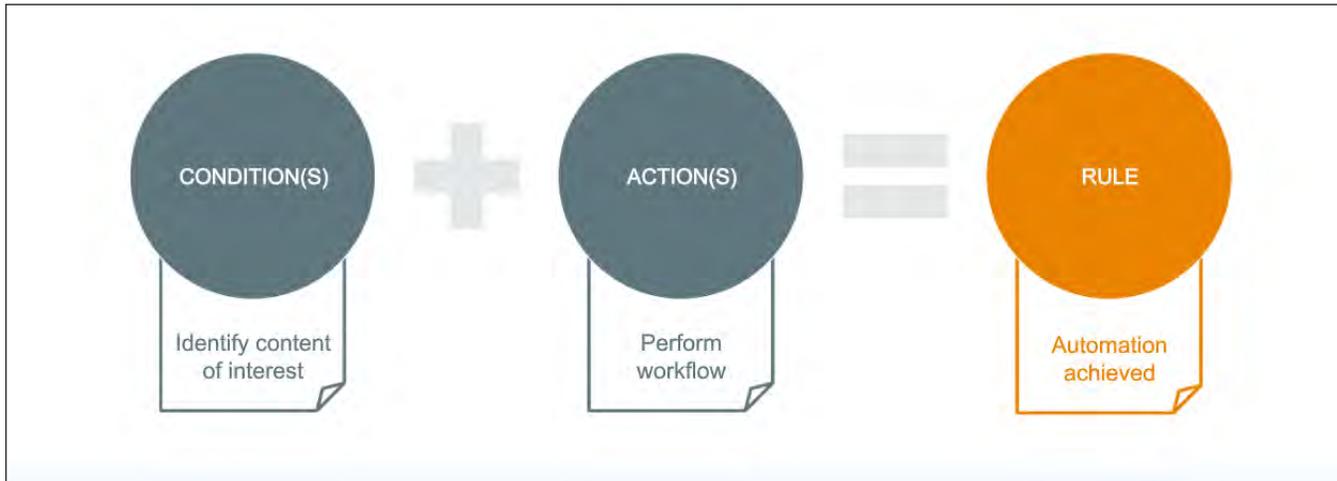
Automate your workflow

Social Customer Care

Social Customer Care

Social Customer Care

General workflow
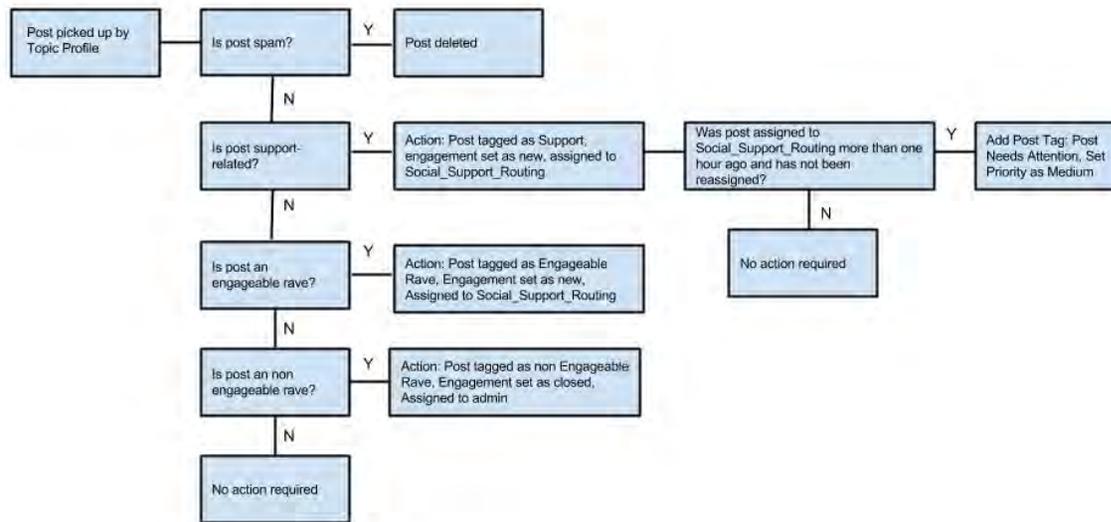
Design and execute workflow for different types of social posts

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Social Customer Care

January 2014	User 1										
reached Out Time	All	% Total Posts	% Cumulative	Mon-Fri 8am-5pm	% Row	Week -non working Hours	% Row	Weekend	% Row	All	
01- Less than 5 minutes	4	2%	2%	2	50%	2	50%		0%	12	
02- 06 to 10 minutes	9	4%	6%	7	78%	2	22%		0%	12	
03- 11 to 15 minutes	5	2%	8%	5	100%	1	20%		0%	12	
04- 16 to 30 minutes	13	6%	14%	13	100%		0%		0%	14	
05- 31 minutes to 60 minutes	17	8%	22%	17	100%		0%		0%	37	
06- 1 hour to 2 hours	23	10%	32%	23	100%		0%		0%	21	
07- 2 hours to 3 hours	11	5%	37%	10	91%	1	9%		0%	19	
08- 3 hours to 6 hours	25	11%	49%	24	96%	1	4%		0%	13	
09- 6 hours to 12 hours	11	5%	54%	4	36%	6	55%	1	9%	27	
10- 12 hours to 24 hours	44	20%	74%	9	20%	27	61%	8	18%	123	
11- More than 24h	58	26%	100%	33	57%	3	5%	21	36%	63	
Total	220	100%		147	67%	43	20%	30	14%	353	

Use engagement reporting to track response times

Social Customer Care
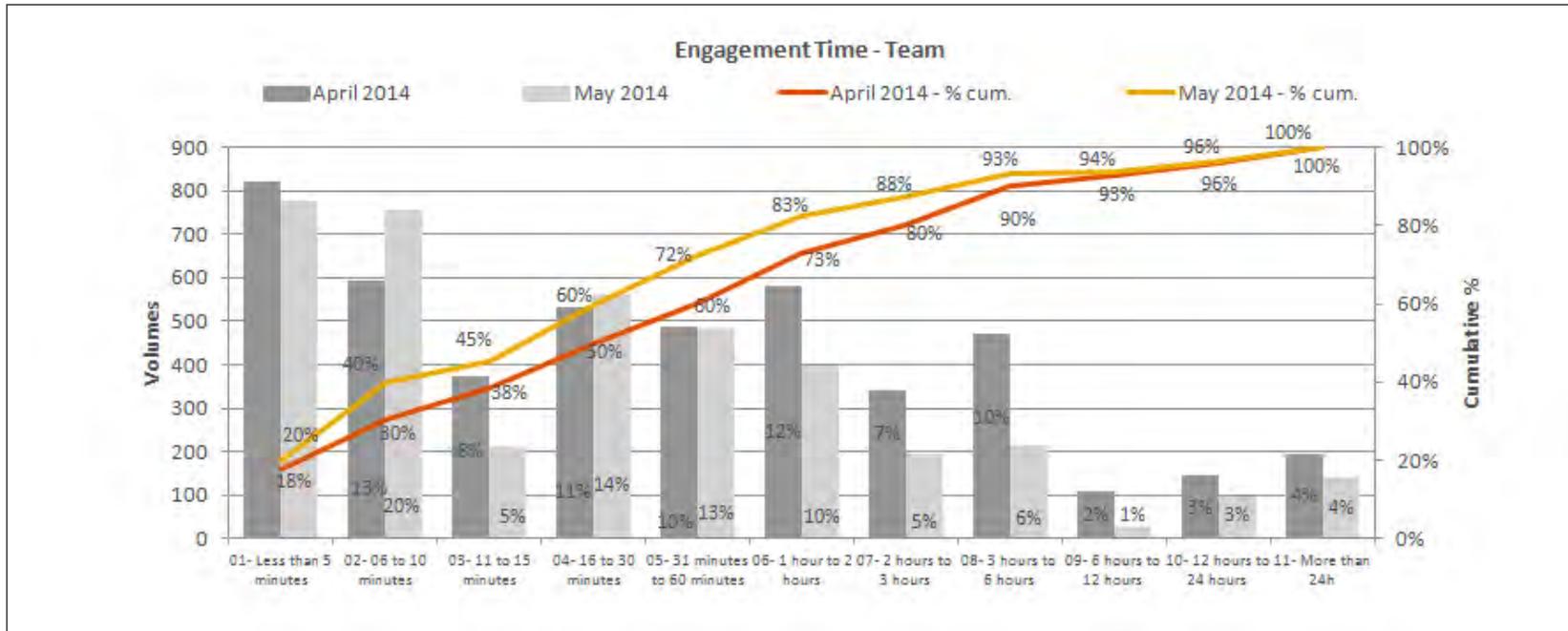
And use it to improve

Social Customer Care

And find opportunities