

# Social Media Strategies Summit- SF

**Publish, Listen and Respond:  
Manage all of your customer engagement across  
marketing and support**

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# A PERSONAL STORY: THE BABY WHO SLEPT ANYWHERE BUT IN HER CRIB

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## MY FIRST EXPERIENCE WITH SOCIAL CARE



- Video monitor kept breaking
- Call center- no answer
- Email- no answer
- Finally tweeted:
  - .@SummerInfant: *Is everyone in customer support on summer vacation?*
- Instantaneous response that resolved my issue!



## SO WHAT HAPPENED TO THAT BABY?

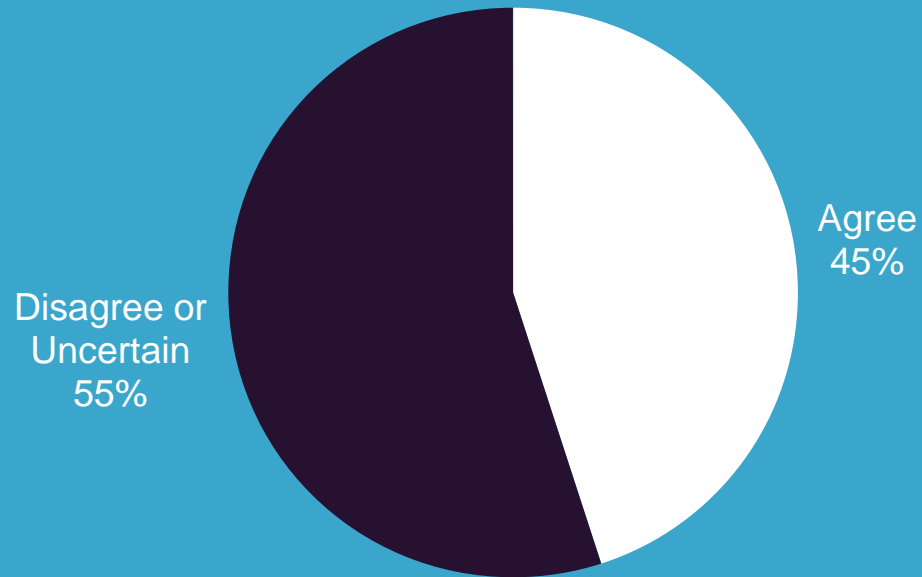


The more things change, the more they stay the same.

# SOCIAL NETWORKS AREN'T DELIVERING FOR BRANDS

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“My Facebook Marketing Is Effective”



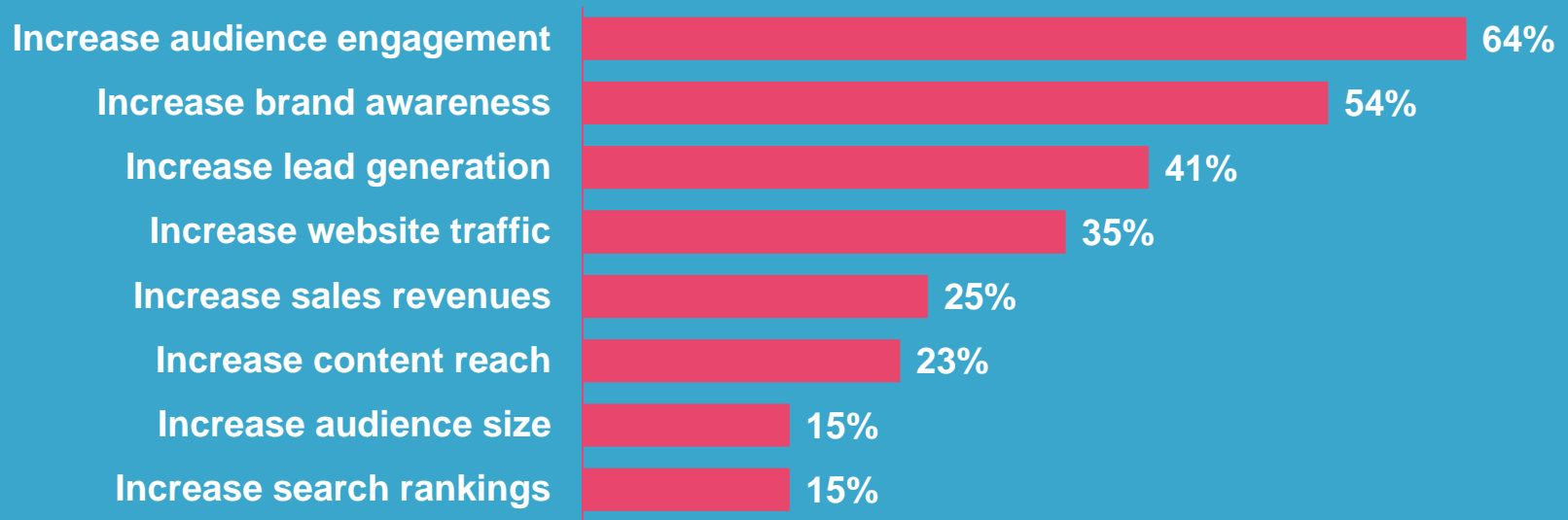
Source: Social Media Examiner 2015 Social Media Marketing Industry Report  
Base: 3,720 global marketers

## TODAY'S QUESTIONS

- What do brands want from social networks?
- Why don't social marketing tools actually work?
- Why you **SHOULD** rely on social marketing tools to deliver

# BRANDS PRIORITIZE ENGAGEMENT ABOVE ALL ELSE

Most Important Social Media Marketing Strategy Objectives  
According to Marketing Professionals Worldwide, Oct 2015  
% of respondents



Source: Ascend2 Social Media Marketing Trends Survey Summary Report, October 2013  
Base: 294 respondents

# SOCIAL MARKETING TOOLS CAN OFFER MANY BENEFITS

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1. They deliver functionality not available on social networks.
2. They save time and effort.
3. They manage security and risk.
4. They help brands perform better.
  - They reveal what topics your audiences are talking about.
  - They tell you what time of day you'll get the best results.



# BUT MOST TOOLS DON'T ACTUALLY SAVE TIME

The collage consists of six overlapping screenshots:

- Simply Measured:** A dashboard showing engagement metrics for 'Lithium Megaphone'. It features three blue boxes: '130 Unique People', '273 Total Engagement', and '726 Potential'. Below these are smaller boxes for '2.1 Engagements Per Person' and '5,592 Avg Followers Per Person Engaging'.
- Google Docs:** A spreadsheet with columns for 'suggested time' and 'Monday 10/19/2015'. It lists content items like 'New Lithium Content' and 'New Klout Content'.
- TweetDeck:** A 'New Tweet' interface with a text area containing a tweet about 'What's it really like to work at Lithium?'. It includes a 'Tweet' button and a 'Schedule Tweet' option.
- TweetDeck:** A 'Scheduled' view showing a tweet scheduled for '12:30pm - 16 Apr 2016' with a thumbs-up icon.
- Facebook:** A post from 'Lithium Technologies' with a thumbs-up icon and a link to a blog post.
- Reach:** A social media management dashboard showing a list of users and their engagement metrics.

Real customer example: customer using six tools before Reach (Outlook email, Google doc spreadsheet, Tweetdeck, Facebook, bitly, Simply Measured)

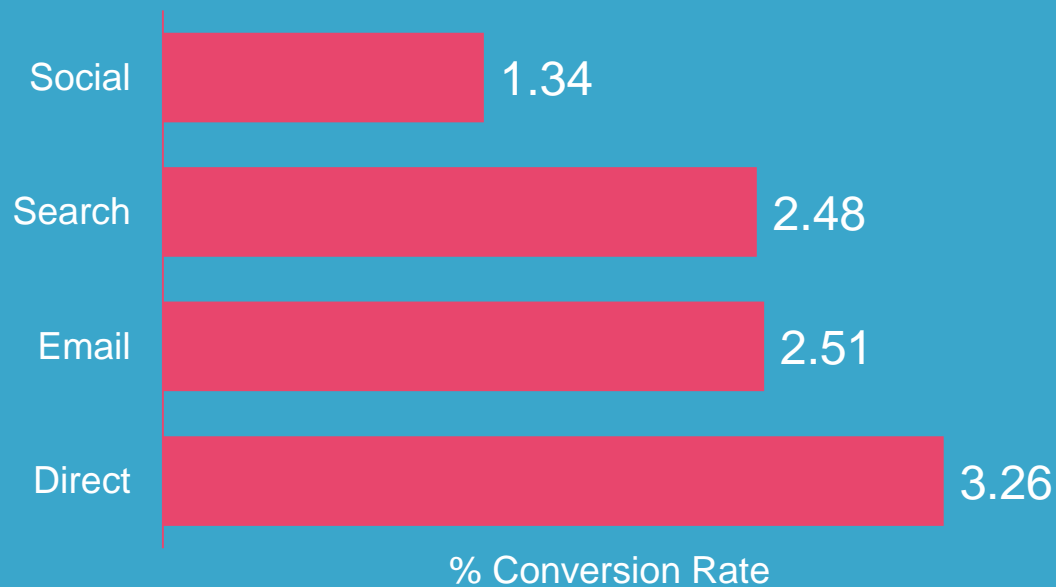
Require multiple tools to supplement the workflow and analytics

Difficult to use

The average social media manager spends 3 hours/day on a tool

# THEY DON'T MAKE BRANDS ANY MORE SUCCESSFUL

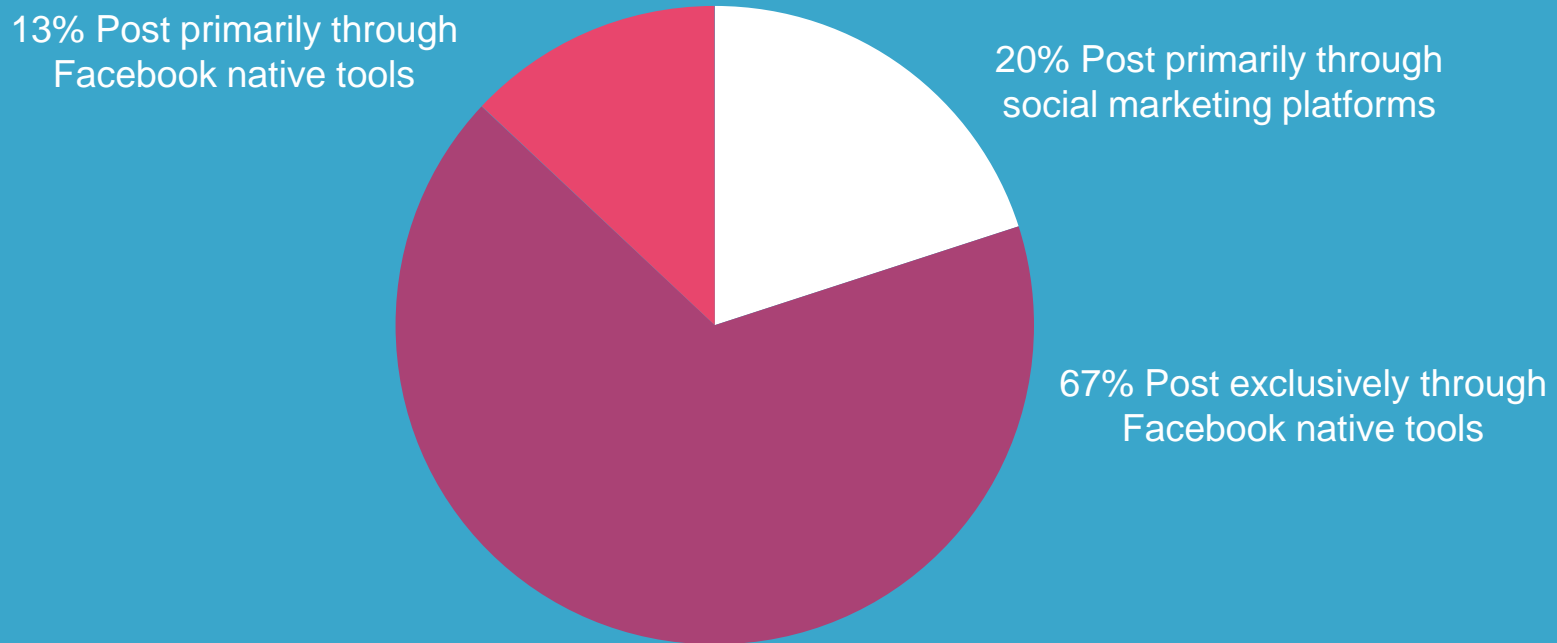
## Conversion Rate Based on Traffic Source



Source: Montetate Ecommerce Quarterly Report, Q3 2015

# THE RESULT: MOST BRANDS DON'T EVEN USE THESE TOOLS

## Percentage of large Facebook brand pages



Source: Facebook data, aggregated by Socialbakers and analyzed by Forrester  
Base: 5,000 Facebook brand pages with at least 500,000 fans each, studied in Q3 2015

## SOCIAL MARKETING

A hamster is running on a wheel, which is a common metaphor for social marketing. The hamster is positioned in the center of the wheel, and the wheel is set against a blue background. The hamster's motion is captured in a way that suggests it is running quickly and continuously.

...can make the best marketers feel like they are hamsters running on a wheel....

## TOOLS MUST BOTH PUBLISH AND RESPOND

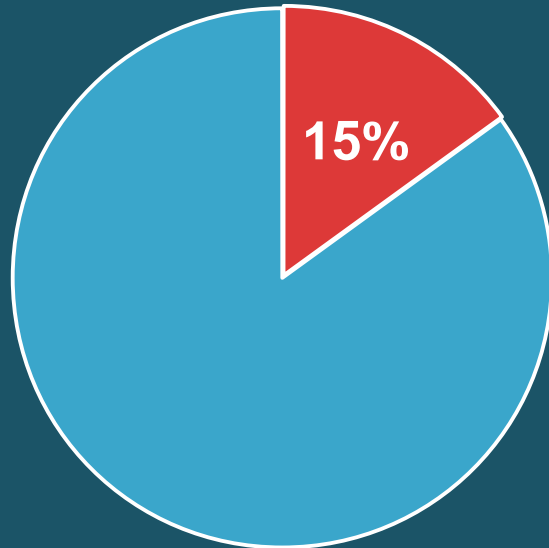
- Tools must be comprehensive enough to both publish and respond
- Strive to never make a single native post
  - It wastes time and effort
  - It breaks your content calendar
  - It breaks your measurement
  - It reduces security

## TOOLS MUST OFFER PROACTIVE ADVICE

- Data on what's already happened requires analysis
  - It takes hours to decide what to post, and when
  - 12.8 hours per week, on average
- Tools must recommend exact topic options and scheduling options

## TOOLS MUST MEASURE, OPTIMIZE, AND SUCCEED

### CMOs Who Can Show the Impact of Social



■ Agree   ■ Disagree or Uncertain

Source: The CMO Survey – February 2016

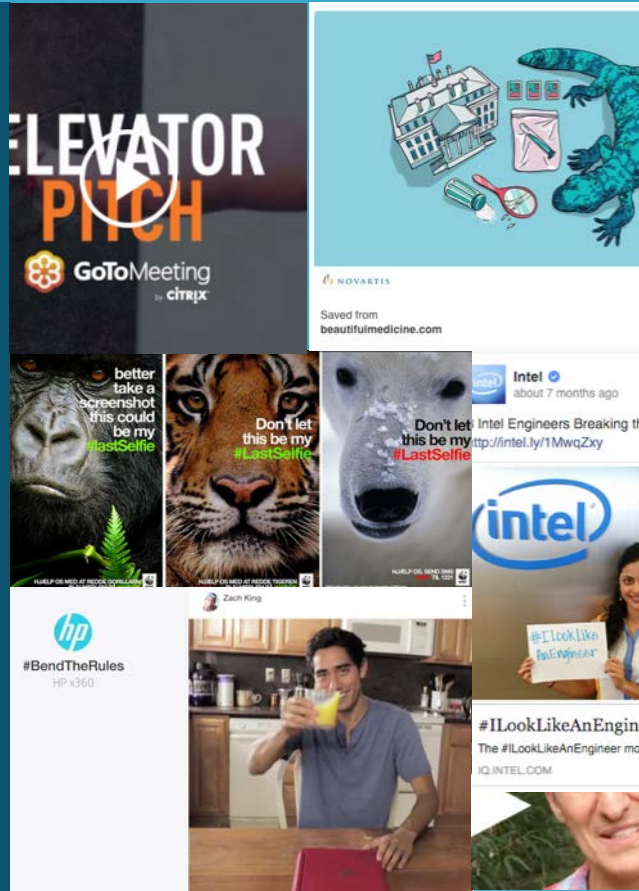
### Tools must offer data on outcomes

- Focus on clicks and conversions, not likes and shares
- Feed these insights back into the recommendations engine

# DONE WELL, BRANDS GET BETTER ENGAGEMENT WITH CUSTOMERS



Customers engage with relevant, authentic, real-time content



Leading to greater loyalty and more purchases





## INSPIRATION TO MOBILIZE

THE PAST IS A  
PLACE OF REFERENCE,  
NOT A PLACE OF  
RESIDENCE.

## LITHIUM SUCCESS STORIES

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So which brands are solving these problems?

# WHY POST OFFICE UK ADOPTED A NEW TOOL

Why has this Tweet gone out?  
We're struggling as it is,  
without more comments!

Oops! Sorry, we've just  
published something from the  
wrong account....

What shall we talk about today  
in relation to mortgages?

Erm, what time shall we  
schedule this for?

What's the new password for  
@PostOfficeMoney?

We've just WeTransferred  
you the images



How time flies...

The Queen and her father feature in a new stamp released today by Royal Mail to celebrate her 90th birthday.



Queen's 90th Birthday

**Meredith Druce** Why are they so hard to get?!!!!  
Like · Reply · April 21 at 3:31pm

**Post Office** You can get these on our website Meredith >  
<http://goo.gl/EOTnmp> ~Anthony

**The Queen's 90th Birthday - Shop**  
A great range of The Queens 90th Birthday themed stamps and collectibles available on...  
POSTOFFICESHOP.CO.UK

# IT'S ONE DIGITAL CONVERSATION

- It's all one conversation between a brand and a customer
- Customers don't care about internal silos

Real example:

British Post Office marketing team posts content using Lithium

Customer posts a comment

Customer Service responds using Lithium

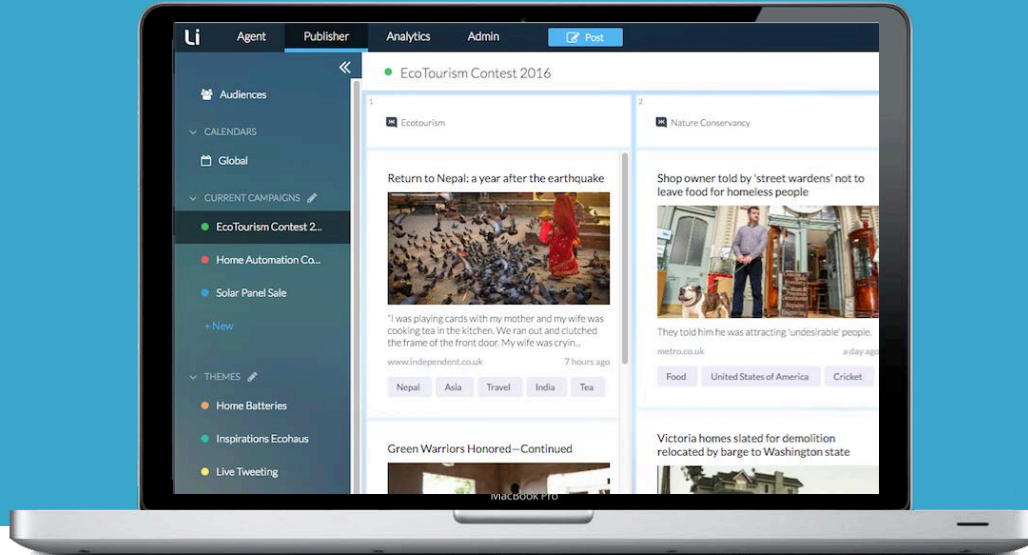
# HOW ALTERYX SCALES SOCIAL MARKETING



*"The benefit of Lithium Reach is two-fold: it's not only helped improve our overall speed to market, but it's also raised the bar on the quality of our content."*

Brian Oblinger, VP of Community and Support, Alteryx

# SO WHAT IS LITHIUM REACH?



“Next- generation” social marketing tool: curate, plan, and publish content on social channels

## Capability Highlights:

- Global content calendar
- Campaign planning
- Content curation and recommendations
- Time to post recommendations
- Analytics
- Brand governance (roles, permissions, approvals)
- Collaboration capabilities between teams and agencies
- Lithium blogs integration

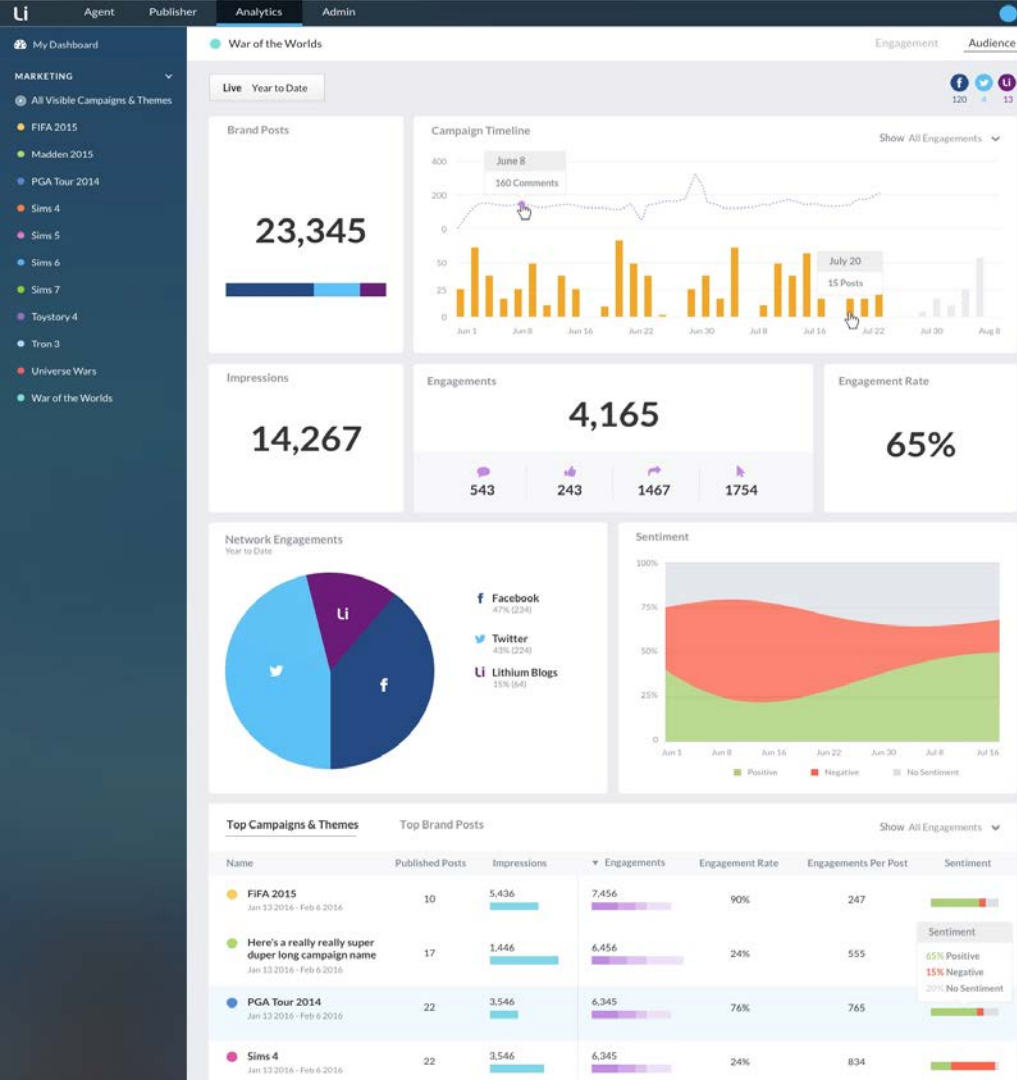
# DATA-DRIVEN RECOMMENDATIONS

Increase the engagement with your content:

- Increase engagement with the Reach auto-scheduler
- Enhance relevance with Klout content recommendations
- Improve authenticity by tapping into Community

The screenshot displays the Lithium Publisher interface. The top navigation bar includes 'Agent', 'Publisher', 'Analytics', 'Admin', and 'Post'. The left sidebar shows a navigation menu with 'Audiences', 'CALENDARS', 'Global', 'CURRENT CAMPAIGNS', and 'THEMES'. The main content area is titled 'EcoTourism Contest 2016' and features four content recommendations in a 2x2 grid:

- 1. Ecotourism:** 'Return to Nepal: a year after the earthquake'. Includes an image of a woman in a red sari surrounded by pigeons. Text: "I was playing cards with my mother and my wife was cooking tea in the kitchen. We ran out and clutched the frame of the front door. My wife was cryin...". Source: www.independent.co.uk, 7 hours ago. Tags: Nepal, Asia, Travel, India, Tea.
- 2. Nature Conservancy:** 'Shop owner told by 'street wardens' not to leave food for homeless people'. Includes an image of a man standing in front of a shop. Text: "They told him he was attracting 'undesirable' people." Source: metro.co.uk, a day ago. Tags: Food, United States of America, Cricket.
- Green Warriors Honored—Continued:** Includes an image of a man in a red sari addressing a group of people. Text: "Good tourism should help protect a place, not destroy it. Part Two of this two-part series reports on how Edward Loure of Tanzania won the Goldman Env...". Source: voices.nationalgeographic.com, 7 hours ago. Tags: Tanzania, Kenya, Africa, Tourism.
- Victoria homes slated for demolition relocated by barge to Washington state:** Includes an image of a large house on a barge. Text: "A small non-profit is moving old, unwanted houses out of a Victoria suburb to where they're needed, but the homes aren't staying in B.C.". Source: globalnews.ca, 2 days ago. Tags: Housing, Washington, India.



# SIMPLE AT SCALE

- Global calendars enable collaboration eliminating spreadsheet and back and forth email
- Workflow assigns clear roles and responsibilities
- OOTB campaign analytics eliminate need for time intensive set-up



Li Agent Publisher Analytics Admin Post

Global April 2016

SUNDAY MONDAY

24 6 Scheduled 25 2 Scheduled

Eco race 1:45 PM

2:00 PM - 4:00 PM

Call for action  
Assigned to Patrick Din

Thermo Day  
Unassigned

Twitter blast  
Unassigned

Battery status update  
Unassigned

Rejected

First blog  
Assigned to Patrick Din  
Hello! This is the first ever blog from me...

Auto battery news  
Assigned to Patrick Din  
<http://www.autoneews.com/article/201604C-all-those...>

Audiences

CALENDARS

Global

CURRENT CAMPAIGNS

EcoTourism Contest 2...

Home Automation Co...

Solar Panel Sale

+ New

THEMES

Home Batteries

Inspirations Ecohaus

Live Tweeting

Product: Smart Therm...

+ New

HANDLES

LightHaus

Ecohaus

deannarami

# MARKETING AND CARE WORKING TOGETHER

Shared visibility to marketing content:

- Support managers have visibility into marketing campaigns
- No more surprises with a big announcement after hours

# LITHIUM DIFFERENTIATORS

## Our approach

Data-driven recommendations

Simple at scale

One customer experience

## Results

Increase engagement by 25%

Double your team efficiency

Improve loyalty and lifetime value

## IN CLOSING

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- Realize the promise of social marketing
- Align social marketing with social care for a seamless customer experience
- Do all of this successfully so you can sleep like a baby



THANK YOU

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