Engagement Lab Overview & Process

Unlocking Opportunity for Outreach

Our mission is to make social spaces more valuable for Brands, Platforms, Audiences -
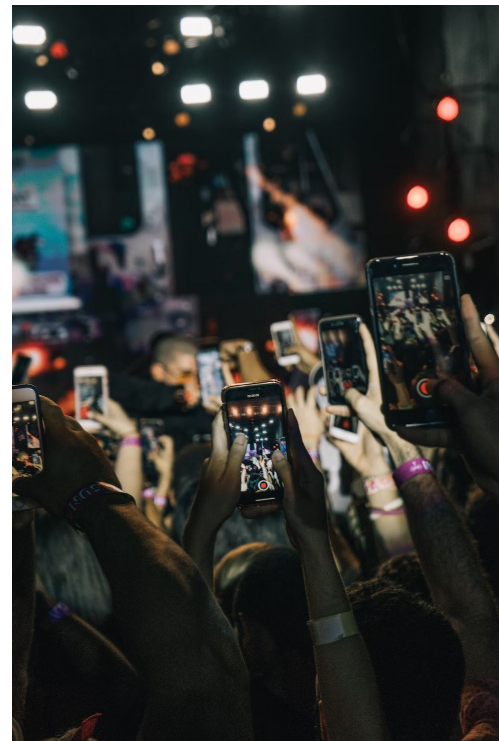
Everyone.

Key Brand Partners

Outbound Social Isn't Optional

Brands in 2023 can't "stay out of it" anymore, as fundamental audience shifts require action.

- 29% of consumers say they're switching brands more often than ever before (source)

- 87% of consumers will purchase a product because a company advocated for an issue they cared about (source)

- 69% of U.S. citizens said that by directly messaging with a brand (whether it be on Twitter, Facebook, or any other platform), their overall trust in that brand increased. (source)

- 84% of B2B executives use brand responses on social media as an input for their purchase decisions. (source)

- 75% of B2B buyers research a brand's social media before they make buying decisions (source)

Risk Levels of Engagement

When should you engage? Typically, brands follow this hierarchy of thinking:

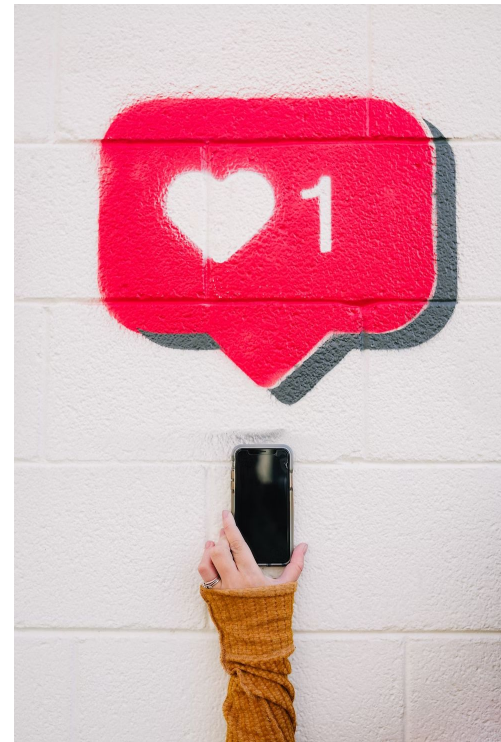| RISK LEVEL	CHALLENGES
Low Risk: Tagged mentions and comments on owned channels	The audience has already "invited you" into the conversation, but this is often connected with complaints, rather than brand building moments.
Medium Risk: Untagged mentions of brand or its products	The audience is talking *about* you but not *to* you - brand engagement here can be a success or an awkward *faux pas*.
Higher Risk: Conversations on relevant topics, but not specifically mentioning a brand or product	There could be enormous potential for offering value or creating a customer relationship, but does it feel like eavesdropping?

We Need Risk-Managed Engagement

Studies have shown that **up to 96% of people talking about a brand aren't mentioning them** or even following the brand's social channels. [(source)](#)

At the same time, organic reach for social media is in steep decline. From 2021 to 2022, average Instagram organic reach fell 29%, and Facebook fell 9%. Today, Pages with over 500,000 likes can expect organic reach rates of only 2%. [(source)](#)

Social media marketers can't get ahead through "better content" alone anymore, they need proactive engagement strategies to connect with audiences.

How The Engagement Lab Works

Our process uncovers and activates new engagement opportunities, while offering brands both safety and scalability.

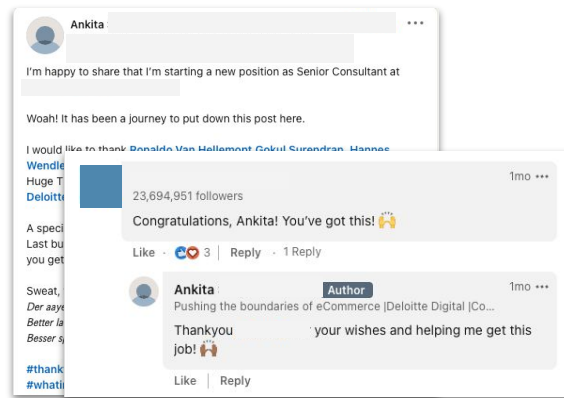| STEPS	DESCRIPTION	REASONS
Scenario Design	Using conversational research, we find moments where brand engagement could be valuable. We design Engagement Scenarios around these moments, clearly defining the requirements that must be present, the "script" for how the brand will engage, and performance benchmarks that will indicate success.	Scenario Design puts a clear box around each test, giving brands peace of mind and safety in this early stage. Scenario Design also removes ambiguity for Community Management teams, enabling anyone to execute the test successfully.
Pilot Period	Community Management teams select a cohort of Engagement Scenarios, design automated workflow queues to qualify matching conversations, and execute the "script" against a randomized subset of those moments. This gives us both Test and Control groups, and enables us to monitor for any significant early outcomes.	Pilot Periods typically last 30-60 days, giving us time to measure initial response and test feasibility. This probation period also lets us stop or pivot the Engagement Scenario early if needed, based on the pre-defined benchmarks.
Multivariate Iteration	Most Engagement Scenarios aren't perfect out of the gate, with early test feedback showing opportunities for improvement. During the Pilot Period our teams will uncover variables in targeting or response scripting that could be optimized, and implement variation tests.	Engagement design revolves around human behavior, often with unpredictable outcomes. Recognizing and reacting to these during the Pilot Period offers us a better final outcome.
Staged Rollout	Engagement Scenarios that surpass test benchmarks are progressively implemented more broadly, while monitoring overall audience impact.	Even successful new processes need staged implementation to allow teams to adjust and grow.

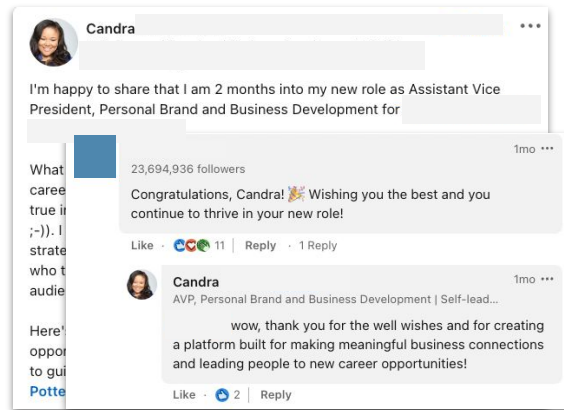# Case Study: **Global Professional Social Network**

We use The Engagement Lab with a global professional social network to help our clients find ways to engage from brand channels that will uplift key micro-communities within the platform.

Test - Celebrating Members in their New Roles

Scenario - Brand channels would "cheer" when members of selected communities (women, minorities, etc.) announced that they had joined a new company, or started a new position.

Outcome - This test uncovered an immediate brand win opportunity, and was approved for staged rollout. Engagements here earned a 59% response rate, including:

- 32% of responses were reactions to our engagement
- 44% of responses were thanking our client for the comment on their post
- 16% of responses were expressing appreciate and support that our client was invested in them

SOCIAL FACTOR

From Digital Chaos to Human Connection