# Solving the Business of Social Media

Social Business Diagnostic Overview



No team in
Marketing has
experienced more
change than
Social Media.

#### 2010 - 2012

- Launches: Instagram, Quora, Snapchat, Google+, Twitch, Pinterest, Tinder
- Microsoft acquires Skype, LinkedIn IPO, Facebook IPO and acquires Instagram - then hits 1B users

#### - 2013 - 2015

- Launches: Discord, Musical.ly, Facebook Live, Vine and Periscope (both acquired by Twitter)
- Amazon acquires Twitch, Friendster and Orkut shut down, Facebook acquires WhatsApp
- Pinterest launches Buyable Pins

#### - 2016 - 2018

- Launches: TikTok, Parler, IGTV, Snapchat Spectacles
- Microsoft acquires LinkedIn, TikTok acquires Musical.ly, Vine shuts down,
- Instagram adds Stories, Twitter adds characters

#### — 2019 - 2021 (so far)

- Launches: Clubhouse, Twitter Spaces, Instagram Reels, Ratatouille the Musical on TikTok
- Google+ shuts down, Parler shut down (then comes back), almost all social shuts down for #BlackoutTuesday
- Facebook whistleblower leaks internal research showing mental health harms; executive failure to correct issues

At the same time, Social Media teams are overloaded, undervalued, and misunderstood.

- 25% of entrepreneurs and CEOs believe Social Media marketing is more exhausting than scaling Mt. Everest.
- 44% of CMOs have no idea whether Social Media is helping their business. Another 36% believe it is, but can't quantify it.
- 73% of Marketers stated "Increased acquisition of customers" is their #1 goal for social media efforts this year

# Social Media teams need more than iteration.

It's time for transformation.

At Social Factor, we enable Brands to have conversations with Customers that create lasting connections and build valuable audiences.



# **Key Brand Partners**













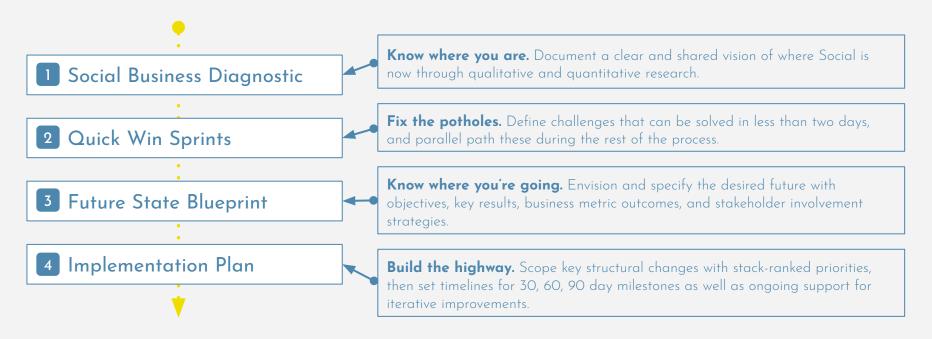






## Social Business Transformation

Our team unpacks, understands, and untangles the "How" of social media for enterprise brands through our Social Business Transformation process:



# Diagnostic Process

The Social Business Diagnostic is a fast and easy on-ramp to begin Transformation, with 4 key phases completed in as fast as 4 weeks, depending on client schedule.









#### Gather

Develop team and contact lists;
Credentialing and security onboard for teams; Connect to comms, reports, and repositories

#### Listen

Surveys sent to internal and external teams; Stakeholder interviews with key groups; Follow-up 1:1 questionnaires and meetings

#### Understand

Collate and develop insights; Validate initial hypotheses; Share Quick Wins and define Agile sprints to implement

#### Share

Present initial
Diagnostic to core
group for
feedback;
Implement edits
and socialize to
complete team for
organizational
transformation

#### Activate

Continue to Quick
Win Sprints and
Future State
Blueprinting

### What We Review

We believe successful Social Media practices are supported by 3 pillars: **Process**, **Platforms**, and **People**. All of these support the brand **Purpose**, and execute with effective **Performance** to create connections.

#### Performance

Building the measurement points, the data collection, and the analytics to take in the whole picture of social media impact, then designing the dashboards and reports that communicate that landscape of impact to all levels of business stakeholders.

#### People

Meeting the size of conversation experiences with clear roles, through planning, and scalable bandwidth to bring humans in connection with Brand audiences.

#### **Process**

Organizing the work of social media to drive business goals forward through data-driven strategies, relevant content, and measurable performance.

#### **Platforms**

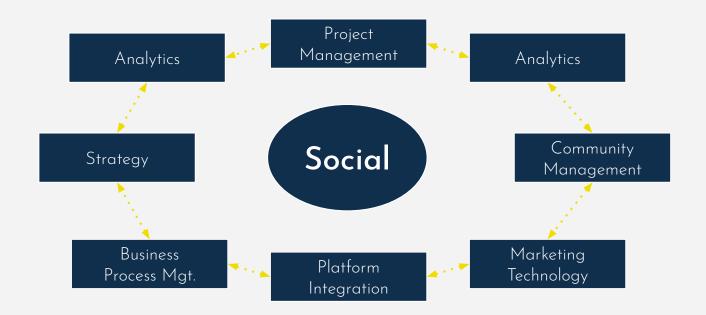
Architecting the technology of connection to integrate customer behavior insights, activate content publishing, and react at scale to every

#### Purpose

Defining what social media should accomplish, what our business sounds like on these channels, what won't work within these spaces, and how these channels ultimately drive business success.

# Our Diagnostic Teams

Social media integrates stakeholders from across an organization, and we bring the same level of diversity and expertise to reviewing your social media operations and execution.



### Our Work + Client Results



- Assumed responsibilities for Social Care and Community Management across North America
- Launched, staffed, and currently maintain Social Center of Excellence

- 700+ security loopholes resolved
- 970+ Toyota/Agency team members serviced
- Over \$1.4M in enterprise savings since Jan 2020
- 375+ reports designed and developed



 Creator Relations and Comment Moderation for social awareness campaigns: vaccine adoption, Black Voices Fund, #StopAsianHate and more

- Over 12,000 negative comments eliminated during Biden Administration Vaccine Town Hall
- Blocked 100+ aggressors during Mark Rober + Jimmy Kimmel live event for Next for Autism



- Social Business Diagnostic conducted with internal and agency stakeholder teams
- Review of social management software platforms and customer data
- 8,400+ social channels identified to be brought under security and governance structure
- Streamline and reduction structure provided to optimize 240+ reporting dashboards
- Integration steps provided to connect social with 6M+ customer records in CRM / CDP

# SOCIAL

From Digital Chaos to Human Connection