

SOCIAL

FACTOR

Social Business Diagnostic

The answer to “What does social media do for our business?” delivered in four phases, as fast as four weeks.

Our Challenge

- Social media publishing and analytics were distributed across a variety of platforms, with different owners and/or duplicative content
- These scattered point solutions created overlapping processes, each owned by separate teams with their own objectives
- Client sought to build an integrated content flow for their Social Center of Excellence

Our Solution

- Partnered with client team to comprehensively evaluate every platform touching social media and provided recommendations to streamline
- Conducted interviews with each content stakeholder team to understand current process and design new workflow
- Rolled out platform optimization and standardized procedures with training and support for all contributors

The Results

- **1,600+ existing content assets** reused across business units
- **\$5.7+ million saved on original content** creation through asset management
- **26,000+ work days of effort saved** through process optimizations
- **250+ users migrated** to a single shared content plan process

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FACTOR

Harnessing the CHAOS

*Aligning Resources for
Maximum Efficiency*



THE SITUATION

A global convenience store brand came to Social Factor frustrated with the state of its social media operations. The company had low platform utilization, sporadic reporting, an overwhelming volume of unused dashboards, thousands of rogue social media accounts, and a significant need for a path forward.



OUR SOLUTION

Social Factor interviewed key stakeholders and completed a review of current tech stack to build a plan that would deliver the following key benefits:

- Streamline brand social footprint
- Create a secure environment for account access
- Enable operational action from the voice of the consumer
- Recommendations to understand and contextualize success through standardized data analysis
- Establish procedures for effective, consistent, and sustainable brand representation across social media



RESULTS

For a global brand with a \$40+ billion market capitalization, the risk of a brand crisis is estimated at \$4-6 billion in enterprise value. Social Factor laid the groundwork for preventing this with four specific deliverables:

- Global audit and consolidation of **8,400+ social accounts**
- Secure credentials management
- Listening dashboard optimization for **240+ existing dashboards**
- Integration efforts to connect social with **6+ million customer records** in CRM/CDP



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