

# Getting social engagement on track.



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## How structured listening enabled a nimble turnaround.

**CLIENT:** A proprietary school group with multiple brands across several markets.

**CHALLENGE:** Concerns were growing that simply reacting to social media posts and reviews as they appeared left them vulnerable and unprepared.

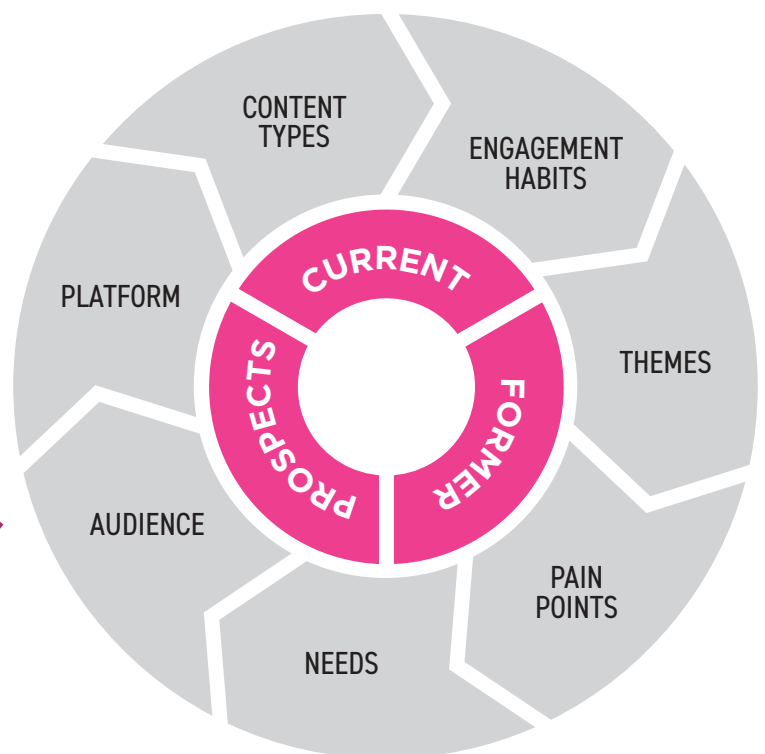
The client knew they needed to structure a more proactive plan to get ahead of concerns and turn the tide.

Raising test scores and pass rates became the top priority for the school. While they offered a variety of academic and administrative support options, very few of the students took advantage of them.

**SOLUTION:** We quickly customized and conducted an online listening study—with real-time monitoring and trending for not only their brands, but also the competitive set for each. In just a few weeks, we were able to deliver actionable insight, and develop an integrated plan to harness the power of social media to their advantage.

We utilized configurable technology to find every place on the Internet that the brands were being talked about—including social posts, reviews, blogs, news, and more. We quickly identified trends based on who is talking, what they're saying, and what they want to know.

The data was synthesized and culled into an executive report which identified top audience concerns by brand, benchmarked sentiment toward each brand, and key competitive points of comparison.



Identify the people and places online that influence perception of your brand—as well as competitors—to gain a competitive advantage.



This is key because you can't fix what you don't know is broken (or at least perceived as such).

In this case, overall sentiment was negative for one brand, and neutral for another.

By understanding the key drivers behind sentiment for these brands as well as better-performing competitors, we identified significant opportunities for overall improvement in marketing messaging.

We uncovered actionable insights, and delivered them in the form of a key message map by social platform, this was used as the basis for a newly-proactive social media strategy—and new messaging points were then integrated into every consumer facing touch point.

This gave marketing leadership clear opportunities —and the power to:

- Move from being reactionary in social media to completely proactive.
- Get ahead of trending issues—and focus attention on targeted messaging that drives the most lift.
- Focus content development around core tenets by brand— on a regular schedule—with accelerating results.
- Break through a very crowded and cluttered marketplace with a fresh approach in utilizing social media to highlight and enhance their brand personality.

## What changed?

By tying all efforts back to key audience questions and concerns—and understanding how these play against the competitive set for each brand—the client is able to guide and enhance perceptions that drive action.

We gave everyone developing customer touch points a clear road map—taking focus off of “what we want to tell people”, and leading engagement with “here’s what you want to know”. This makes communication more relevant and impactful—and ensures that all internal efforts have a clear and productive focus.

By continuing to focus on key audience questions—tracked with monthly measurement—the company moved audience sentiment from negative to neutral for the first brand, and from neutral to positive for the second. This expedited traction is already having a clear impact on engagement and enrollment—as well as partner relationships.

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