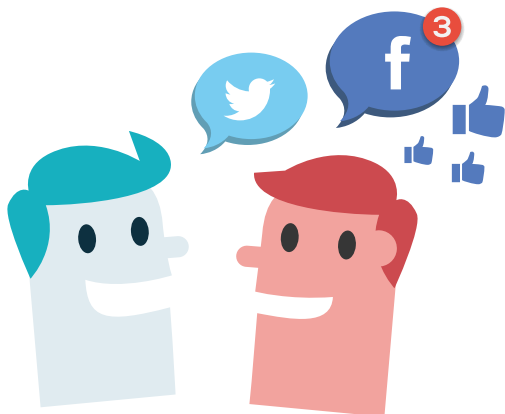


The Enterprise Mobile-Social Guide



WHERE2GETIT



You are reading this because you believe in the power of mobile. Do you believe in the power of social?

Within enterprise businesses, there is a clear social media paradigm split: You either believe in the power of social, or you do not. The enterprise who does not will, undoubtedly, still participate in social forums. Yet, for them it is merely a completed task among many.

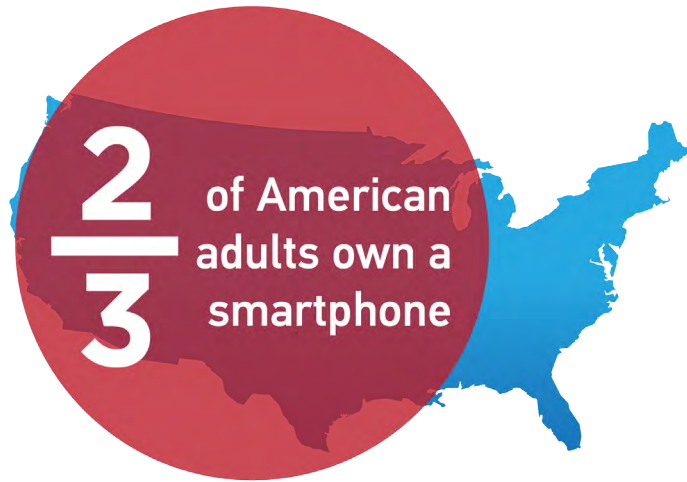
We are here to tell you that mobile without social, social without mobile, is a half-baked strategy - ineffective for local search discovery and findability.

After reading this Whitepaper, enterprise marketers will understand the importance of social strategies to develop a holistic mobile marketing strategy.

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The Mobile-Social Evolution



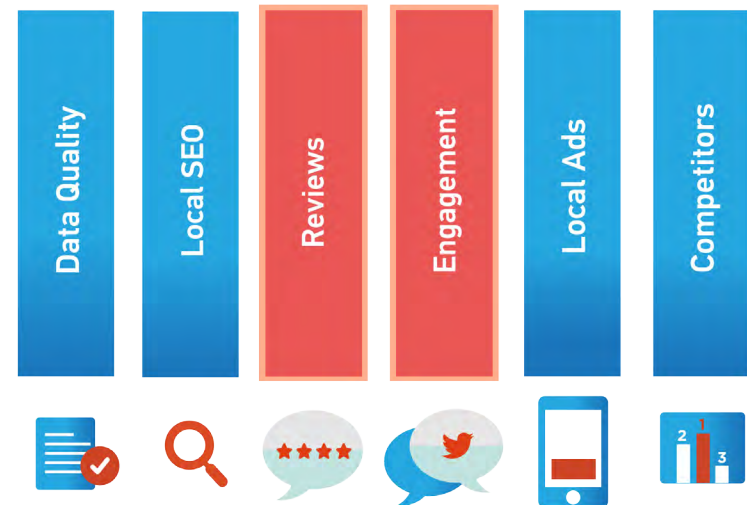
There are now more than [7.2 billion](#) active SIM cards in the world and the number is increasing five times faster than the human population. Today, [two-thirds](#) of American adults own a smartphone, and nearly half own a tablet. As the amount of mobile connections continues to grow, these devices will become even more integrated into our daily routines.

According to [Nielsen](#), 47% of smartphone owners are using social media daily, making it the top internet activity on U.S. mobile devices. Social media is changing the way brands interact with their consumers online. Now brands have the opportunity to listen to what

customers are saying and strategically join the conversation.

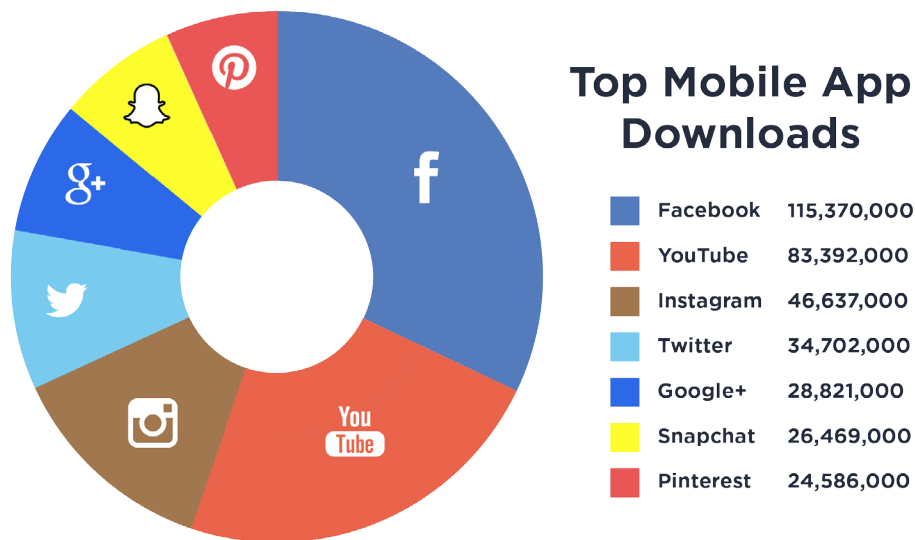
Brands taking advantage of social media's presence in a local environment will generate more relevant content to build stronger connections. With social media, brands are able to incorporate social selling strategies, digitize customer-service, and measure the return of their social investments.

6 Pillars of Brand Score



*[Brandify](#) monitors the 6 pillars of Brand Score to understand your social buzz on a national and local level. In this whitepaper we are focusing on 2 pillars - *Reviews* and *Engagement*.

The pie chart below displays the social media applications that ranked in the top 25 of all mobile applications and the unique visitors each received for the month of June 2014.



Source: comScore mobile metrix, U.S. Age 18+, June 2014

Social Selling

A recent [Hubspot](#) survey stated that 73% of customers were more likely to buy from a brand that responds on social media.

According to a [Gallup study](#), "Customers that are fully engaged represent an average 23% premium in terms

73% of customers were more likely to buy from a brand that responds on social media



of share of wallet, profitability, revenue, and relationship growth compared with the average customer."

Authors from the [Gallup study](#) further explained:

“ Fully engaged customers have a strong emotional attachment to a company. They act as brand ambassadors for this company, rallying on its behalf to friends, family, and coworkers, and going out of their way to purchase its products or services. Some might even say that they love that company. ”

In terms of selling, relationships matter. Actively monitoring accounts is not enough, to create a network of engaged customers on social media, brands need to truly listen and respond to their customers. When your social channels are optimized with local intent your brand has the ability to communicate directly to the needs of local specific customers, creating deeper levels of engagement.

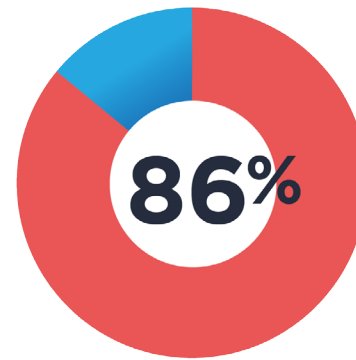
Enterprise level brands have the ability to create both corporate (parent) and individual store (child) pages on Facebook. Child pages on Facebook are an effective way for brands to leverage their ability to speak to consumers on a local level. With child pages, brands are able to position themselves as part of consumers sphere of influence by sharing expertise with engaging posts and promotions related to specific locations.

Being active on social media enriches the selling process by acting as a medium for national brands to speak to consumers at a local level. When brands take the time to listen and respond appropriately to consumers on social media, they humanize themselves and become more approachable. This type of personalization and attention does not go unnoticed.

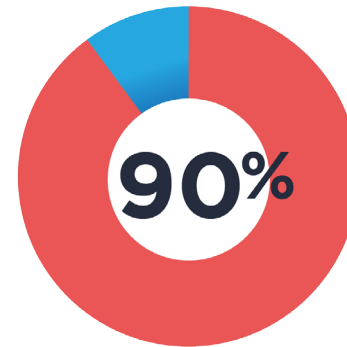
Real-time Customer Service

For national brands, reviews and posts from social media channels provide insights into consumer attitudes at various locations. 86% of consumers said buying decisions were influenced by negative comments made online and 90% of consumers checked to see what others have said before making purchasing decisions.

[McKinsey research](#) shows that handling customer issues well online can represent a paradigm shift in customer



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Source: Marketing Land, [Survey: 90% Of Customers Say Buying Decisions Are Influenced By Online Reviews](#)

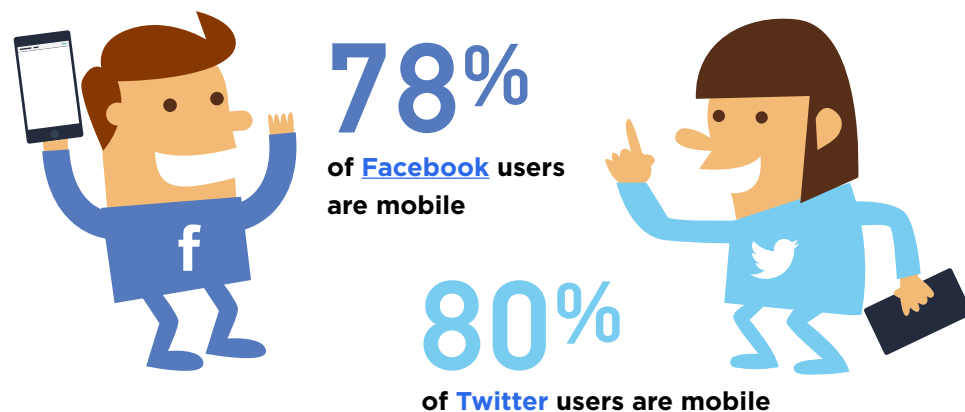
satisfaction. A timely response to a negative review, tweet, or Facebook post is critical to managing and upholding online reputations. 71% of users access social media channels from a mobile device, meaning that the majority of Facebook posts, tweets, and online reviews generated are occurring in real-time and require quick, thoughtful responses.

Twitter accounts can be optimized by creating handles specifically to handle customer service concerns. Creating a handle for the distinct purpose of enriching customer service encourages customers to connect with the brand, and establishes the brand's social media channel as an authentic resource to go to. An example of a brand that has optimized their Twitter strategy for customer service is Nike. Nike has created the Twitter handle, @NikeSupport, as a way to help customers experiencing issues with their products. Nike's account has the days they are active on the account in the bio so customers know when to expect a response and won't feel dismissed. This example establishes the fact that if done well, Twitter is a valuable platform for customer service.

When brands respond to consumers online they prove to be authentic and genuinely concerned for the well-being of their customers. These attributes are greatly appreciated by consumers and will help bring value to the brand and create more engagement. With multiple locations it will be crucial to use a [tool to monitor](#) all locations on one dashboard. Having a tool that sends email notifications to brands when negative reviews have been made enables them to respond to review sites in real time.

Measuring Social Media Effectiveness

Calculating ROI from social media campaigns used to only be calculated through consumer engagements. Investment on social was justified with how many likes, comments or shares various posts and campaigns received. In 2015, this information will translate to revenue and the concept of paid social media will become more prevalent.



Using tools embedded on the social media platforms in combination with Google Analytics, brands are able to determine which posts and platforms are generating the most about of website traffic while also monitoring the length of time customers spent on the page. When comparing the average cost of PPC campaigns with the amount of visitors social media links generate to the same landing page, marketers are able to put a dollar

amount on the traffic derived from social media sites. Once organic activity has been measured and adjusted to reflect the needs of a brand's audience, the next step is paid social.

One of the main benefits from advertising on social media is the ability to gather consumer information including: demographics, interests, behaviors, and geographic location. With this information brands are able to understand the characteristics of consumers resonating with their social media advertisements. When deciding to pay-to-play on social, your brand must always have a goal for each paid campaign. Creating a goal for each social campaign will guide your business to the right platform and allow you to optimize your post, tweet, or social advertisement for the appropriate audience. Paid social media provides enterprise-level brands the reach they need by delivering the right message to the right people. Facebook's algorithms consider over [100,000](#) different factors when deciding which posts receive prime timeline real estate and Twitter receives over [500 million](#) tweets a day; this makes it difficult for brand messages to appear to the right consumers. The best paid advertisements on Social are interesting posts that create value for your business.

Implementing social media marketing strategies with well-defined goals allows brands to think more

strategically about social by discovering ways to connect with consumers. Utilizing social monitoring software like Brandify, multi-location brands are able measure customer sentiment and its correlation with customer check-ins. Once brands listen to what their consumers are saying, they can adjust their social media campaigns accordingly, and multiply reach with paid social. Social media is not just about generating awareness anymore. It is about generating revenue.

Conclusion

The increased usage of social media networking among American adults has forced marketing efforts to go where the consumers are: on social. It is crucial that your brand creates a strong social strategy to stay relevant and communicate with consumers online - especially at a local level. Every day, consumers are checking into locations, posting social media status updates, and writing business reviews online. Is your brand ready and equipped with the appropriate tools to engage with these local audiences on social? Claiming your brand's locations on social media and review channels is critical to developing meaningful social engagements with the right audience. But that's only the first step to fully optimizing your social media strategy.

Mobile-Social Checklist

How optimized is your social media strategy?

Utilize this checklist as a quick reference to observe areas of improvement.

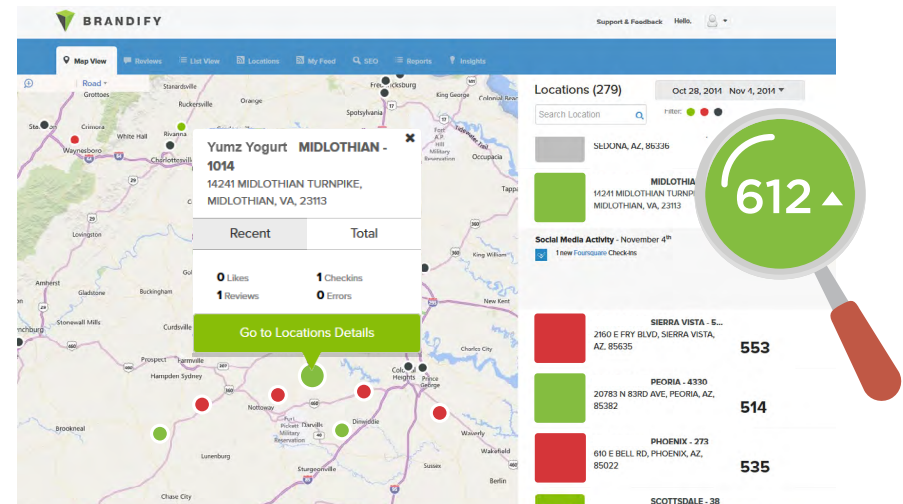
Checklist	Yes	No	Don't Know
My brand has updated Facebook Child Pages for each location.			
My brand is aware of the audience on each active social media channel.			
My location listings are claimed on review channels.			
My brand's location data is clean, current and consistent for all locations.			
My brand has a tool that monitors online reviews across multiple locations.			
My brand has a tool to measure customer sentiment.			
My brand receives real-time notifications when negative review is posted.			
My brand measures the effectiveness of social media channels.			
My brand's social campaigns are optimized for mobile.			
Do you know your Brand Score?			

The Brandify Platform

Brandify is an analytics platform that evaluates enterprise level brands' location-based marketing performance locally and nationally. Using a field-tested benchmark, known as a Brand Score, Brandify evaluates over 250 different variables across six core location-based pillars: Local SEO, Data Quality, Engagement, Local Advertising, and Competitor Benchmarking.

With Brandify, brands have the ability to take action across various location-based disciplines straight from the dashboard. From an administration standpoint, Brandify allows various levels of access by persona to best leverage the resources within a brand's organization. Brands can go from "do it yourself" to "do it for you" at anytime.

The core that powers Brandify, from analytics to competitive insights, is a brand's location database. NAP and listings data is processed through our Data Cleansing technology, ensuring that all data is formatted correctly per publisher, syndication network and listings provider. After Data Cleansing, Brandify begins to collect



local profiles measuring the accuracy, consistency and freshness of content. The initial Brand Score foot-print used to benchmark the progress of a brand's local marketing efforts. This Brand Score reveals areas of opportunity, successes and competitor insights, giving brands a road map to local marketing success.

Do you know your Brand Score? Try a free Brandify trial to evaluate your local pages, local listings, reviews and social media, and see how your brand stacks up on Digital.

Click To
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