

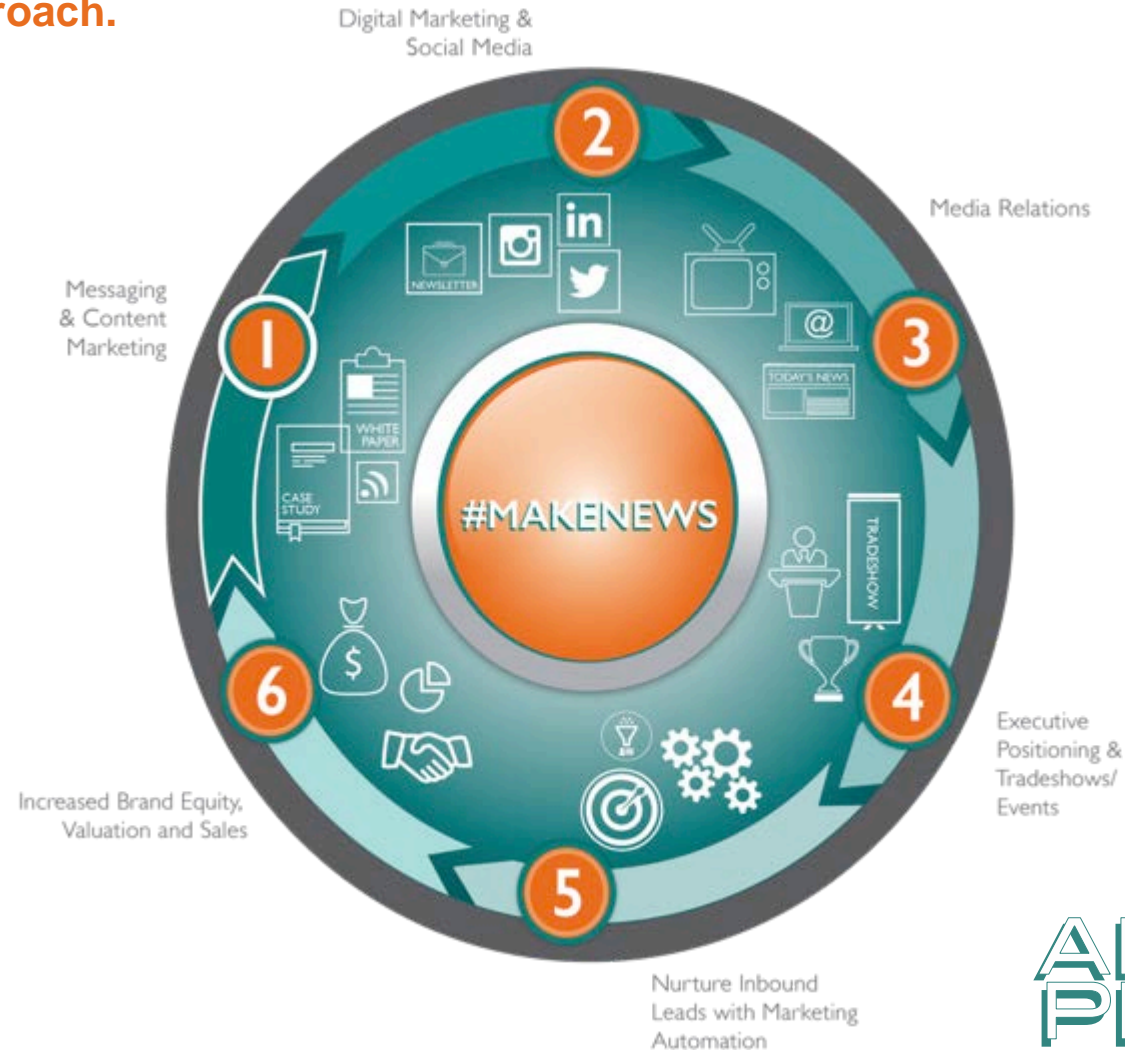
Case Study: Social Listening



SOCIAL SHAKE-UP SHOW
5.23.17 | ATLANTA
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Our Approach

Public relations isn't defined as simply media relations and events, but rather a calculated combination of strategies and tactics across several disciplines including traditional marketing, advertising and content creation. **We call it the 360° approach.**



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Case Study

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Meet Invoiceware

WHO: Leading financial compliance solution
Invoiceware International manages over \$84 billion in electronic invoice volume for multinationals like Coca-Cola, Philips and Pfizer.

CHALLENGE: Invoiceware was not utilizing social media to its full advantage, so AR|PR was enlisted to build a B2B social media strategy from scratch – incorporating LinkedIn, Twitter and Google+ into the brand's overall marketing.

APPROACH: AR|PR conducting a social listening campaign via Google Alerts and Sprout Social collecting data that would later



Key Findings

- Most FinTech chatter was happening on Twitter and LinkedIn
- Newscycles affected the spikes in chatter on social
- Very few employees (close to 0) were participating in discussions around the company, even during big announcements/events.
- There were several influencers and media quickly identified as right fits to immediately engage with. Right fit = talkin' the same talk', walkin' the walk.
- Competition in the industry leaned on



Implementation

- AR|PR's social media strategy for the company included an audit of current channels and recommended tactics that would not only grow online followers, but also **engage key industry influencers and industry user groups.**
- Updated and optimized **Twitter and LinkedIn**, while **simultaneously leveraging content on Google+ for SEO benefits.** All social media channels were redesigned to maintain brand consistency across platforms.
- Took over CEO's personal accounts in order to follow and connect with **right-fit reporters and analysts**, and AR|PR strategically distributed ongoing content with **key industry dates and news cycles in mind.**
- Further, AR|PR provided **LinkedIn training and resource materials** for the company's leadership and



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Results

- Surpassed its initial goal to **increase Twitter followers by 30%**.
- Saw **increased engagements** each month from key accounts, like @SAPInsider (12.9k followers).
- LinkedIn has also remained a top 8 traffic driver to invoicewareint.com.
- The company and executive Twitter and LinkedIn accounts both acquired key industry analysts and reporters, resulting in an analyst briefing from a key procurement and supply management analyst.
- The company blog remained the second most visited page on the site with the **lowest bounce rate (0.46%)** of any page.
- Invoiceware's **355%** increase in white paper downloads is also largely attributed to the firm's social media distribution strategy.



Thanks for the invitation to connect on LI.

We should probably connect more directly at some point too.

Let me know if you'd like to do intros or schedule a formal briefing.

thanks,
andrew





Recommendation s



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- Understand overall business goals and objectives. This will help you to set social listening goals.
- Use software that really works for you!
- Set and manage expectations.
- Truly implement a strategy or pivot from what you are already doing based on your social listening efforts.
- **DON'T FORGET: EVERYTHING IS INTEGRATED.**





Contact:

OFFICES IN:
ATLANTA'S TECH SQUARE
LAUNCH PAD NEW ORLEANS
WEWORK SAN FRANCISCO

855.300.8209 | arpr.com
annaruth@arpr.com and blair@arpr.com

 [linkedin.com/company/arpr](https://www.linkedin.com/company/arpr)

 [facebook.com/annaruthpr](https://www.facebook.com/annaruthpr)

 [@ar__pr](https://twitter.com/ar__pr)

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