

How to Squeeze More Organic Reach Out of Social

SOCIETY

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Juice Worth the Squeeze



- **Listen In** – Tap into unplanned moments to drive earned media
- **Build Community** – Activate your biggest advocates
- **Always Test Content** – A/B test everything

Listen In – Fiat Chrysler Automobiles

Challenge

- The Pope drove around NYC in a Fiat.

Solution

- Respond, quickly!

Result

- \$1mm in earned media during a 24 hours



Fiat succinctly — and savvily — immediately responded to the papal endorsement, expressing its gratitude with a simple "#blessed" followed by a prayer hands emoji.

#blessed <https://t.co/AViaYZigib>

— FIAT USA (@FIATUSA) September 22, 2015

Listen In – Sony Home Entertainment



Challenge

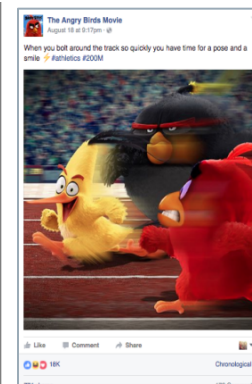
- Launch the “Angry Birds” on EST during the Olympic Games; reach Dads 24-49.

Solution

- Identify the most resonant sporting events and storylines for “Dads.”

Result

- 10x engagement against Sony’s social benchmarks.



Build Community - Jeep

Challenge

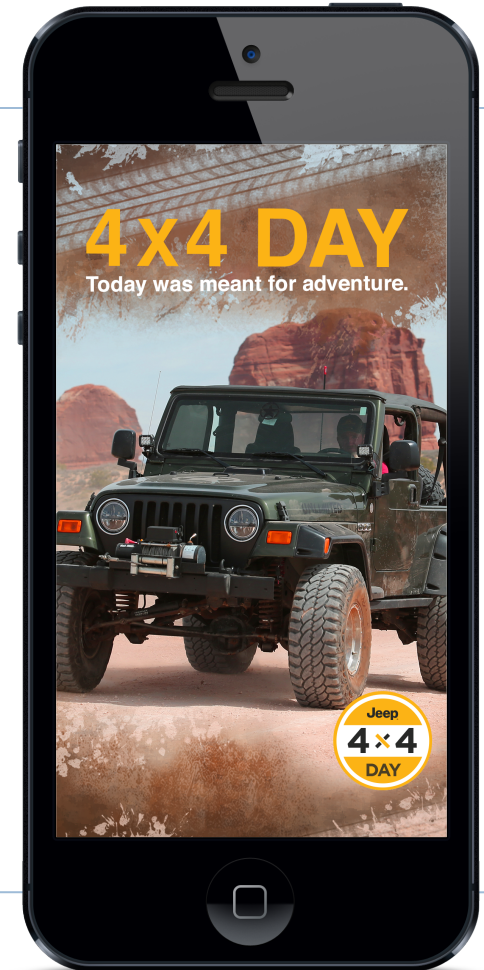
- Ignite Jeep owners for the brand's 75th anniversary.

Solution

- Encourage and reflect the conversations owners wanted to have with the brand – specifically, pride about the vehicle's 4x4 capabilities

Result

- 2.6 million social engagements in one week



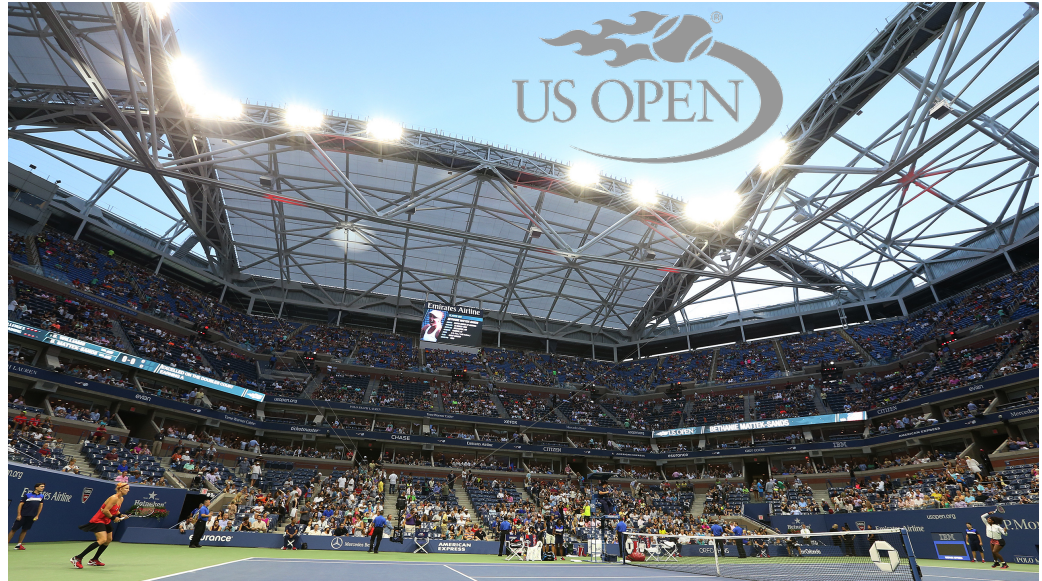
Always Test Content – U.S. Open

Challenge

- Build social buzz heading into the US Open.

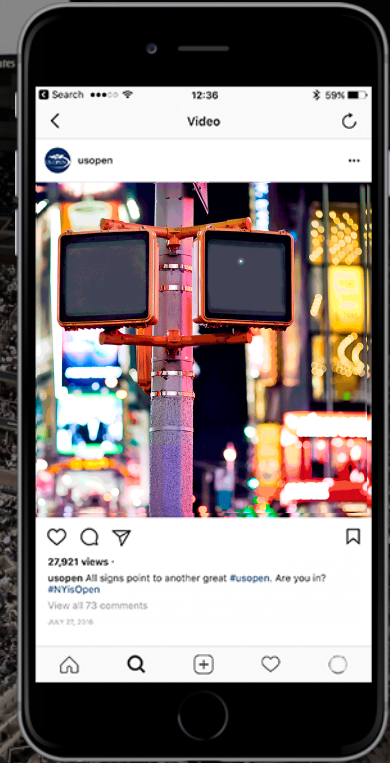
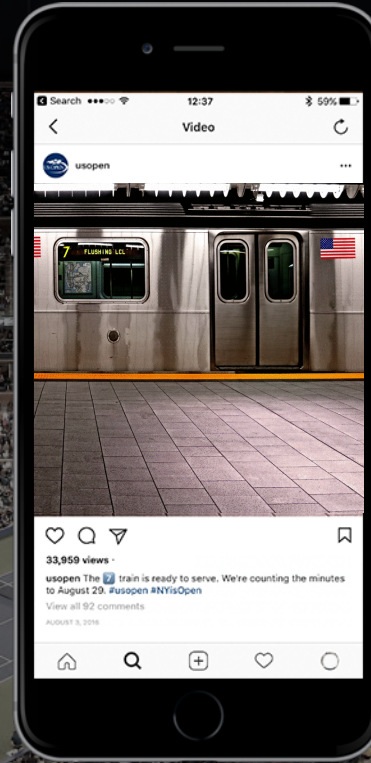
Solution

- A/B/C test content to find the most resonant messaging



Results

- Our organic microcontent received 5MM impressions and averaged 46% more engagement than previous posts.
- Content led to video content, which led to a TV spot.



#shakeupshow
@rlbeditor



Wilson
US OPEN⁴

Tools of the Trade – 3 Layers of Listening

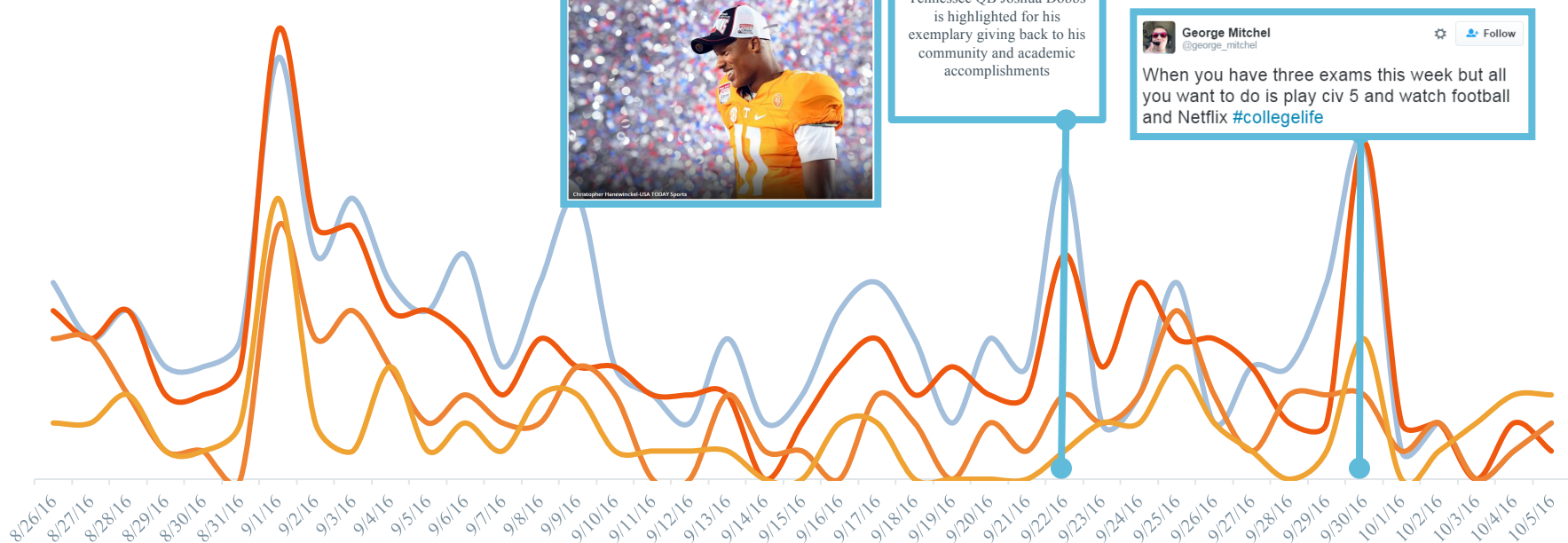
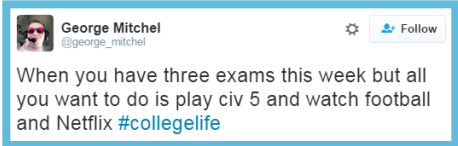


Tools of the Trade – Emotional Listening



Increase in all emotions as Tennessee QB Joshua Dobbs is highlighted for his exemplary giving back to his community and academic accomplishments

Anxiety increases as students' workloads increase with upcoming midterms that will take place throughout October



Quick Tips

- Be consistent with your publishing cadence – but always post with purpose
- Create a calendar, but avoid “calendaring” (posting only on holidays)
- Ask your audience to engage in conversation – pose questions or solicit UGC
- If you can’t afford video, consider GIFs (giphy.com/create/gifmaker)
- Utilize free app tools to create more dynamic content – e.g. Adobe Spark Post
- Keep brand hashtags unique and content hashtags more broad. Need help? Check out *hashtagify.me* (for Twitter and Instagram)
- Let Facebook Insights help you determine the best time of week/day to post
- Don’t be afraid to reuse assets that have performed well in the past
- Tap into employees to get your message out there