

profiling & personalization



research
strategy
communications

Challenges

This client continually struggled with limited web and social presence fueled by low levels of customer/prospect interaction. Because they were acting on minimal customer insight, relationship building was passive and generated below average customer experience scores and few sales engagement opportunities. A revamped approach was required in order to effectively drive presence and recapture customers.



Challenges

Limited web and social presence

Minimal customer insight

Passive relationship building

Decreased customer/prospect interaction

Solution

To help our client expand social presence and deliver a more enriched customer experience, we first identified top sources influencing customer decision-making via primary research, as well as social media outlets and network vehicles offering optimal seeding and peering potential. We also defined topics of interest to provide appropriate context for stimulating interaction. A decision-making hierarchy including attributes/motivations by decision-maker type was created to determine the most effective activities and initiatives for triggering sales engagement at higher levels.

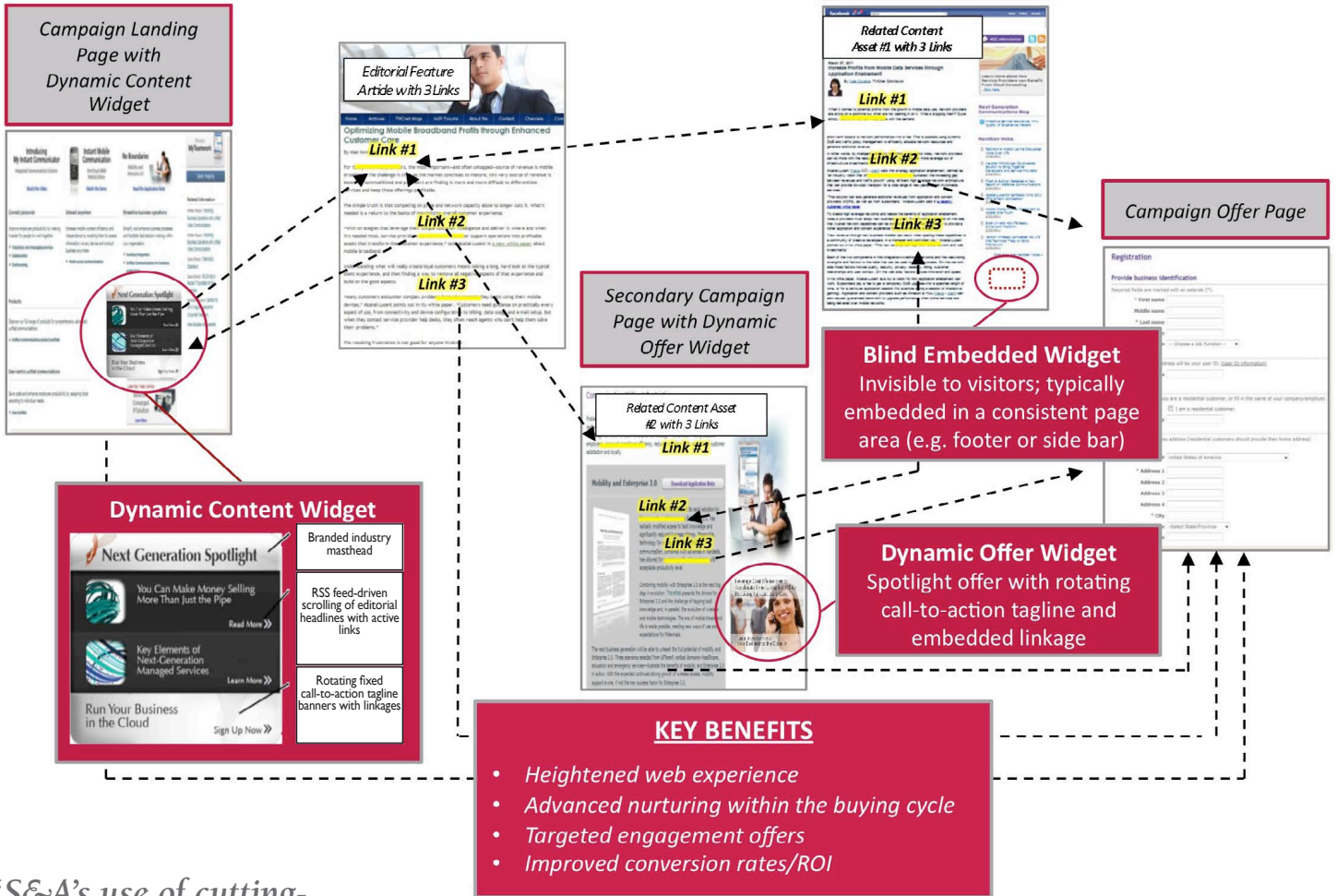
Drawing from the research findings and proven best practices, our team developed a dynamic widget application to syndicate/showcase content assets and offers on select web pages and influential social sites to generate traffic and establish credibility. Research insight combined with the widget's visitor profiling capabilities identified over 1,000 target accounts. An advanced scoring system for qualifying prospects and serving personalized content was built using the decision-making process to provide a progression of conversations and pathing for offers.

Key Steps

- Pinpointed information sources influencing decision-making
- Identified top social media outlets/networks for optimal seeding and peering
- Determined conversation topics and context for stimulating interaction
- Identified engaging activities/initiatives
- Created conversation progressions and offers
- Developed advanced scoring system to align with the buying cycle
- Designed and implemented dynamic widget applications to showcase/syndicate editorial content and social interaction progressions
- Integrated new marketing activities with current CRM program



Social Interaction Progression



“S&A’s use of cutting-edge techniques has left us with a set of solutions from which we consistently realize new benefits.”

Results

- One of the top-rated areas on all media sites and client web pages
- Improved average time spent by over 2 minutes
- Heightened overall web and social media exposure (100x)
- Raised trust and credibility levels by 50%
- Increased interaction over 70% and doubled conversion rate



Shenkan & Associates, a full-service marketing firm, helps companies succeed with critical research measurements, innovative strategy and targeted communications tactics essential to securing a sustainable competitive advantage in today's rapidly evolving marketplace. We combine our extensive service capabilities with expertise in diverse industries, markets, channels and functional practices to provide the intelligence and tools clients need to identify and enact on new opportunities.

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