Jennifer Sunshine

Digital Channel Leader @ GE Power & Water

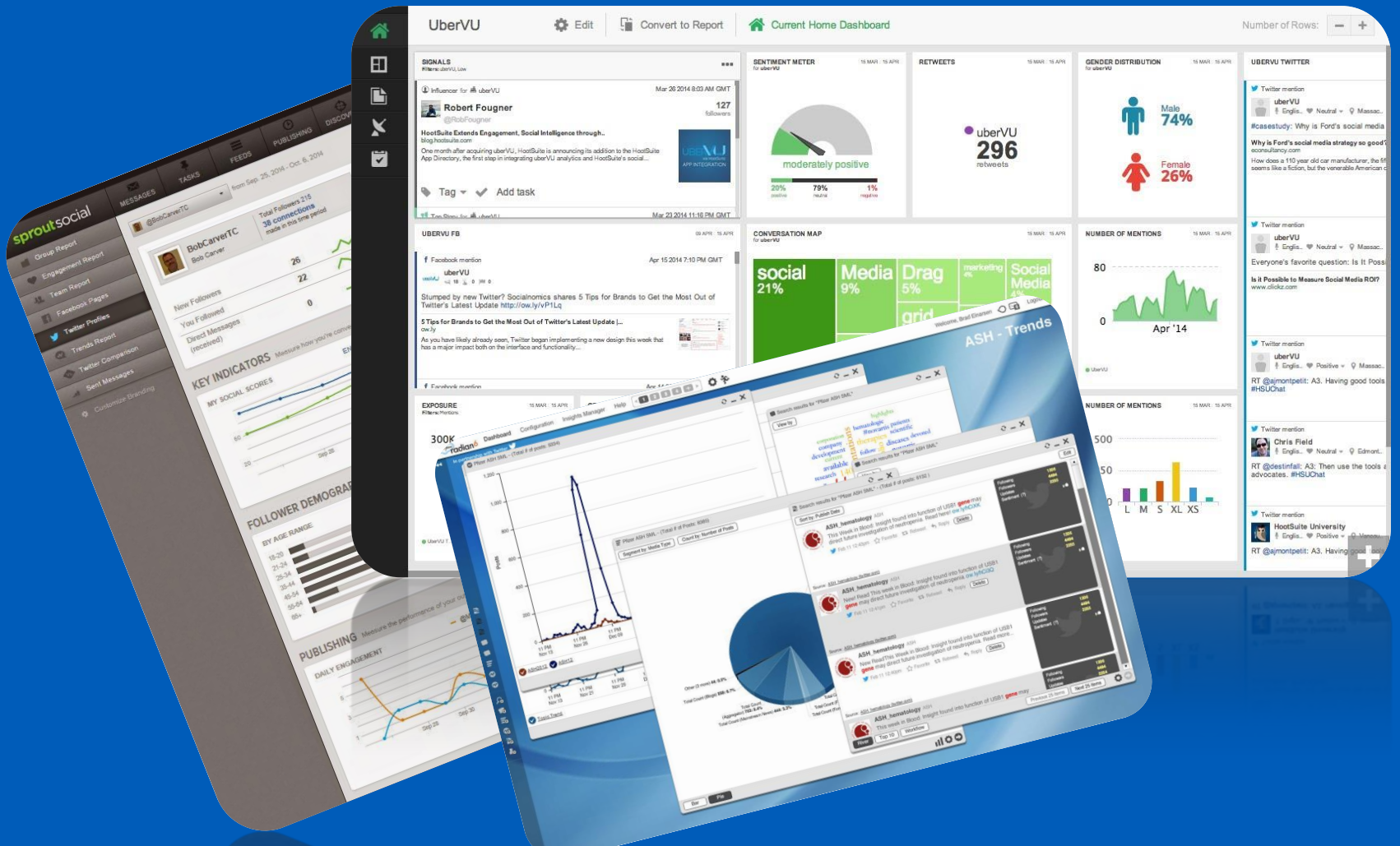
Jennifer.Sunshine@ge.com

Agenda

- Choose the right platform
- Avoid getting lost in the data
- Listen to & convert leads
- Q&A

Focus…
Make a big impact

Choose the right platform



Choose the right platform

Focus on the need

Marketing needs

Social publishing:

- Gain awareness
- Generate compelling content
- Gain SEO value
- Customer service

Social listening:

- Research industry
- Customer VOC
- Competitive Intelligence
- Finding and converting leads

Platform needs

- Data quality
- Usability
- Reporting
- User permission
- Workflow ability

Integration with:

- Salesforce
- Marketo
- Hubspot
- Etc.

Budget constraints

- How much budget has been dedicated for social?
- What resources have been dedicated exclusively for social?
- What are the metrics to determine success based on the dedicated resources and budget?

Avoid getting lost in the data

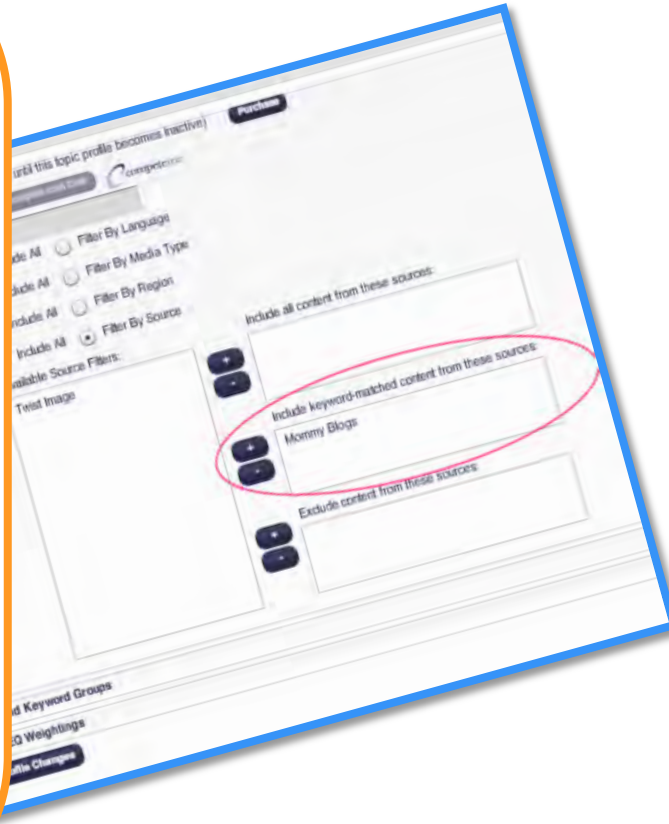
Avoid the pitfalls…

Choose one impactful business objective:

- Lead generation
- Product feedback
- Gaining awareness
- Industry research
- Brand sentiment
- Customer service
- Customer value-adds
- Customer VOC
- Competitive intelligence
- Inform SEO and content generation

Create an effective social listening stream or topic profile (Radian 6)

1. Focus on **one business objective** and create a parameter for your search
2. Create list of keywords by:
   - Using keywords from SEO
   - Gaining insights from multiple stakeholders
3. Filter the parameters appropriately
   - Media outlets
   - Region
   - Language
4. Review the social stream
5. Optimize and evolve over time



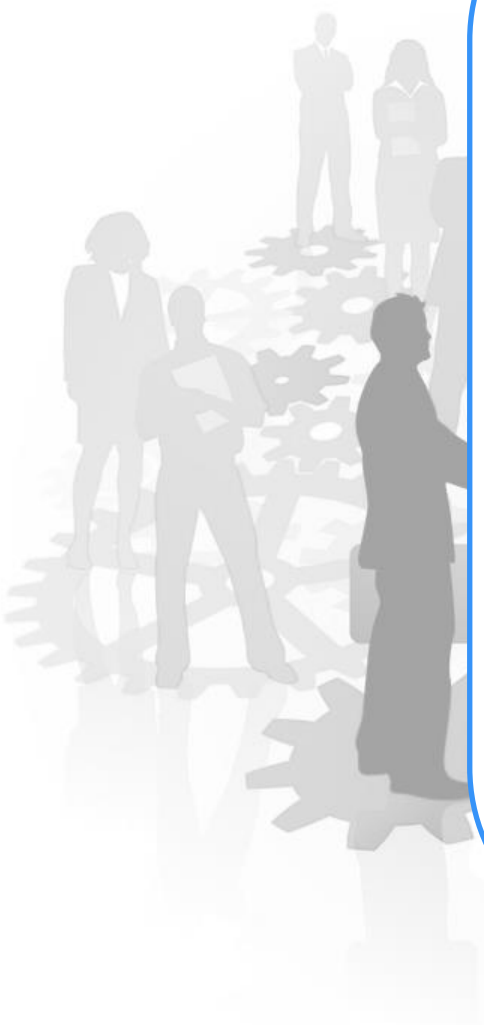
Listening to convert leads

Social Conversations Occurring

Getting Started

- Cross-functional team: sales, marketing, communications
- Understand business priorities
- Focus on several products or services
- Create objectives for the program

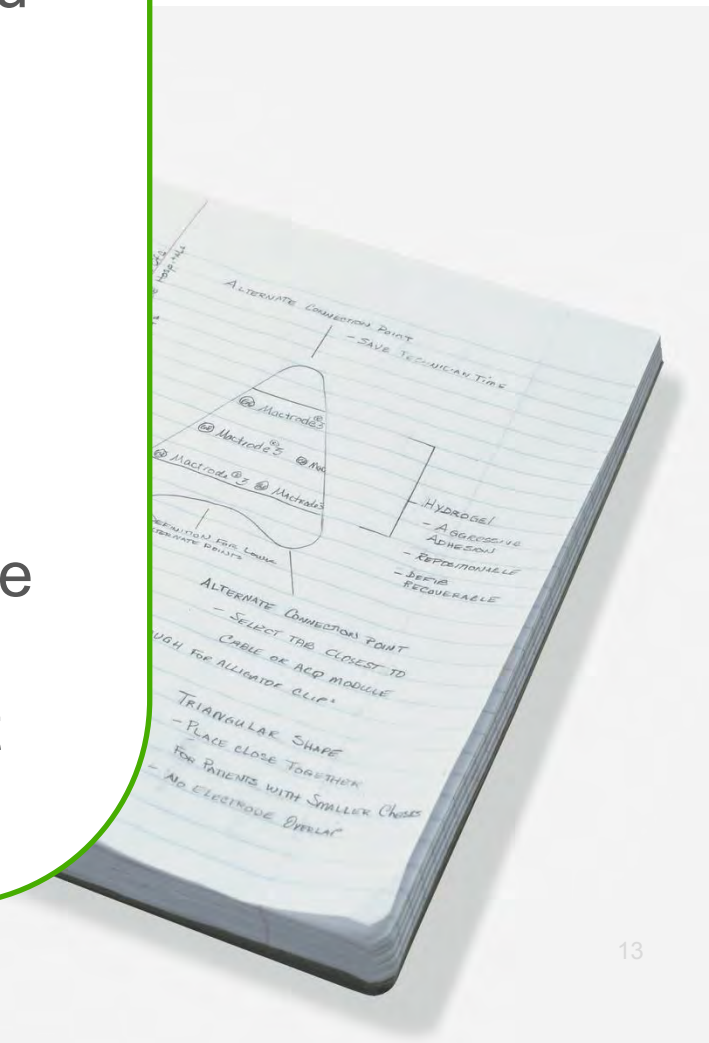
Implementing Social Listening to Find Leads



- Build topic profiles for each product in Radian 6
- Junior sales team monitor social stream (~2 post per day/ product)
- Engage leads by joining conversation and offering service
- Take conversation off social platform by providing email address
- Score and screen leads
- Provide leads to sales teams via Salesforce

Key takeaways

- Take the time to understand what you are trying to achieve
- Focus on a small win to gain traction in your organization
- Refine, refine, refine… Don't think the first time you create a stream of conversations it will be 100% correct



Questions?