

How Diversified uses ClickDimensions' social advocacy program to spur conversions.



Diversified has grown tremendously over the years, both organically and through acquisition, requiring the company to harmonize the various brand messages each new market or team brought to the table. With one brand voice finally in place, they were ready to advanced their social marketing strategy to encompass not only brand awareness but also, critical engagement and advocacy goals.

Key Outcomes

- Diversified's new social advocacy program is generating conversions, sometimes outperforming even the company pages! Since making the switch from Hootsuite, engagement rates have improved, from 4-6% to 8-10% in recent months.
- The adoption of social advocacy is a brand manager's dream come true. As Rachel Baehr put it, "our employees are now even better Diversified ambassadors, on brand and on message!"
- More granular analytics have improved Diversified's ability to target more precisely and parse their success measurements more accurately.

Diversified is an industry-leading technology solutions provider delivering innovative digital media, collaborative, broadcasting, electronic security, and OTT solutions to a global clientele. Their motto succinctly captures their services-oriented mission: "We manage technology so our clients can manage their business."

Challenge

Diversified's brand and communications team had been using Hootsuite for social marketing for years, but had become disenchanted with insufficient analytics and unacceptably slow response times for support requests. A key pain point was the complete lack of an integration path to their marketing automation and CRM software, making campaign performance measurement unachievable. As the digital marketing team had been successfully using ClickDimensions for years to power their email campaigns, the two groups were intrigued by the potential upside in consolidating to a single platform.

Solution

Deploying both digital and social marketing programs from the ClickDimensions platform generated immediate benefits as the entire Diversified marketing team gained visibility into all customer and prospect touchpoints. Rachel Baehr, who manages brand marketing and communications, finds the message generator and auto-scheduling features a major convenience in streamlining her social content processes.

Results

While Diversified is pleased with the lift in key engagement metrics, ClickDimensions' social advocacy module was a major decision criteria in making the switch from Hootsuite. Like so many marketing executives who come from a sales background, Anthony Cuellar values marketing investments that deliver conversions. With executive sponsorship from Diversified's Chief Revenue Officer, an internal contest helped encourage participation across the sales team as they rolled out the new advocacy program. The conversion rates these advocates are generating is fueling the pipeline, providing the often elusive ROI for their social media program.



"Social advocacy has been fantastic. I'm in and out of meetings all day, so not able to actively monitor a feed to collect meaningful content. Now it's as easy as a click of a button."

- Anthony Cuellar
Sr. Vice President,
Global Marketing