

Personalization and building brand is everything



Chorus

www.chorus.co

Transformative Managed IT and Cyber Security Provider, Chorus works to provide and manage secure cutting-edge Microsoft technologies that help them transform their customer's digital space. With a multitude of accreditations, a 24/7/365 service desk and a Cyber Security Operations Centre, Chorus has maintained strong partnerships with their customers across the globe.

In the highly competitive and densely populated area of Managed IT Services providing your customers with a 1-to-1, personalized experience is everything. Chorus had already secured a strong base of global customer partnerships and were now looking to the future of their marketing strategy, placing more emphasis on a strong digital presence across their social media platforms and reinforcing the strategy that the brand is more than 'just another Transformative Managed IT provider'.

Focusing primarily on Twitter, LinkedIn and Instagram, Chorus' marketing team knew their current social media tool was unable to provide them with the features they needed to take their social media strategy to the next level, through the use of brand leadership and awareness campaigns.

To make matters worse, their current social media marketing tool didn't have the capacity to look back on previous or archived posts and much of the team's time became dedicated to manually researching past posts and identifying any online mentions that the team might have missed.

Knowing that a change was desperately needed, Chorus began researching potential replacements that could meet all of their current needs and also provide the tools they needed to go one step further, as their engagement and audience were expected to grow.

Finding the solution to all their problems

As an existing ClickDimensions customer who already used the Marketing Automation and Dynamics CRM, Chorus looked further into ClickDimensions Marketing tools. The Social Marketing Solution would work hand in hand with their existing Microsoft technologies and the Social Scheduler meant they could schedule and manage content across their multiple social networks. It was exactly what they were looking for.

The decision to join with ClickDimensions' was an easy one and through the use of seamless integration with their existing software and high-quality training services, Chorus quickly began utilizing the solution. By starting to build up their brand leadership and awareness through company culture, personalization and prestige campaigns, Chorus is proving to their growing audience that they are more than just another Managed IT Services provider and can stay at the forefront of their customers and partner's thoughts through relevant thought leadership and awareness campaigns.

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Benefits

- Ability to automate manual tasks and free up some of the team's time
- Gain greater insight into campaign data through dashboards and automated data collection
- Provided the potential for higher quality marketing strategies that use social media as a primary source

The team is now able to track engagement, measure and manage the performance of their social media posts through the use of ClickDimensions social calendar, tracking features and scheduling tools, which all greatly contribute to the company's continued success in increased engagement and reach. The solution has also created more time for the team to focus on other marketing projects as their manual tasks are now optimized through automated scheduling and dashboard generated results.

Challenge

- Improving their social media reach and engagement that match their marketing goals
- Creating a strong sense of community and personalization through the use of social media
- Increase brand prestige and awareness
- Find a tool that seamlessly integrates with their existing software
- Automate manual tasks that take up large amounts of the team's time

Solution

- Implementing ClickDimensions Social Marketing solutions
- Ability to segment and color-code categorization of social posts
- Create a library of content which can be added to and accessed at any time
- Utilize the solutions feature to improve brand awareness through greater reach and engagement

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"We have found ClickDimensions Social so much easier to use and it has really increased our productivity. Being able to categorize campaigns and see the social posts, we have much better content inspiration because everything is in one place. This has been a time saver."

- Chorus Marketing Team