



THE BUSINESS LEADER'S GUIDE TO
Becoming a
Social Business

salesforce marketing cloud

Introduction

Step 1

Assess the Old-School
Social Team

Customer Spotlight:
McDonald's

Step 2

Track Missed Opportunities

Customer Spotlight: ADP

Step 3

Position Social for Maximum
Success

Customer Spotlight: Cisco

Step 4

See the Results

Conclusion

Introduction

Customers expect personalized, one-to-one interactions whenever and wherever they interact with your brand – and a growing number of those interactions now transpire on social media.

Social media is a key component of the customer journey, and its role in the journey grows every day. Your tech-savvy, multi-device customers are just as likely to recommend you via Twitter or complain on your Instagram photos than file an email ticket or pick up the phone. These customers want quick, simple, and seamless interactions on social with the companies they work with and buy from. They aren't concerned with where they are in the customer journey or how companies manage social; they just want a great experience on the channels they choose.

Does social media permeate your company, or is engaging on social a siloed responsibility? Business leaders across all departments – not just social or marketing – must work together to ensure that social media is fully leveraged as a powerhouse in the customer journey. To do that effectively, social media teams need the right resources and role within the company. This e-book explains social media's functions in an organization and how better positioning social for success will dramatically impact the customer experience.

Introduction

Step 1

Assess the Old-School Social Team

Customer Spotlight:
McDonald's

Step 2

Track Missed Opportunities

Customer Spotlight: ADP

Step 3

Position Social for Maximum Success

Customer Spotlight: Cisco

Step 4

See the Results

Conclusion



Step 1: Assess the Old-School Social Team

Around the time that Mark Zuckerberg became a household name and tweeting took on a new meaning, brands began to realize the importance of social channels for customer communications. Many companies believed they could just develop a social media presence and the conversions would come, only to realize that building a presence didn't mean engagement would follow. As a result, forward-thinking companies assembled social media teams with designated content creators (usually marketers or writers) to engage with customers and publish regular, unique content for each of their platforms.

Unfortunately, many organizations haven't moved beyond that stage of social media implementation. Many social teams, even at large companies, are too small and siloed to have a true impact on the customer journey. Problems with many small social teams include:

- Not enough social media managers to respond to every customer's comment or issue
- Adopting a reactive, rather than proactive, approach to publishing
- Service agents aren't in sync with the social team to respond to and escalate issues in real time
- Social media managers are too strapped for time to brainstorm and execute creative engagement ideas
- 24/7 (or at least business hours, 7 days a week) social coverage isn't possible due to team size
- Measurement and reporting aren't conducted regularly

Introduction

Step 1

*Assess the Old-School
Social Team*

Customer Spotlight:
McDonald's

Step 2

Track Missed Opportunities

Customer Spotlight: ADP

Step 3

Position Social for Maximum
Success

Customer Spotlight: Cisco

Step 4

See the Results

Conclusion

“Social media efforts can (and should) be at the forefront of a company’s strategy to deliver a truly customer-focused experience.”

But because social teams often end up siloed, many C-suite leaders haven’t fully appreciated the value that social can bring to their business. And the issues aren’t limited to social teams; other business units are missing out on social media returns, as well. See [“Tracking Missed Opportunities”](#) to learn how.



Customer Spotlight:



With more than 14,000 restaurants in the U.S. alone, McDonald's knows how to scale a business. McDonald's decided that it was time to transform their corporate social strategy into a more regionalized approach, tailoring their strategy and messaging for different areas.

McDonald's is the first company to take on an endeavor of this size, and with 32 million likes on Facebook and 2.5 million Twitter followers, that's a lot of social to manage. They turned to Salesforce Marketing Cloud to engage with their customers in new and personalized ways.

With Salesforce's Social Studio, McDonald's can better manage each of the four main components to social marketing:

- 1. Analyze:** Learn about your customers through data.
- 2. Publish:** Build brand awareness with relevant content.
- 3. Engage:** Influence through thought leadership.
- 4. Care:** Be there for your customers.

Thanks to Social Studio, McDonald's can align teams and campaigns across the company, while still allowing customization for individual regions. David Martinelli, U.S. Digital Marketing Manager for McDonald's, said the company plans to have a Facebook presence for every single restaurant. They're already halfway there with 7,000 restaurants deployed.

Introduction

Step 1

Assess the Old-School Social Team

Customer Spotlight: McDonald's

Step 2

Track Missed Opportunities

Customer Spotlight: ADP

Step 3

Position Social for Maximum Success

Customer Spotlight: Cisco

Step 4

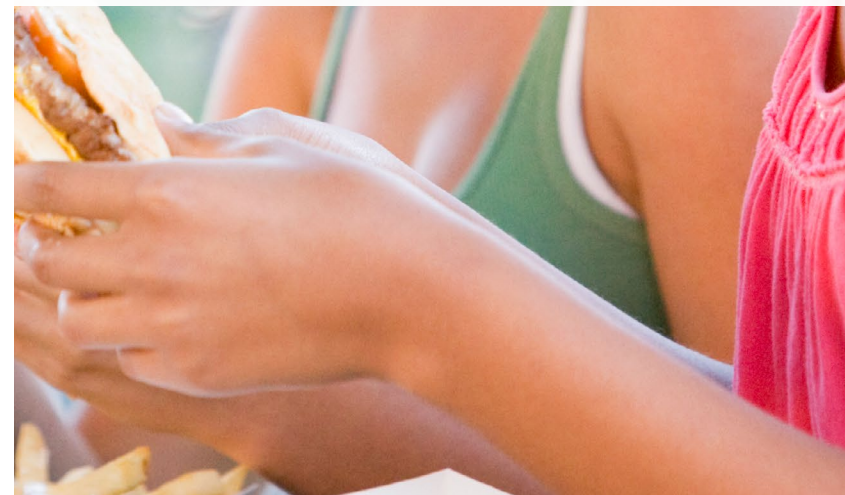
See the Results

Conclusion



“With Salesforce’s Social Studio, McDonald’s can better manage each of the four main components to social marketing.”

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Introduction

Step 1

Assess the Old-School
Social Team

Customer Spotlight:
McDonald's

Step 2

Track Missed Opportunities

Customer Spotlight: ADP

Step 3

Position Social for Maximum
Success

Customer Spotlight: Cisco

Step 4

See the Results

Conclusion



Step 2: Track Missed Opportunities

When social media is separated from other business units and doesn't receive the resources it deserves, every business unit suffers. Other teams and departments can miss golden social opportunities because of internal disconnects. Examples of missed opportunities include:

- **Marketing:** Marketers aren't tapping into social to hear what their customers are saying as they plan journeys and campaigns.
- **Customer service:** Service teams can't see the background of what customers have said on social, and, when social teams interact with customers, they can't see service history across channels.
- **Sales:** Sales teams are missing chances to sell and upsell because they aren't tracking social conversations.
- **Human resources:** Recruiters miss top talent when they don't look at social; chances to celebrate company culture are neglected.
- **Products and services:** Those directly in charge of which products or services to offer aren't considering everyday customers' feedback from social.
- **Executive leadership:** Executives aren't seen as industry thought leaders and aren't featured or quoted in leading publications because they lack a social presence.

Introduction

Step 1

Assess the Old-School
Social Team

Customer Spotlight:
McDonald's

Step 2

Track Missed Opportunities

Customer Spotlight: ADP

Step 3

Position Social for Maximum
Success

Customer Spotlight: Cisco

Step 4

See the Results

Conclusion

Fortunately, all of these opportunities are within reach when social is better positioned within an organization. Integrating social with all departments does more than help your employees do their jobs better; it also transforms the customer experience wherever customers interact with you.

To effectively incorporate social on your customer's journey with your brand, the appropriate internal structure should be in place.

“Enable every department and group to tap into the power of social.”



Customer Spotlight:



When you have almost as many customers as Seattle has residents, the ability to build strong connections with them is critical. For ADP, a leader in human capital management, Salesforce is key to maintaining strong relationships throughout the lifecycle of its 600,000+ customers, especially on social. ADP uses Salesforce Marketing Cloud to gain intelligence and maintain conversations with customers on social media.

ADP monitors and participates in social conversations about its brand, and also identifies customer service issues that need to be addressed. With Marketing Cloud, ADP can quickly distribute information to multiple social networks with one consolidated, branded voice.

ADP also uses Marketing Cloud to identify sales leads directly from social. ADP listens to key topics across Facebook, Twitter, and LinkedIn and engages leads with helpful content. Leads are entered directly into Sales Cloud from social. With Marketing Cloud, ADP sends leads to qualification teams and then sales teams to maximize their pipeline. Social selling helps ADP optimize lead flow, decrease sales team communication volume and save valuable staff time.

Introduction

Step 1

Assess the Old-School Social Team

Customer Spotlight: McDonald's

Step 2

Track Missed Opportunities

Customer Spotlight: ADP

Step 3

Position Social for Maximum Success

Customer Spotlight: Cisco

Step 4

See the Results

Conclusion



“ [Marketing Cloud] helps us keep a finger on the pulse of the business. ”
-Dan Page, Vice President of Sales Automation, ADP

[Watch the film](#)



Introduction

Step 1

Assess the Old-School
Social Team

Customer Spotlight:
McDonald's

Step 2

Track Missed Opportunities
Customer Spotlight: ADP

Step 3

*Position Social for Maximum
Success*

Customer Spotlight: Cisco

Step 4

See the Results

Conclusion



Step 3: Position Social for Maximum Success

Ready to maximize social media's impact on the customer journey? Build a truly social business by properly positioning social within your company. Social media teams can be a part of marketing, service, PR, or another team, but wherever they sit, they should be encouraged to collaborate with other teams and recognized for the value they provide.

Of course, the primary responsibility for social media will (and should) always start with your designated social team. But it doesn't end there. By empowering employees and stakeholders across the entire company to get involved, your social channels become more well-rounded and useful to customers who engage with you. Think of it as a hub-and-spokes model: your social media team is the hub responsible for the full picture, but other teams and leaders are the spokes that keep content fresh and the program running.

Introduction

Step 1

Assess the Old-School
Social Team

Customer Spotlight:
McDonald's

Step 2

Track Missed Opportunities

Customer Spotlight: ADP

Step 3

*Position Social for Maximum
Success*

Customer Spotlight: Cisco

Step 4

See the Results

Conclusion

“Once social becomes woven in the fabric of your company, getting closer to individual customers will come naturally.”

Ask stakeholders to create content for their own channels that your company can retweet. See if customer service employees can take turns being on call for social media duty so that important issues are answered right away. Request photos from recent company parties from HR so that prospective job seekers can appreciate your company culture. Every department can be more social and collaborative.

Also, ensure your social media team has the time and ability to focus on thought leadership endeavors, not just routing inquiries and tracking followers. Today, brands can become thought leaders within their industries just by sharing high-quality, relevant content regularly. Whether that's sharing content from a niche blog or contributing on forums, your company can be seen as a resource, not a seller.

When social becomes a company-wide, all-hands effort, its full value can truly be realized.

Customer Spotlight:



Cisco is changing the way people connect and collaborate with social media. The multinational networking equipment company wanted a space where internal teams could collaborate and be motivated to engage with customers on social media – so they created their own Social Media Listening Center with Radian6, the industry-leading social listening application within the Salesforce Marketing Cloud.

With more than 70 Facebook pages and 100 Twitter accounts, the Listening Center helps Cisco route customer conversations (and both passive and active mentions) to the appropriate teams and functions. Cisco realizes that customers expect to be heard, and the Listening Center makes sure every customer gets a response. Cisco also measures daily, monthly, and quarterly mentions; share of voice of top competitors; average daily sentiment; impact of marketing campaigns; and much more.

Using Radian6, Cisco increased a 281% return on investment in less than one year. They also reduced marketing costs, increased profits, and gained a complete view of customers to identify leads, solve service issues, and improve overall customer engagement.

Introduction

Step 1

Assess the Old-School Social Team

Customer Spotlight: McDonald's

Step 2

Track Missed Opportunities

Customer Spotlight: ADP

Step 3

Position Social for Maximum Success

Customer Spotlight: Cisco

Step 4

See the Results

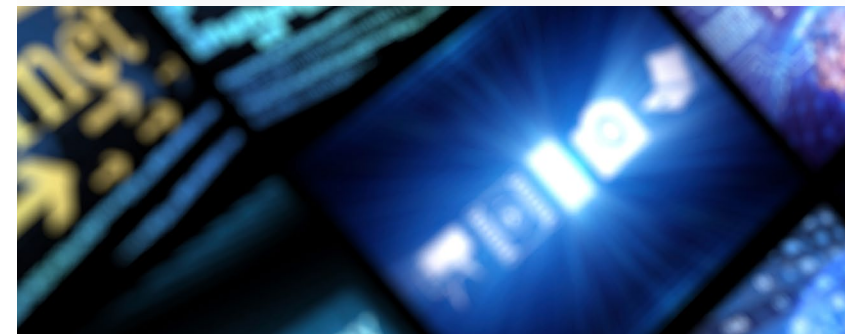
Conclusion



“Social listening has allowed us to get closer to our customers. We believe the foundation of a strong social media strategy starts with listening. You have two ears and one mouth because you should listen twice as much as you speak.”

-Charlie Treadwell, Social & Digital Marketing Manager, Cisco

[Read the story](#)



Introduction

Step 1

Assess the Old-School
Social Team

Customer Spotlight:
McDonald's

Step 2

Track Missed Opportunities

Customer Spotlight: ADP

Step 3

Position Social for Maximum
Success

Customer Spotlight: Cisco

Step 4

See the Results

Conclusion



Step 4: See the Results

Social media is a transformative touchpoint along the customer journey – not just another place where questions are answered and links are posted. Once you begin treating social as the critical touchpoint it is and properly positioning it within the organization, you'll notice a few key benefits take shape:

- Increase in positive sentiment about your company on social channels
- More customers and employees step up to become social brand advocates
- A rise in repeat purchases and loyalty program participation
- Issues resolved more quickly across all service channels
- Your brand's credibility and clout improve, thanks to increased social currency

Introduction

Step 1

Assess the Old-School
Social Team

Customer Spotlight:
McDonald's

Step 2

Track Missed Opportunities

Customer Spotlight: ADP

Step 3

Position Social for Maximum
Success

Customer Spotlight: Cisco

Step 4

[See the Results](#)

Conclusion

You can create metrics for each of these results to track progress over time. Additionally, transforming your customers' social experience will directly influence the way they talk about you offline, as well as online. Your brand will be more human and relatable, and the value you provide on social will win new customers and brand advocates.

On the selling side, your salespeople will incorporate what they've learned on social to engage with leads and provide them with relevant content. They'll understand which content performs best with prospects so you can improve your social media performance over time. Your customer service team will track customers' history across multiple channels and have a more holistic view of their feedback and issues. And after all that work, you'll be able to prove the value of social to the business and report regularly on engagement and reach improvements.

“Becoming a social business starts from the inside out. As your business grows, you can refine your practices by what's resonating with customers most and what you've learned from your past and present social data.”

Introduction

Step 1

Assess the Old-School
Social Team

Customer Spotlight:
McDonald's

Step 2

Track Missed Opportunities

Customer Spotlight: ADP

Step 3

Position Social for Maximum
Success

Customer Spotlight: Cisco

Step 4

See the Results

Conclusion

Conclusion

Social media is a tremendous asset when it comes to creating one-to-one customer journeys. Becoming a social business has benefits for every department, and when you connect social data to the rest of your analytics, you enrich your company's entire view of your customers.

It's time for social to step out of the silo and into the cross-functional spotlight. Your company will function better internally and ensure no customer comments slip through the cracks when you prioritize social as an organization. Thanks to better collaboration and shared social media responsibility among marketing, sales, service, and beyond, more meaningful customer interactions will become the rule, not the exception.

Resources you might also like:



#Winning at Social

[DOWNLOAD](#)



Success Through Social Listening

[DOWNLOAD](#)



8 Steps to Transform Social Customer Service

[DOWNLOAD](#)

