



## How can mid/large sized organizations effectively manage, streamline, and leverage social media to increase brand visibility and generate leads?

To effectively use social media for brand visibility and lead generation, managing social media in an organization requires a coordinated effort that goes beyond a single individual with a smartphone. Today, it has become a professional, multi-disciplinary activity that necessitates a streamlined approach customized to the organization's objectives and structure, whether it is a single company, a group of companies, or a large, (inter)national hierarchically structured organization. The aim of this white paper is to present a solution that can address this challenge.

Social media has become a crucial element of online marketing, and its importance is expected to grow even further in the future. While website-related activities like web content creation, SEO/SEA, and email marketing are still very relevant, social media is becoming increasingly important.

One of the challenges is that not everyone relies on email as their primary means of communication. Many people expect to be able to communicate via social media and receive immediate responses without delay. This expectation has been cultivated by Google Search for several years and is further boosted by the rise of AI technologies like chatGPT.

Social media is a unique platform where the appeal of content related to persons is not dependent on perfection, but rather on its perceived originality and authenticity. Humans tend to have limited interest in professionally produced images or videos about people, and in some cases, overly perfect content can come across as fake or intrusive. The ability to communicate effectively on social media is strongly linked to an individual's perceived authenticity. Therefore, organizations should leverage the authenticity of their employees and include their talent as added value in their social media strategy.

However, when it comes to content related to products and services, perfection is expected, and any mistakes can put the success of a campaign at risk.

While social media is typically not seen as a lead generation environment, it can still be used to generate leads through both direct and indirect approaches. The best approach depends on the specific industry and services being offered. Despite this, many companies recognize the need to incorporate social media into their online marketing strategies. However, it takes time for social media to gain momentum, and it can be a daunting task to reach a wide audience when followers are few. To overcome this challenge, some companies turn to paid advertising or influencers in their industry. However, integrating, measuring, and evaluating the effectiveness of these influencers can be difficult for marketing managers.

Marketing managers face the additional challenge of maintaining a consistent brand image across various social media platforms, which can be difficult to manage due to the fragmented nature of social media and multiple individuals posting on behalf of the same organization.



## Challenges

### **Potential customers present various challenges for online marketing:**

While professional-looking content about products and services is important, it may not be sufficient to engage potential customers. Differentiation that invites action and lowers the threshold is crucial to motivate customers to react to posts. In addition, fast response times and high-quality answers to questions are necessary to achieve good results, as potential customers have little patience and may quickly move on to other solutions if their needs are not met promptly.

Furthermore, potential customers expect to receive answers via the communication channel they are using, whether it be email, WhatsApp, Messenger, SMS, or others. However, younger audiences may not use email, and some individuals prefer to use the channels they are most comfortable with.

### **Challenges for the Organization:**

Organizations often have a track record of using social media platforms, with some receiving more attention than others based on perceived success. As a result, additional social media channels may be added or experimented with over time to expand the social media portfolio. For larger organizations, there may be multiple accounts on a single social media platform (such as Instagram) to cater to different locations or activities.

Managing all of these social media accounts and ensuring consistency in the look and feel across them can quickly become a challenge for marketing managers. The multitude of social media accounts, each with their unique approach and expertise, can be overwhelming to manage alone.

Unfortunately, the challenges don't end there for the marketing manager. Not only does he need to plan and provide content, but also needs to take care of building a network for the newly created social media accounts. Without a significant following, all the effort put into posting content will go to waste. While advertising is one way to build a network, it can be costly. Another option is to collaborate with influencers, but the impact of such collaborations is hard to measure.

Furthermore, managing the numerous replies and messages received on social media accounts can be overwhelming. Marketing managers might not have the expertise to answer technical product-related questions, and it's impossible to check the accounts every hour. Thus, finding a way to handle these messages efficiently is essential.

As a marketing manager, it may seem like your job is done once you forward potential customer replies to the relevant product specialist in your organization. However, it's important to consider how quickly and effectively those specialists will respond to those inquiries. Are they as responsible and timely as you are? Do they have the necessary bandwidth to handle the volume of inquiries? Unfortunately, even if you do everything right, there's a risk that your efforts will yield suboptimal results. Moreover, the limited tools available for measuring results and pinpointing where things go wrong can make it difficult to improve your approach.



## Solution

To address the challenges faced by marketing managers in managing multiple social media accounts and coordinating with different teams, a comprehensive platform is needed. Such a platform should support popular social media channels like Instagram, Facebook, Youtube, LinkedIn, Tik Tok, etc.

Additionally, the platform should offer a hierarchical structure that allows the marketing manager to delegate specific tasks to employees or third-party collaborators. Each user should be assigned roles and responsibilities based on their connection to one or more organizational units.

For example, user John can be authorized to post on Instagram for the subsidiary in Brussels, prepare templates for other users, and work with influencers. However, he may not be able to access statistics or post on other channels like Facebook and YouTube.

By implementing such a platform, marketing managers can streamline their social media management tasks, coordinate with different teams more efficiently, and ensure consistency in the look and feel of their social media channels across different platforms. This can lead to better engagement with potential customers and more effective lead generation for businesses.

A potential solution to the challenges faced by marketing managers is to utilize a platform that supports multiple social media channels commonly used by businesses such as Instagram, Facebook, Youtube, LinkedIn, and TikTok. The platform should also allow for a hierarchical structure to be established within the organization, where tasks can be delegated to employees, or third parties based on their roles and responsibilities within the organization. For example, John can be authorized to post on Instagram for the Brussels subsidiary, create templates for other users, and use influencers, but he may not have access to statistics.

The marketing manager can grant employees the right to make posts that require approval before being published, or they can create post templates that can be used freely by members of the organization. The organization can also be structured based on location or activity, and posts can be scheduled by the marketing manager or co-workers. Additionally, all replies on social media can be viewed in one screen in a (web) application, which provides an omnichannel platform for managing social media accounts.

All users of this omnichannel platform will get only the replies on the posts as defined during the posting process. i.e. If during the posting process it was defined that replies on this post should be handled by team “Brussels – Car rental”, then all replies will go to omnichannel platform users that belong to the team “Brussels – Car rental”. The posts related to “Antwerp Car rental” will be handled by the omnichannel users linked to the team “Antwerp”. This means that when a potential customer has a question for “Brussels – Car rental” that the product specialist/responsible for the car rental in Brussels will be informed within a couple of seconds (beep). So a new ticket for the question is generated. The product specialist can then sent qualitative information back. The omnichannel platform makes sure that the responses are sent to the same social media the request came from.



The quality of the follow-up of tickets by the omnichannel users can be measured in detail and can be visualized in graphs. The status of all tickets in the omnichannel platform can be easily detected in real time and extensive reporting is available allowing to find, analyze and resolve any temporal or long term problems (e.g. Reaction to potential customers is too slow, too much tickets are coming in on Monday morning,...). Also automatically measuring (potential) client satisfaction after that tickets were closed make an important part of this process.

To expand your organization's reach on social media, working with influencers in your industry can be crucial. To do this, you'll need to establish a collaboration with relevant influencers. Once this is set up, the platform allows you to select an influencer when creating a post. The influencer will be notified of the request and can repost the content with some personal modifications to make it more suitable for their audience. The analytics of the post, including replies, will be included in the overall analytics of your posts, allowing you to measure the impact of each influencer in detail.

The solution also provides low threshold chatbot and data collection functionalities that can be linked to social media posts via URL. These chats are optimized for smartphones but can also be used on desktop browsers. The data collected is automatically transferred to the omnichannel platform, where tickets are created and the relevant product specialists are assigned, just like when posts are created. This feature is useful for generating qualified leads and conducting surveys targeted at specific audiences.

This whole solution offers several benefits for marketing managers. Firstly, it allows for a streamlined solution that incorporates the creativity and local/product/service knowledge of employees while maintaining granular control over the look and feel. Secondly, the omnichannel platform centralizes all communication with customers, including replies on posts and data entries via chats/forms, in one screen. This saves time and increases efficiency by eliminating the need to check multiple channels. Thirdly, the platform generates tickets for all replies on social media in a matter of seconds and assigns them to the appropriate product specialists as defined during the creation of posts and chats/forms. The product specialists can then handle the tickets and the platform automatically returns the answers to the social media channel from which the question was received. Finally, the solution provides detailed analytics on one spot, allowing marketing managers to track and analyze the quantitative and qualitative engagement of potential customers.

## How to implement?

To implement such a solution, it is important to understand the specific requirements of the organization based on its industry, structure, and available resources. This includes integrating existing ERP/CRM systems to streamline lead generation and service processes.

A thorough analysis is necessary to optimize the organization’s visibility on social media, improve lead generation, and enhance service delivery. For service-oriented companies, a powerful omnichannel platform can be utilized for both lead generation and feedback follow-up, but this requires extensive analysis and implementation timelines.

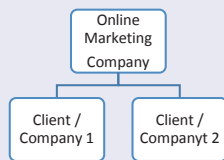
### Company

Employees in the company work together in a centrally coordinated manner



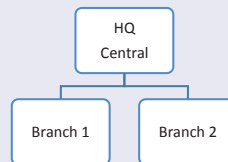
### Online marketing company

Online marketing company offers social media services to its customers whether cooperatively or not



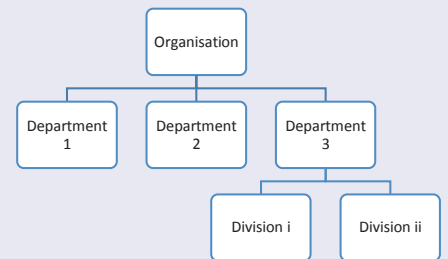
### Group of companies

A company with several branches or departments, the employees involved in social media work together in a centrally coordinated manner.



### Organizations

Large organization with multiple activities, branches, departments work together in a centrally coordinated manner in the field of social media.



## Conclusion

The significance of social media in online marketing is increasing day by day, but managing multiple social media channels is a challenging task. It is no longer possible for a single person to handle both publishing and follow-up of replies across multiple channels. Therefore, structuring publishers into teams, each with their own social media channels and specialties, can ensure effective collaboration and utilization of experience and media that works. The platform should allow publishers to define which team or individuals in the organization are most suitable to reply to their posts, and bring the replies in a matter of seconds to the designated team or individuals.

The goal is to centralize all incoming replies and messages from various channels, such as social media, email, SMS, voice, and WhatsApp, into a single “mailbox” accessible on one screen. This mailbox should function as a ticketing system that displays all incoming information and assigns responsible team members to each ticket, regardless of which channel the message was received from. The assigned team members can then provide quality responses to the inquiries or issues at hand, and the platform will ensure that the response is sent via the appropriate channel to the intended recipient.

If the organization is primarily a service provider, this omnichannel platform can be utilized as a ticketing system for addressing service-related issues. Combining lead generation and service provision into one platform can significantly enhance efficiency, although the organization must determine whether to assign different teams or individuals to manage lead follow-up and service issue follow-up.

## Appendix

