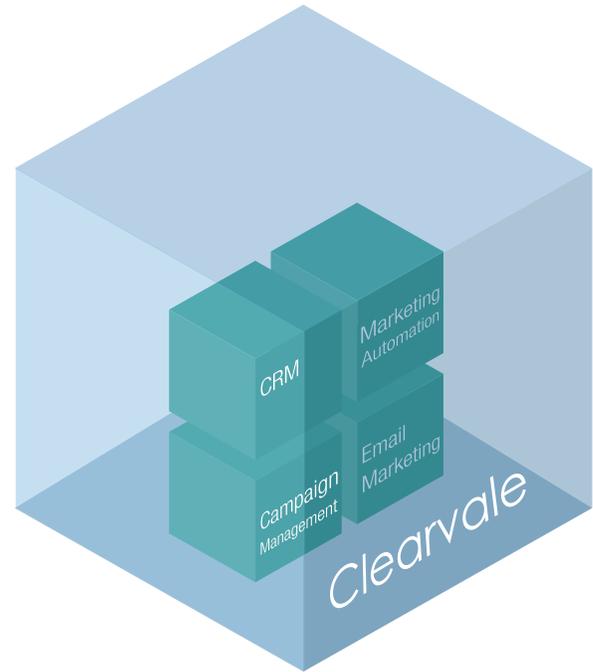


Companies spend a great deal of time and money setting up tools to make each of its departments more effective. But rarely do these tools enable effective collaboration and communication across departments and partners. An enterprise social network (ESN) is a good platform to derive even greater value from each of your marketing tools through aggregation and wider distribution.

If you're like many marketing organizations your top priority is to generate leads through outreach. As part of your overall planning and engagement you employ listening tools, analytics for social reach, and social engagement tools. You use listen to your audience to plan better social programs, reach to connect with new customers (beyond fans and followers), and use social relationship tools when you're ready to engage customers on social sites.



Integrate the “Listening” Function with Other Tools

Most marketers start by listening. Many companies today incorporate tools from listening vendors which focus on tracking and reporting what happens in social channels. While it is important to listen, this approach offers marketers limited insights and an incomplete, or even a flawed view into social measurement. It is imperative not to keep social data in a department silo, however, many companies do just that by building their own database and implementing stand-alone marketing technologies without integration.

Social platforms can facilitate the integration between the listening function and established marketing technologies, such as marketing automation, email marketing, campaign management, and customer relationship management (CRM). While you can integrate most single tools with your marketing platform or CRM, none of these tools enables you to share the information across groups and departments, and collaborate with your colleagues in a seamless workspace.

It is shared intelligence along with increased communication and collaboration that drives better products, service, support, product messaging, sales engagement, and product innovation. All of which leads to a competitive edge, stronger business partnerships, and richer bottom line.

Measure Reach with Analytics

Savvy marketers are seeking social measurement tools that demonstrate how well their social programs are creating marketing and business results. Most tool vendors say they offer measurement capabilities, however, most track only user interactions with their tools rather than the reach and business value these tools create.

Vendors are using analytics and data to help marketers identify key influencers from either the general population on a company network or from the customer marketing database to drive the recruitment of brand ambassadors. This information can be used to create branded communities or corporate blogs where customers and prospects can connect and engage with each other to learn more about products or services. Marketers benefit from highly trackable viral sharing programs that aggregate social content about the brand or product into a single “socialized blog.”

Just as important, an ESN dispenses insight to product teams and keeps track of valuable market information. Product managers can evaluate customer and market feedback in their ESN to identify and prioritize features, functions, and general product direction for future releases of a product or service.

Drive Engagement to Action

Marketers spend a great deal of time, money (billions of dollars), and energy on social media every year. Identifying consumer opinions, getting product and campaign feedback, and tracking the buzz around brands and competitors gives marketers rich planning insights. Typically, marketers plug social data into marketing technologies silos, including social relationship platforms, CRM systems, campaign management tools, and customer and business analytics systems to determine how its customers are engaging with their brand and its competition. However, for a complete view marketers should utilize an aggregated marketing platform, such as an ESN, to optimize its media planning and buying.

A Place to do Work

If designed properly, your ESN will be used every day and become the place where your company does its work. Phasing out some legacy tools will also force people to change. However, you can minimize disruption by letting users work in some of the tools they want to work in and integrate these with the ESN. An integrated ESN brings the social enterprise into those tools users are already familiar with as well as bringing those tools into the ESN experience. You can achieve greater success by consolidating your data into one system for all business communication and collaboration.

An ESN provides a way to aggregate the collective intelligence of your toolset, share the latest information, and supply a forum for discussion both within your company and with partners.

