

Client



Company:

Digital Voodoo

Website:

www.digital-voodoo.com

Headquarters:

Austin, Texas

Industry:

Social Media Marketing

Size:

Main office in Austin, Texas, USA

Strategic Partnerships with:

Austin, TX: Social Web Strategies, FG SQUARED

Buenos Aires, Argentina: LOOPPA

New Delhi, India:

2020Media/2020Social

Solution:

Alterian SM2

Results:

1. Digital Voodoo has cost effective monitoring across multiple clients
2. Social media insight can be gained quickly and easily
3. Historic data back to 2007 allows a baseline for measuring ROI of campaigns
4. Demonstrating to clients how social media can improve their operations generates business for Digital Voodoo

Synopsis

Digital Voodoo uses SM2 to monitor and track conversations, taking advantage of several features which benefit an agency-side usage of the software. They use SM2 to help customers recognize the impact social media will have and make the changes necessary to position the brand, product or service for the best success on the social web.

Helping brands see social media in a new light

Overview

An expert in applying the social web to business, Dave Evans founded marketing consultancy Digital Voodoo in 1994 and is the author of Social Media Marketing: An Hour a Day.

Digital Voodoo's specialty is helping businesses such as Premier Global, The Austin Children's Museum and Meredith Publishing recognize the impact social media will have and make the changes necessary to position the brand, product or service for the best success on the social web. Based in Austin, Texas, the social media consulting and implementation firm also has clients in South America and India, where Evans works with India's 2020Media and 2020Social.

Listening to what is happening in the social space plays a major role in the team's efforts, helping to inform strategic plans and win new business. "Monitoring the social web helps establish a baseline on which to build campaigns and is fundamental in establishing their ROI," explained Evans. "Being able to show a client or prospect what's being said about them also acts as a powerful motivator to become active in the space and increase their customer engagement."

Monitoring provides the wake-up call

Having first discovered Alterian SM2 while researching his book, Evans began using the monitoring platform at Digital Voodoo a few months later. "The book meant I had to examine all the major social media monitoring platforms. It soon became obvious that Alterian had a few stand-out features like its API, historic data, breadth of sources and reporting options, which were unique and made it compelling, especially at such a competitive price point."

Various brands are yet to fully tap the opportunities presented by social media, as Evans explained: "Many companies not taking advantage of the social web still think that if they're not running a social campaign, their customers won't be talking about them. SM2's reports quickly show how wrong this assumption can be and provide a catalyst for a new way of thinking for the brand. With SM2, we turn on the listening tool and see what people are saying. It shows something of value to a client every time and they want to know more. Next we understand if it's helping or hurting the client and start creating a social strategy from there."

During his workshops, including those developed for the American Marketing Association, Evans notes that there

are often marketers from major brands who discover a social media presence for their brand they never knew about, following a simple search with SM2.

The agency also takes advantage of SM2's extensive historical data which comparable tools don't have. "Being able to show the level of conversation for two years running and establish a baseline is very valuable to clients. We can show them real-time conversations about them today but knowing the long-term level of awareness, means we can analyze the impact of new activity which helps establish ROI," continued Evans.

Operational benefits

One of the key features which stood-out for Digital Voodoo's business was SM2's cost structure, which charges by a set number of search results, not on the total number of searches carried out. Evans explained: "We can monitor as many client profiles, topics and sub-categories as we need, while other tools charge for additional users or extra profiles, restricting search behavior. With any data exploration you need to be able to dig in any direction you want and SM2 supports this approach."

Dave and his team have found other functions well-designed for consultancy use, such as SM2's automated workflow. Multiple clients are dealt with easily as different search results are filtered to different teams to act upon; essential when tens of thousands of search results are being generated for big brands. SM2's API lets them combine its output with other applications for further analysis, while the XLS and XML export options allow easy sharing and manipulation of report data.

"Sentiment tracking often gets a bad press due to all the irrelevant spam it drags-up but with SM2, you can largely avoid it by re-tagging items, refining your sentiment monitoring all the time," commented Evans. "I read about a project being done for Dyson (vacuum cleaners) and they kept getting 'sucks, sucks, sucks', which got tagged as negative and it's obviously not. With SM2, you just re-tag a search result and it doesn't appear again."

Alterian Case Study

Digital Voodoo

Digital Voodoo client projects

University Federal Credit Union (UFCU) provides a wide range of financial services to people in Texas and was keen to understand how social media could be applied to the credit world. Rather than start with a Facebook or Twitter presence, or take an educated guess on what to do, Digital Voodoo, as a strategic partner of agency of record FG SQUARED (also of Austin, TX), set-up SM2 to monitor what was going on. UFCU knew a lot of their student customers were active in social media but didn't realise so many small businesses were too. The listening project established a baseline and comfort level with social media and led to a larger implementation program.

Cricket, anyone?

Cricket is a hugely popular sport in India and fan sites for the teams are hot properties. Working with 2020Social, based in New Delhi, the team set-up a listening program to assess the base levels of conversation around specific clubs and cricket-related issues. Listening revealed relatively low levels of conversation outside of the actual match play, so a strategy was suggested which involved creating conversations around multiple aspects of a team, as well as cricket in general plus the year-round role of players in the community.

Showing organizations how to improve their business

"The social web is very different to what many marketers are used to," said Evans. "Once you monitor and realize what people are saying about you, areas for improvement can't be rectified just by intensifying PR or advertising. We use SM2 to help clients recognize that social insight can help change their overall operation and hence improve the way people talk about their company. SM2 then lets you see if you've succeeded by listening to your customers."

Monitoring the social web helps Digital Voodoo's clients understand that the way they conduct themselves drives the online conversation, whether it's brand, product or service-related. "When companies get to this breakthrough point, all of a sudden they see the social web in a whole new way and recognize the size of the opportunity. They want to build an organization that invites customers into a collaborative process and use customer feedback to improve engagement."

"Showing clients the conversations and opportunities they're missing out on and how they're affecting them makes them sit-up and take notice. The next question is 'how do we use this intelligence to improve how we run our business, in the social web era'. SM2 is the platform which makes this possible," concluded Evans.

Alterian

Alterian (LSE: ALN) empowers marketers with an integrated marketing software platform combining database, online and operational marketing applications on a shared data infrastructure. The Alterian Integrated Marketing Platform makes it practical and cost effective for marketers to use actionable insight to execute an integrated marketing strategy across online and offline channels.

It is the unique integration of analytics, content and execution through our industry leading tools, such as the Alterian Messenger email platform, and the award winning Content Management solutions, which enables marketers to drive a seamless, multi-channel customer experience.

Alterian's analytically-led software is delivered to approximately 1,000 marketing departments, across 26 countries, and an international network of more than 100 business partners, including marketing services providers, agencies and systems integrators. Its partners, such as Accenture, Acxiom, Allant Group, Cap Gemini, Carlson Marketing, Experian, Epsilon, InfoUSA, LogicaCMG, Merkle, Ogilvy One and Euro RSCG Worldwide, deliver Alterian software alongside their own domain and services expertise to help market leaders such as Princess Cruises, General Motors, Zurich, Astra Zeneca, HSBC, Limited Too, AEGON, Avis, Worldwide Wrestling Entertainment, Dell, Amnesty International and Vodafone integrate marketing processes and drive competitive advantage. For more information about Alterian, products within the Alterian Integrated Marketing Platform or our Partner Network, please visit www.alterian.com.

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