



# **Moderation:** Driving Business Beyond Brand Protection

Proactive planning and thorough research are the bedrocks of successful marketing. Yet many professionals tend to overlook a valuable tool in the early steps of their social media planning.

Content moderation is necessary for brand protection but is rarely considered as a means to achieve marketing-based KPIs. As a result, it's regarded as a last-minute plug-in and not fully appreciated for the outcomes it can provide. When planned in advance, effective moderation can impact conversions and revenue by:

- Yielding valuable insights that can drive business decisions
- Enhancing brand messaging
- Boosting customer engagement for a better experience
- Offering strategic insight to better manage a potential brand crisis

What are the factors that can make moderation such an effective marketing tool? Moderation that produces valuable ROI starts with recognizing the role of emotions in your customers' social media habits and the value of human intelligence in moderation services.



## Social Media: Where Tech Meets Human Emotion

Social media is based on the human need to make friends or connections, express feelings, and get attention. Your customers' interactions on social channels are often driven by emotion. In the world of marketing, sparking an emotional response is one of the most effective ways to inspire behavior, and that is often best achieved through authentic dialogue and relationships with customers. Great businesses realize that human connections create a value that can't be replicated in a one-way campaign. An effective moderation program provides the foundation that can lead to these successful outcomes.

## The Role of Human Intelligence in Moderation

As technology advances, it's tempting to assume it can replace humans in the moderation process. **Technology can play a pivotal role in effective moderation as a means to empower and scale humans, but it cannot replace the power of human compassion and intelligence.**

Software helps human agents organize, prioritize, and manage user-generated content (UGC) faster and with higher quality, but it has limits when it comes to context, nuance, and thinking beyond the algorithm. Most importantly, customers want to feel that they are interacting with humans. Today's technology can't deliver that feel, especially with real empathy. Even the best chatbots eventually reveal themselves to be limited.



**“Content moderation is more than just risk aversion and brand protection,”** notes Martin Bishop, Vice President, Client Services at [LiveWorld](#), a digital social media marketing agency and software company. “When you go beyond the typical content moderation functions of flagging and responding and use human moderation agents with advanced software, you have the ability to drive engagement in a new way, create better web and social experiences, gather insights, and increase conversion rates.”

# 5 Ways Human Intelligence Adds Value to Moderation

Here are five ways human intelligence can take moderation beyond brand protection and help create a more active and robust marketing tool with the power to impact loyalty and revenue.

## 1) Produces deep insights that have the ability to drive revenue

The marketing world spends significant time and money trying to learn what their customers think and feel through surveys, focus groups, and tracking tools. In social media, customers are sharing what they think and feel every day. Content moderation with human agents has the power to organize these thoughts, feelings, and opinions into insights in a way that allows you to:

- Go beyond quantitative metrics and automated text analysis to look at conversation dynamics to understand what customers care about and how those attitudes are rising or declining
- Discover when and how consumers are engaging with your service or product
- Better understand how consumers view your brand or a specific campaign
- Identify the strengths and weaknesses of your product or service

One international fast-food franchise was able to use weekly moderation reports developed by LiveWorld to uncover an obstacle to customer purchases. As a digital agency that employs a combination of advanced software and human agents, LiveWorld used human and automated tagging to iteratively determine over 60% of comments on the chain's Facebook page were customer support issues. Digging deeper, the human moderators refined the tagging and discovered that 25% of the comments were asking where restaurants were located. Essentially the company was leaving revenue on the table because customers didn't know where to go. This moderation-driven insight led the company to redesign its website and social channels by adding and increasing the visibility of store locators, and, in turn, those changes increased revenue.

## 2) Builds loyalty and positions the brand as customer-centric

American Express studies have documented that customer satisfaction is heavily influenced by how well customer inquiries are responded to online. Further, effective customer support online can drive a 21% increase in revenue.

The experience a customer has on a social property becomes the experience that customer expects to have in the store or with the product. Human agents are able to personalize responses to comments and questions and create an overall online experience that help customers feel the brand's value and positioning.

Walmart discovered the value of human moderators when the LiveWorld moderation team implemented an extremely successful holiday program that helped provide a seamless experience for customers. Moderators acted as "Twitter Elves" to help customers manage the stress of the holiday season. Through a unique combination of customer support, product promotion, and marketing engagement, the Elves helped customers locate gift items and solve other issues. Agents helped shoppers with gift ideas and pointed them to the Walmart e-commerce site or stores that carried the desired gift. By regularly solving shopping issues on a personalized level, Walmart saw positive testimonials spread across the Internet. These messages were picked up by bloggers and other influencers, some even declaring that they would drop competitors and only shop Walmart going forward.



### 3) Provides an early alert and context for strategic management in a crisis

While technology can track words and some sentiment, it tends to rely on volume and context assumptions to identify trends. Human agents who can identify nuance and context in low volume, even just one comment, can provide an earlier crisis alert and also determine which comments may or may not require a higher level of response.

Human agents can decipher if a situation is an isolated, unhappy customer; if a comment is getting picked up by another social media follower; or if the intensity of the comment in context matters. They are able to see an issue before there is enough volume for software to identify it. One Fortune 10 company found that just one comment from one customer could reveal an important business dynamic, affecting hundreds of millions of dollars in revenue.

In addition, the nuances of language often require that a human agent reviews comments in context to determine if the consumer is using sarcasm, conversational slang, or agreeing to a previous comment with a simple “me too.”

### 4) Boosts your SEO ranking

SEO work usually conjures up images of keyword research, linking strategies, and other tools. However, a successful moderation program can also enrich your SEO ranking.

- Content moderation with human agents encourages and guides engagement, creating more user-generated content (UGC) on your site. Both consumers and search engines love UGC, which boosts your organic rankings.
- Increased UGC naturally draws in more consumers, increasing visits to your website or social channel, which can also elevate your page rankings.
- Diving into conversations to see the terms and words consumers are using when they search for your product, service, or brand is another way to increase your SEO. You'll have the opportunity to refine your keywords and terms.

### 5) Expands your brand's value through the social experience

Moderation with human agents can help you expand your brand's value and deepen the social experience.

- When your moderation process includes a human team in addition to technology, you can quickly respond to positive customer experiences in a way that builds deeper relationships.
- Human moderators increase your ability to gather UGC that can be used across social channels, on your website, and in other marketing materials.
- Audiences will place a high value on the comments and stories of other consumers because they are viewed as more authentic than corporate messaging.



One of the nation's largest drugstore chains, Rite Aid, created a successful pipeline of relevant UGC and boosted social engagement by expanding the scope of its existing moderation services. LiveWorld's content moderation team was already responding to comments and flagging customer service issues on Rite Aid's eight social/digital channels. It was easy for the same team to begin locating and securing approval for user-generated, branded photos, videos, and comments.

Rite Aid has realized a sizable return on investment while building its relationships with customers. One UGC ad yielded 410,000 engagements and drove the overall metric up by 12% week-over-week.



**"LiveWorld has given us a highly cost-effective, efficient way to create original, branded posts by leveraging customer content.** This has been a game changer for us and allows our team to not only focus on building our strategy and innovation, but also lets us tap into a terrific group of loyal customers and brand ambassadors for the future," says Nicole Bohorad, Former Social Media Manager at Rite Aid.



# A Road Map to Proactive Moderation

The key to implementing a proactive moderation program is to recognize the value it can provide at the very start. Consider these steps to create a robust moderation process.

- 1) Designate an in-house lead
- 2) Build a dedicated team with moderation expertise and focus. This can be an outside moderation vendor, or, if you have the time and resources to dedicate to the task, an in-house team
- 3) If selecting a moderation vendor, look for one that combines human agents with technology
- 4) Define and document the business and marketing objectives you want to impact with moderation.
- 5) List the human-oriented values of the brand that will set the tone and feel of your moderation
- 6) Develop a playbook for the moderation program that includes:
  - Moderation guidelines and schedule
  - A response database
  - Conversation starters
  - Conversation plans that offer stimulation, emotional dynamics, and relationship building
  - A crisis alert, escalation, and mitigation plan
  - A tagging plan that includes both human and automated tags

The bottom line for marketing teams is that when you move moderation from a simple net to catch non-compliant content, complaints, or potential crises to a more proactive and robust program, you will ultimately have a stronger set of tools, a better customer experience, enhance your marketing programs, and increase conversion rates.

**Explore Content Moderation with LiveWorld** To discover more about [content moderation with LiveWorld](#), contact Jason Liebowitz at [jason@liveworld.com](mailto:jason@liveworld.com) or call (347) 276-2644.