



SOCIAL STRATEGY CASE STUDIES

Examples of how LiveWorld can impact your social media programs



PHARMACEUTICAL



Socialize a new brand, from start to finish.

What worked

Starting with a Social Architecture Workshop, LiveWorld worked with a cross-functional Zoetis team on a six-week program to create an overall social media strategy — including a cultural model that defines how customers and influencers experience the brand in the context of social media. The social architecture included the cultural model, specific brand participation and roles, and integration with the company's other marketing programs. The resulting social brief informs all the brand's ongoing social media efforts.



LiveWorld continued to provide strategic content programming assistance, as well as developing the content programming and launch plans. We then launched, managed, and moderated a new Facebook page with our unique combination of user content management services and technology.

Manage a community of diabetes care-related professionals, working with the brand partners to grow the size of and participation in the venue.

What worked

Focused on diabetes educators, and designed to educate toward best practices, this community includes participation by faculty and Medical Director. LiveWorld managed this community, providing structured content programming focused on particular diabetes treatments or events, as well as strategic consulting (in the form of Social Networking and Community Architecture Workshop leading to Social Brief) and social engagement. In its first year with LiveWorld, the community quintupled, and with each programming effort, logins and posts typically went up 2-3x. More recently, community-programming strategies increased faculty blog readership by 75% (which additionally spurred community participation). Facebook, Twitter and other social media forums to address and refute these claims and as a result, this crisis quickly burned out. The team used social media to convey that this family brand's products were extremely safe, didn't cause harm and were vetted by the CPSC.



PHARMACEUTICAL



Increase Fanbase and Engagement on Facebook and Twitter

What worked

LiveWorld provided Social Media Scorecards and Competitive Analyses for teams working the Facebook and Twitter platforms. We also created programming plans and conversation calendars, followed by content team coaching, and content creation. In three weeks working with the brand's Facebook team, numbers of Likes exceeded previous levels by over 130%, and both the Talking About and Total Reach metrics were steadily climbing over the period of the engagement. With LiveWorld providing executive coaching on Twitter, as well as programming daily tweets for the PR team, re-tweets of brand-posted items increased by more than 75% from October-December, when contrasted against the previous three-month period.



CONSUMER PACKAGED GOODS



Create and manage a social storytelling community: A professional web series featuring moments submitted by young moms.

What worked

The online community featured conversations based on the scripts, the performances, and the ideas generated by participants. LiveWorld provided social strategy, content programming (including social engagement specialists to start and stir conversations), moderation, the platform, and custom reporting that detailed audience interests and topics. The campaign generated 60,000 votes, 6.4 million microsite visits, 16.9 million webisode views, and 547 million campaign impressions. The program was a Forrester Groundswell Award finalist, and is the first and to date only case of a social media program being picked up by a national broadcast network (ABC) and developed into a comedy series. Most importantly, sales rose by about 1/2%.

Create the online community portion of the global Dove Campaign for Real Beauty, with forums inviting women to share their experiences in a worldwide conversation.

What worked

Women were avid forum participants across 27 separate country-language community web sites — all posting their thoughts on the topics of body image, self-esteem, and real beauty. LiveWorld provided social strategy, strategic content programming, community management, moderation, and the platform, as well as real-time continuous 24x7 moderation. After the campaign's Super Bowl commercial on self-esteem for girls, a flood of good (and also bad) comments came in to the site, creating a social media crisis that demanded immediate change in the moderation levels. LiveWorld responded in real time, adjusting the model to protect the experience of the community members and the brand's values.





RETAIL



Increase fan base, engagement, and brand loyalty; and provide quality support to customers via Facebook and Twitter.

What worked

Working with a top retailer in the world, LiveWorld technology and process flow integrates the brand's national Facebook page, thousands of store pages, multiple custom apps, and Twitter, managing hundreds of thousands of pieces of user content every month. LiveWorld provides social strategy, content programming, moderation, social crisis management, insight, and technology. The LiveWorld team analyzes the entire conversational ecosystem, with monthly Tone and Insight reports that drive improvements in the social media program and the business overall. Each month, the LiveWorld team provides 1-3 insights, recommending what the client could change in the next 30-90 days to get better results on their social media programs. Our strategists drill down deep into Facebook and Twitter threads and interactions to see what's really happening, what customers think, and what the brand can do about it.

Our team also provides extensive social engagement, ranging from in-character interactions as holiday helpers, to day-to-day conversations and customer problem solving on Facebook and Twitter. We provide regular strategic POVs, including recommendations for handling company content, issues, interests, and activities across social venues. LiveWorld social strategy, insight reporting, content programming, and engagement work has helped grow this brand to among the top fan counts on Facebook in the US, consistently ranked as one of the most social media engaged brands in the world.



FINANCE



Introduce students to HSBC and build loyalty with a scholarship contest inviting university students to submit videos on how they will change the world

What worked

LiveWorld created a proprietary Facebook social app for students to submit, comment on, and vote for videos about changing the world. Moderation and interaction was key to stimulating participating and conversation. LiveWorld provided social strategy, technology, content programming, and moderation.



Support brand awareness and loyalty by creating a community around the needs of small business owners sharing expertise and stories.

What worked

The community featured lots of content from varied sources, including celebrity experts. One challenge faced by communities of this type is encouraging interactivity, sharing, and feedback; the desired audience is busy and has less free time to “talk back” to bloggers and topic starters. Socializing the content experience draws people into the community, provides interaction opportunities, and helps the brand learn what’s important to this key market. LiveWorld provided moderation services and technology.



TRANSPORTATION



With a very short lead-time, develop a social media program for the 2012 innotrans conference in Berlin and mining conference in Las Vegas.

What worked

LiveWorld worked with the GE Locomotive and Mining Equipment divisions, providing Twitter support, live blogging, coordination of social media opportunities for Facebook, and compilation of content for a daily wrap-up blog. To integrate social media into these live events, and to spread news about innovations introduced by GE to varied audiences, LiveWorld developed a strategy to follow and engage with other industry leaders, media outlets covering these brand sectors, and locomotive fans. The idea was to integrate social media into the live event and help spread news about innovations introduced by GE to varied audiences. Significant visibility and presence was created, especially given a two-week lead-time and no significant giveaways (a competitor gave away over one hundred thousand dollars in prizes).



About LiveWorld

Through services and software, LiveWorld empowers the largest companies in the world to deliver social customer experiences that deepen relationships between brands and customers. Our marketing, customer service, and insights solutions enable companies to maximize the potential of social media and online communities. LiveWorld services include strategy, campaign management, content moderation, customer engagement, social media analytics, and customer service. For over 19 years, LiveWorld has delivered services and software for moderation, engagement, customer service, and insight, enabling brands to manage social media and online community programs at scale. LiveWorld clients include the #1 brands in consumer packaged goods, retail, pharmaceutical, financial, and travel services. LiveWorld is headquartered in San Jose, California, with offices in New York City and Austin. Learn more at www.liveworld.com.



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