

# Establishing **social** **media** presence

Redefining experience  
and engagement



PLANET HCL  
A WORLD WITHIN





HCL Technologies and the brand's internal team and agency partners were able to successfully establish a true social media presence for a poultry and grain company, growing its Facebook fan base from 300 to nearly 200,000.

**Problem  
statement /  
Business challenge**



A leading poultry and grain company in the United States wanted to establish a presence across all social media channels to further engage with consumers and stay competitive. HCL Technologies and the company's agency partners were tasked with developing a distinct voice for the brand on social media platforms and channels, growing the brand's small existing social following, and increasing the overall brand awareness.



## **The Solution:**

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HCL Technologies followed its tried and tested seven-step implementation process to establish a holistic social media policy including objective formulation, technology development, template creation, program refinement, operations integration, and team training. After developing distinct goals and objectives as well as the workflow and rules of engagement, HCL Technologies worked with the client and agency partners to develop a clear and consistent voice to create brand awareness. The new voice would set the tone for all messaging across the various social media platforms.

With the brand's voice in place, HCL Technologies worked with the client and the agency partners to develop posts, notifications, and response templates across social media platforms, playing an integral role in the review process.

Finally, HCL Technologies handled the monitoring, analyzing, and reporting of the entire social media program. This started by "tagging" content such as product compliments, complaints, and suggestions, and ensuring that the right team members were in place to respond to all consumer content in real time. Team members from HCL Technologies monitored and uncovered relevant trends, as well as activity per channel, increase in following, and fan base, and other mutually agreed upon metrics, all of which was shared with the client through weekly, monthly, and quarterly reports.

## Business Benefits for the Client

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Within just eight months, the team had revitalized the brand's Facebook page, created new Twitter and YouTube pages, and developed a custom system for daily monitoring and engagement. After 32 months, HCL Technologies and the brand's internal team and agency partners were able to successfully establish a true social media presence and a robust social media policy for the brand. Their efforts helped in growing its Facebook fans from 300 to nearly **200,000**. **With 4,000 followers** added to its newly created Twitter account, the brand's awareness increased across all of its social media properties. HCL Technologies also assisted with the development and implementation of a sound social media policy, as well as the real-time escalation procedures and formal reporting metrics. Now, thanks to all partners involved, the company is not only a leading food and agricultural product producer, but also a leader in the social media space.

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