

Establishing social media presence. Redefining experience and engagement



C3i Solutions, an HCL Technologies company, 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 fanbase from 300 to nearly 200,000.



The Challenge

A leading poultry and grain company in the United States was looking to establish a presence across all social media channels in order to further engage with consumers and stay competitive in the space. C3i Solutions, an HCL Technologies company, and the company's agency partners were tasked with developing a distinct voice for the brand on social media platforms and social media channels, growing the brand's small existing social following, and increasing overall brand awareness.



The Solution

C3i Solutions 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, C3i Solutions, worked with the client and agency partners to develop a clear and consistent voice for the brand. The new voice would set the tone for all messaging moving forward across the various social media platforms.

With the brand's voice in place, C3i Solutions, worked with the client and agency partners to develop posts, notifications, and response templates across social media platforms, playing an integral role in the review process.

Finally, C3i Solutions handled the monitoring, analyzing, and reporting of the entire social media program, starting by “tagging” content such as product compliments, complaints, and suggestions, and ensuring the right team members were in place to respond to all consumer content in real time. C3i Solutions team members 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.



The Results

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, C3i Solutions, an HCL Technologies company 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, growing its Facebook fans from 300 to nearly 200,000, gaining 4,000 followers to its newly created Twitter account, and increasing the brand’s awareness across all of its social media properties. C3i Solutions 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.

For more details, please contact CS_Marketing@hcl.com



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