Social Intelligence Toolkit

Boost prospects and build relationships: **The power of social listening**

Social listening for B2B is much more effective than you might think. Introducing the Harte Hanks Social Intelligence Toolkit.

HARTE HANKS

There's a world of prospects on social. **Are you listening?**

Today, 350,000 new tweets are posted every minute and with 1.65 billion monthly active users, there are more people on Facebook than the entire population of China.[1]

That's a lot of chatter and a wealth of opportunities. Especially when you consider that many of the conversations happening on social are about brands, products and services – with people and businesses using social platforms as a first port of call to voice their thoughts and opinions.

But as a B2B brand, how can you make the most of those conversations? How do you use social to build relationships with buyers and drive success? Easily and effectively, with our Social Intelligence Toolkit.

54%

of B2B marketers claim they **generate leads through social media**[3].

75%

of B2B buyers are **influenced by information they find on social platforms**[2].

Social Intelligence – **what's it all about?**



Social Intelligence refines through the noisy social landscape to get right to the heart of what matters to your brand. Combining the latest technology with first class expertise, it uncovers the gems of information that empower you to better understand buyers, prospects, market positioning, the wider industry and key trends.

What makes Social Intelligence so powerful is that it goes far beyond simply looking at the what; it identifies the why, translating data into valuable insights that you can understand, act on and – most importantly – benefit from.

What can Social Intelligence do for your brand?

With the buying process constantly evolving, it's no longer enough to simply provide potential buyers with generic datasheets or unsolicited calls. Buyers want to know that you understand what they're looking for, and that you can offer up products and services that will meet their needs. And that's exactly why Social Intelligence holds such important value for B2B businesses.

It paints a clear picture of your customers and what they want. It's also a brilliant opportunity to spark up conversations and build relationships with key prospects. When you add the ability to tap into industry and competitor insights, and position yourself as a market leader, you can see why Social Intelligence is such a hit with B2B brands.

Introducing the **Harte Hanks Social Intelligence Toolkit**

Our Social Intelligence Toolkit is designed to provide expert social insight – right from listening to action. We don't just offer monitoring of conversations, trends, and your place in the social landscape; we support you with the solutions and strategies that ensure you get the most value from social data.

How does our Social Intelligence Toolkit work?

We focus on four key tools, each underpinned by the Social Intelligence that world-leading brands rely on. These tools can be used individually or in conjunction with each other, depending on your business needs.









34%

of businesses have no social media presence at all, and 36% of those who do never respond to customer comments online[4].



Social **Audit**

Simply sending blanket messages to your buyers is no longer enough. To engage with them in more meaningful ways, you need a clear understanding of how your brand is performing on social channels – the same channels your buyers are using to discuss their needs, industry trends, and how they think and feel about your brand and service.



What does a Social Audit do?

Harte Hanks' Social Audit clearly determines where your brand sits on the social landscape. It identifies your challenges and opportunities, looking not just at what your buyers are saying but also how you can engage more effectively with them.

How does it work?

Internally
it assesses your social strategy, the key platforms you use, and your own messaging across social channels.

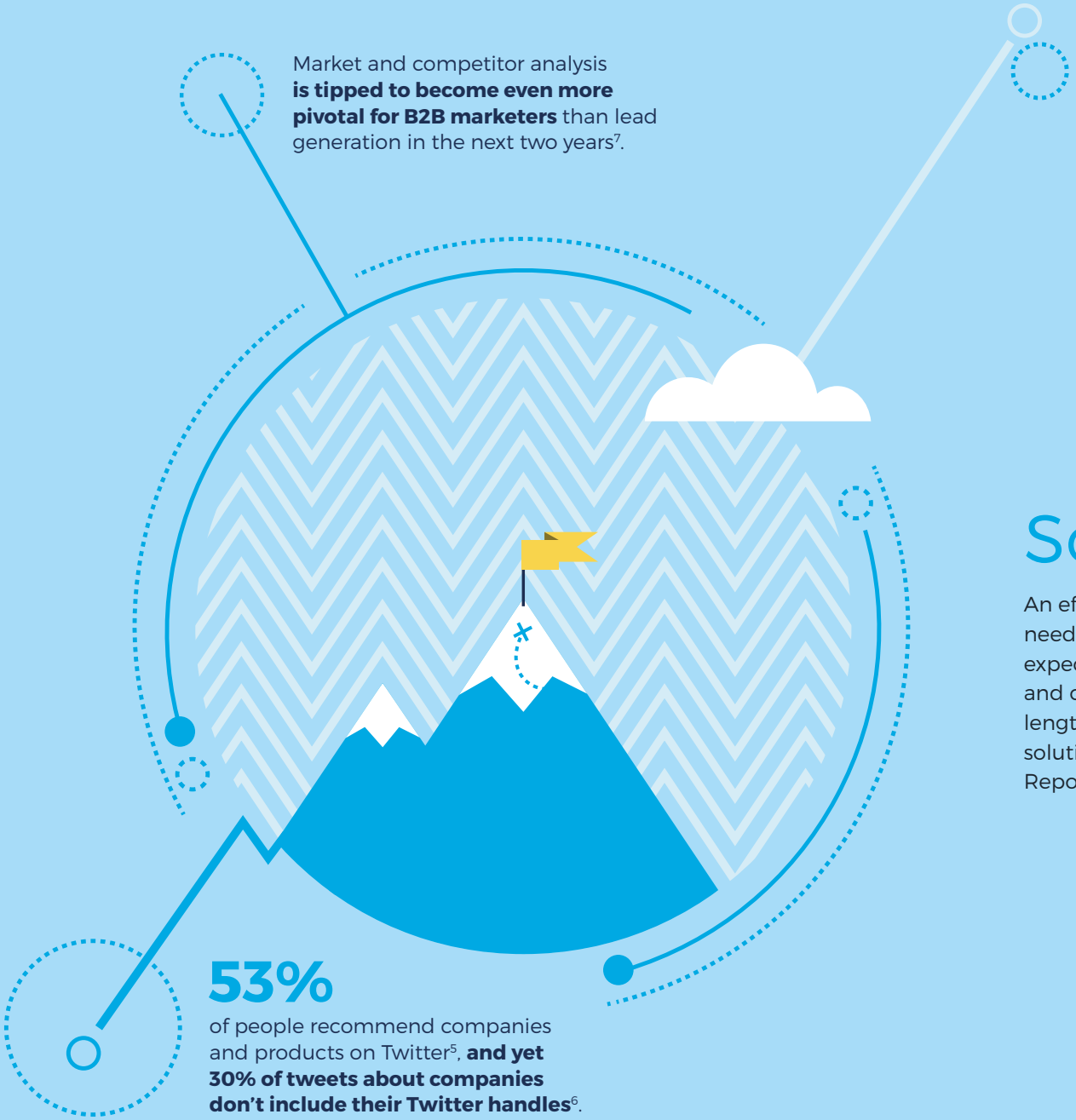
Externally
it discovers what other people, including existing and potential buyers, are saying about your brand.

Combined
this information can help you fine-tune your social strategy and build more relevant relationships with buyers.

The benefits to your brand

- **You'll understand your target audiences**
  with valuable insights, you can have more meaningful conversations with them.
- **You gauge your brand's place in the social space**
  get a clearer picture of how your brand's social performance compares with competitors.
- **You can develop a more effective social strategy**
  one that aligns accurately with buyers' needs and behaviors, and helps you build more engaging relationships with them.

Market and competitor analysis **is tipped to become even more pivotal for B2B marketers** than lead generation in the next two years[7].



53%

of people recommend companies and products on Twitter[5], **and yet 30% of tweets about companies don't include their Twitter handles**[6]. This shows that more conversations are happening about your brand than with your brand.

Social **Reporting**

An effective social strategy doesn't just solely focus on the needs of your brand. It factors in audience's behaviors and expectations, and shows a clear awareness of your market and competitors in a social context. This might seem like a lengthy and time-consuming process – but with the right solutions, it needn't be. Cue the Harte Hanks' Social Media Reporting tool.

What does Social Reporting do?

Social Reporting gives you the knowledge you need to enhance your social strategies. It quickly pinpoints valuable social insights that really put you in your buyers' shoes. It even shows how you rank against competitors, so you can find ways to stay one step ahead of them.

How does it work?

We use leading-edge technology and deep social expertise to analyze hundreds of thousands of posts across multiple social platforms, unearthing the social conversations and happenings relevant to you – even if they don't mention or involve your brand directly. We use this to provide you with useful intelligence you can act on.

The benefits to your brand

- **Instant insights**
  on the latest competitor and market trends, which you can build into your social and digital strategies.
- **Beneficial knowledge**
  about what buyers are thinking, feeling and doing so you can connect and engage more effectively with them.
- **Greater understanding**
  of specific target audiences, including the latest trends and events, so you can lead and join key social conversations.
- **Detailed monitoring**
  of your performance on social channels, compared with your peers.



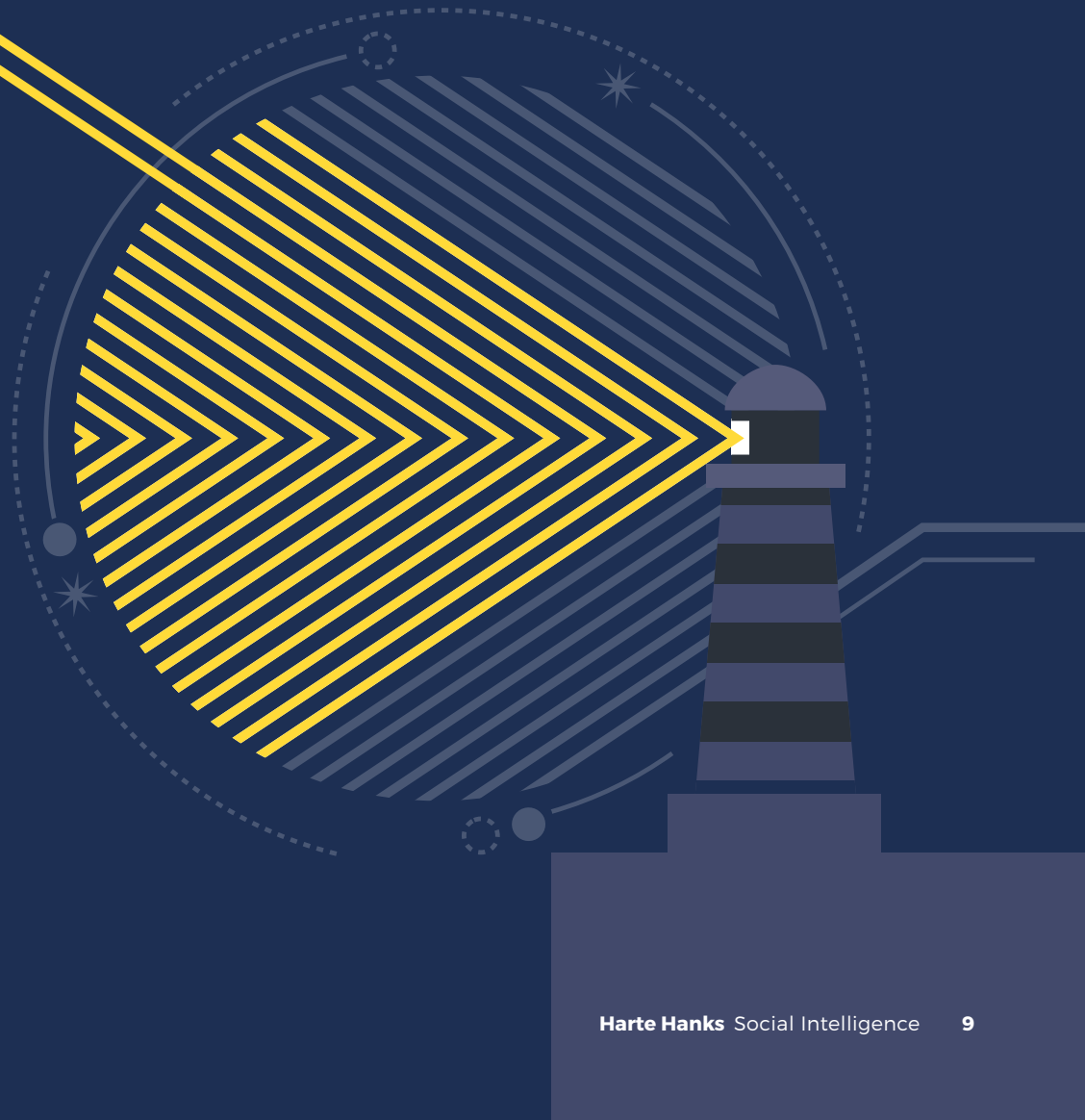
97%

year-on-year **increase in win revenue** generated from contacts identified on social[8].

Social **Selling**

Traditional sales techniques are becoming increasingly ineffective. Today, it's about far more than just the transaction – and ongoing relationships with potential and existing buyers matter more than ever.

Social Selling helps you establish and nurture those crucial connections, and enjoy better business results.

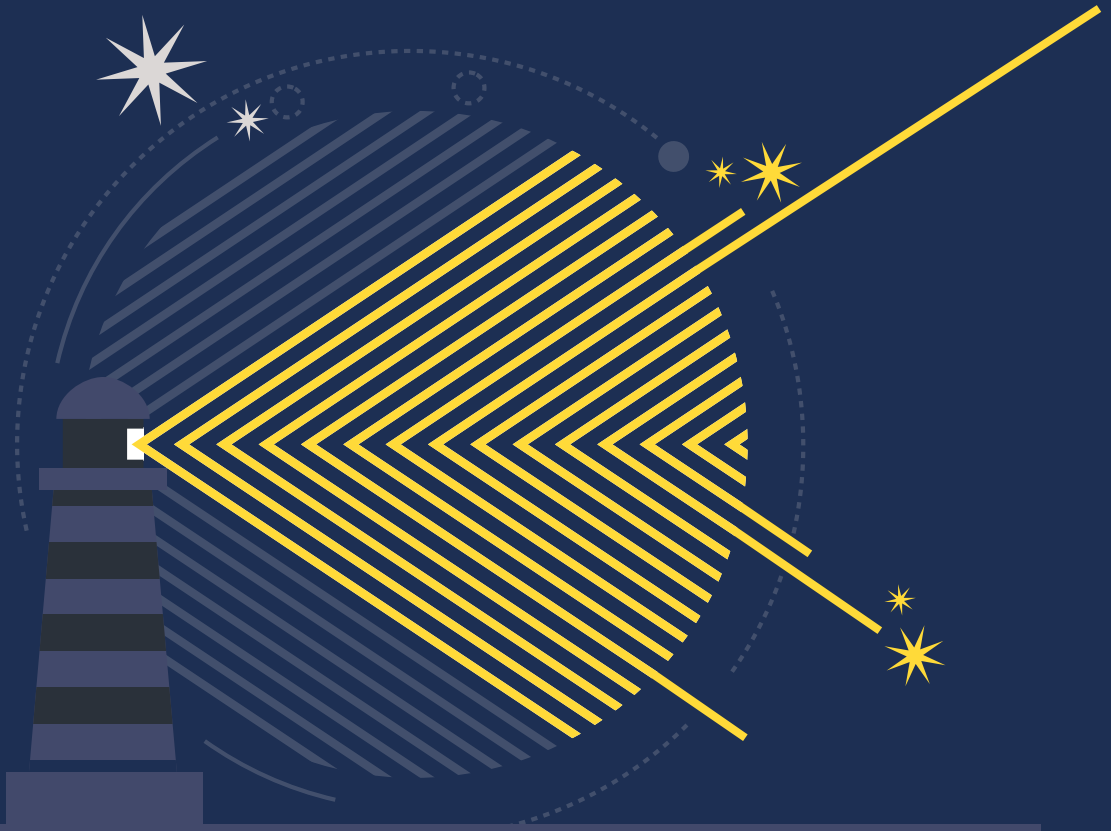


What does Social Selling do?

This highly effective tool uncovers real-time actionable insight on what your buyers are discussing, enabling you to reach out and build profitable relationships. Cutting through the social media noise, it finds sales opportunities that your brand can benefit from.

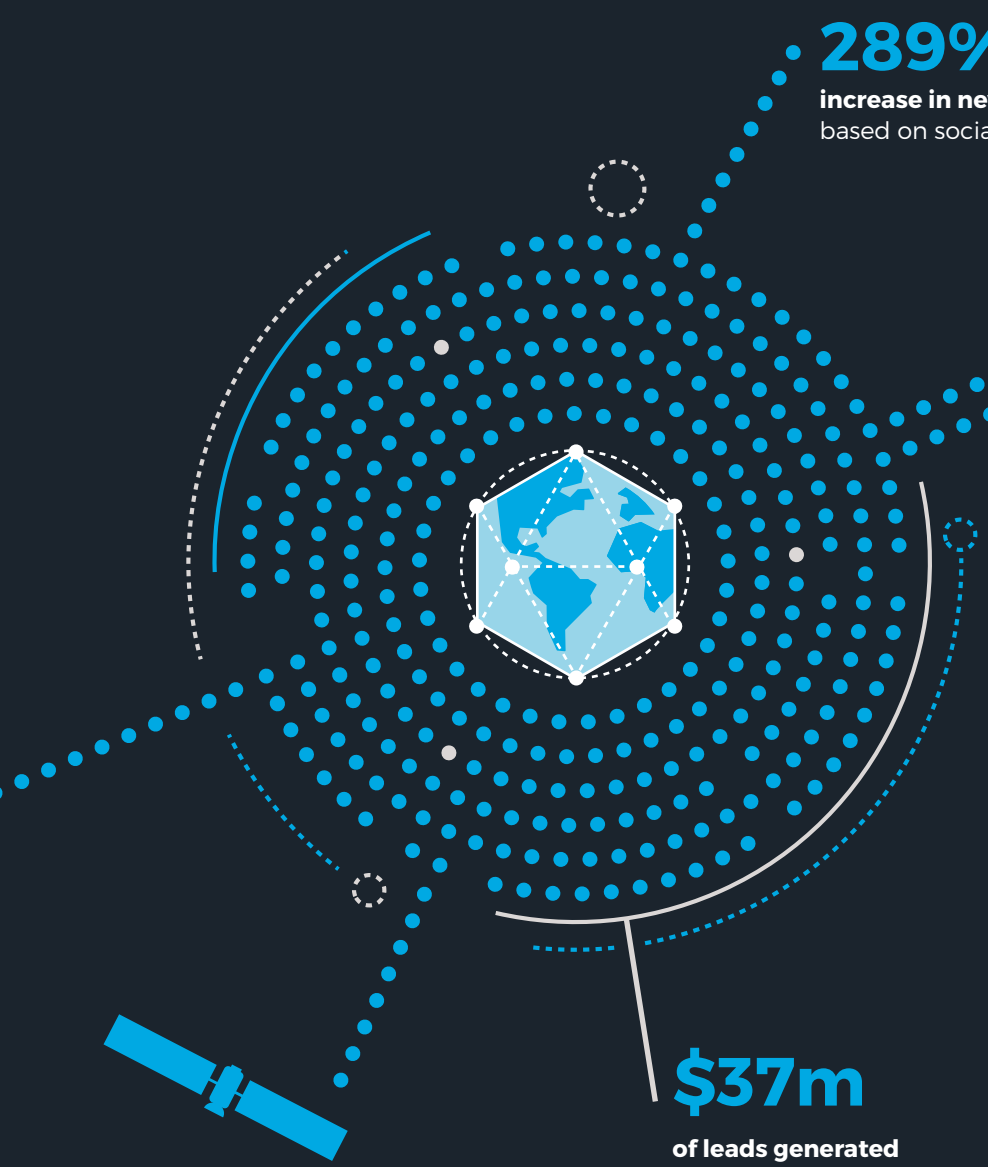
How does it work?

Backed by a team of experts and the latest tools and technology, Social Selling pinpoints up-to-the-minute knowledge on your buyers (current and prospective) – **who they are, what they're talking about, and what they're looking for.** We don't just tell you what's being said either; we provide helpful, timely information that enables you to spark lasting commercial relationships and meet buyers' needs on a more personal level.



The benefits to your brand

- **Cut through the social chatter** and find the conversations that link buyers with your brand.
- **More personalized, one-to-one interactions** instead of mass marketing and hard/cold sells.
- **Detailed, highly pertinent insights** that inform more accurate messaging to the right buyers, about the things that matter to them.
- **Build rewarding relationships with prospects** Social Selling resulted in a $7.5m increase in revenue for just one of our clients, so it's safe to say that it works.



289%

increase in new buyers
based on social intelligence.

8400

hours of time saved
on internal resources.

$37m

of leads generated
through the IBM Social Command Center

Social **Command Center**

A jaw-dropping number of new posts appear on social every single day. For brands and businesses, it's a lot to keep up with. Especially when buyers expect swift responses. And the trouble is, buyers don't just express views and opinions on social, they form them too. This makes the need for timely monitoring and swift responses fundamental.

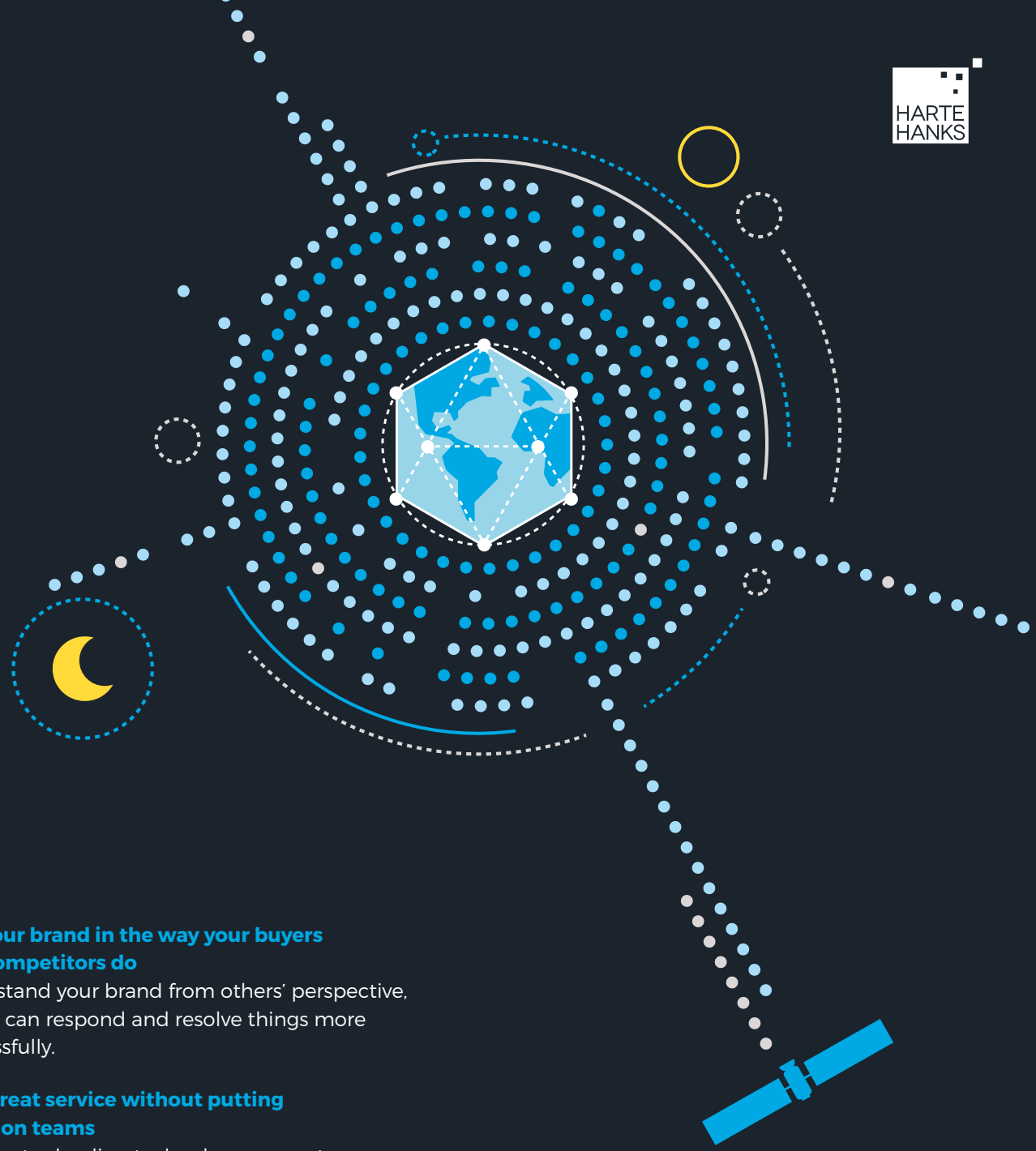
Our Social Command Center offering is here to help you identify and respond to social conversations about your brand, in real-time, without over-stretching your resources.

What does the Social Command Center do?

The Social Command Center spots the events, issues and buyers that are important to your brand. Whether you want to make sure you're delivering the best service at all times or that you're quickly managing any crises or bad press, our Social Command Center can help.

How does it work?

Using the latest high-end software and real-time monitoring of social channels, the Social Command Center identifies issues and trends related to your brand as they happen. Highly effective and efficient, it means you can stay on top of trends and conversations you need to know about, without having to scour the social space around the clock.



The benefits to your brand

- **Tap into real-time conversations**
  be part of social interactions and manage issues swiftly, to protect your brand's reputation.
- **Make sure your brand isn't missing out**
  stay up-to-the-minute with trends, topics, news and events – and react accordingly.
- **See your brand in the way your buyers and competitors do**
  understand your brand from others' perspective, so you can respond and resolve things more successfully.
- **Give great service without putting strain on teams**
  let industry-leading technology support your service teams and put your brand in a positive social light.

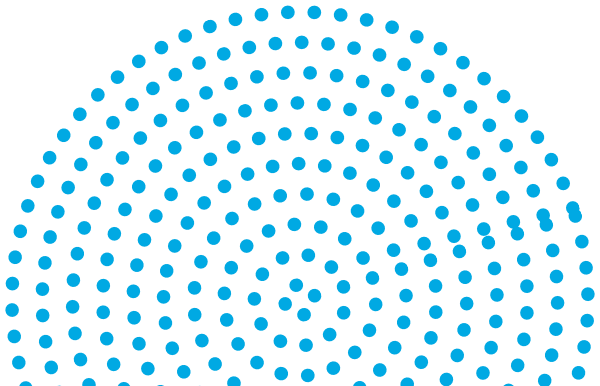
The top five benefits of the Social Intelligence Toolkit for B2B brands

We tailor to your brand's needs

we understand that B2B marketing works in different ways to the impulse-driven decision-making of the consumer world – and that generic social listening tools might not give you the returns you want. Our tools are geared towards helping you to identify, build and nurture relationships, so you can provide more relevant and targeted content, and boost sales.

Less noise = more value

the B2B social landscape isn't as noisy as B2C, and this works in your favor. It means we can pinpoint and locate the conversations that can be used to your brand's benefit. And not only do we identify the conversations, we also help you determine the best ways to take them forward.



Make impactful connections

the B2B space is all about individuals. Individuals who want you to treat them as such, and who value personalized interactions. People buy from people, so we'll help you to get to know your prospects before you start conversations with them. This way, you can avoid the cold call and develop relationships with contacts and decision-makers based on their needs and preferences.

Revenue-boosting results

ROI: it's important. And nowadays, simply running marketing campaigns and engagement strategies isn't enough – you need to know how successful they are so you can justify your time and effort. Having achieved impressive results for a range of B2B brands, we're well-equipped to help you understand which social activities are growing your brand.

Stay one step ahead

the sales process just isn't what it used to be. Expectations are higher, and people are less responsive to traditional methods. So now's the time to adopt innovative techniques to selling that are based on social interactions. Social intelligence helps to strengthen your social strategies, gives you valuable insights into your competitor landscape, and empowers you to improve your brand's market position.

Harte Hanks Social Intelligence Toolkit: **Discover what it can do for you**

Make the most of social intelligence.

Let Harte Hanks help you advance your brand and develop the relationships that count.

Start listening today.

Call (800) 456-9748
Email contactus@hartehanks.com
Visit us at hartehanks.com

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