

bluewolf™

Category number: 7

Category name: Best use of social media

Programme/initiative name: #GoingSocial

Brand or client: Bluewolf (internal campaign)

Microsite URL: http://www.bluewolf.com/GoingSocial

Word Count: 999

Summary

Our #GoingSocial internal campaign aimed to increase internal and external collaboration at Bluewolf through the social web. As a professional services firm, our people are our assets. We strove to unlock the knowledge of our expert employee base and develop the online personas of our internal thought leaders—thereby raising our total brand.

Having trained our 300+ employees on social media platforms, we specifically encouraged the use of Twitter, LinkedIn, Salesforce Chatter, Google+, Facebook, Flickr, and Pinterest.

We also drove social collaboration by hosting social, knowledge-based profiles of each of our employees on our website. Through Salesforce, our employees manage their own profiles, showcasing their social networks, recent tweets and musings (or published work on www.bluewolf.com), and a range of other biographical information.

Lastly, we implemented a gamification platform within Salesforce to further drive the desired social collaboration behaviors. Employees earn rewards and recognition by collaborating internally on Chatter, improving Klout scores, creating content for our knowledge base, publishing blog posts, sharing Bluewolf content, driving traffic to our website, etc. The initiative has been a huge success in both collaboration and inbound marketing.

Check out a 5 minute demo of the campaign, linked here: http://screencast.com/t/mOdf0vi7JGA

[200 words]

About the client company

Since the campaign was directed internally, we were our own client company for #GoingSocial. As a global agile consultancy, Bluewolf provides services across the customer life cycle: IT resourcing, managed services, and training.

As salesforce.com's first implementation partner, we've been consulting in the cloud computing arena for over 12 years. In 2000, we saw the opportunity to bring agility into businesses (across people, process, and technology) and were thus born out of the cloud era.

Strategy

Our global company is growing rapidly, but the necessity of 'knowledge capture' drives our challenge to increase internal collaboration. The more we collaborate internally, the more likely it is the answer already exists within our internal social network system or that someone with the answer can be found. When employees collaborate on an internal social network, they tap into a larger pool of global knowledge. They are solving business problems faster, and that knowledge is also getting captured for future reference.

Secondly, by encouraging our people to share their knowledge externally via the social web, we uplift our total brand. Our goal is brand awareness: to promote our reputation as the expert educational resource on business agility and on mapping flexible technologies to sound business processes. Our strategy revolved around turning the knowledge of our consultants outward to make brand ambassadors out of our employees.

Objectives of the campaign

- increase internal and external collaboration among the employee base
- build the thought leadership of our internal experts
- increase website traffic from social media platforms
- increase brand presence on social media platforms

3 main aspects of the internal marketing campaign:

1. *#GoingSocial Portal* (www.bluewolf.com/GoingSocial)
    - We've provided a one stop shop with the tools and resources our employees need for their #GoingSocial journey. Instead of tip sheets and training manuals, our #GoingSocial Portal provides bitesize pieces of content through multiple mediums. Since everyone consumes content differently we've provided SlideRocket presentations, 2-3 minute video tutorials explaining individual social media platforms, and a brief overview pdf.
2. *Pack Profiles*
    - Our people are our brand, so we put their social and *knowledge-focused* 'Pack Profiles' front and center on our website, which our employees use to leverage Bluewolf's brand in building their own personal brands. In the Facebook-era, people want to manage their own brands and their social profiles, so all 'Bluewolfers' now manage their own public-facing Pack Profile from within Salesforce (our internal CRM system).
3. *Gamification*
    - We implemented a gamification platform, Bunchball's Nitro for Salesforce, in order to encourage enterprise knowledge-sharing and incentivize our people

to go social. Our employees earn points, badges, recognition, and rewards for collaborative activities such as the following:

- Sharing content to Twitter, Facebook, or LinkedIn (all from within Salesforce): Bluewolf blog posts, case studies, and white papers
- Publishing blog posts on our site and attracting visitors
- Starting/Engaging in conversations on Chatter
- Earning a 50+ level Klout score
- Adding content to our internal knowledge management system

The target audience

This campaign was designed to appeal to our internal workforce: on-the-go, analytical individuals whose time is highly valuable. The difficulty of this project was offering #GoingSocial tools and practices that could fit into their tight schedules. We strongly stressed what we call the WIIFM—"What's in it for me?" We needed strong value propositions and buy-in in order to make this a successful cultural shift. We mainly focused on the personal branding aspect and the business value for each individual (from marketing and sales to consulting and recruiting).

Before beginning the campaign, we surveyed the entire company to get a picture of the current state of social collaboration, and to find out what would encourage them to start sharing and engaging on social networks. The results showed a general desire to build individual personal brands, but some wanted training and advice (e.g. what content to share, whom to follow, best practices for making the best use of limited time on social networks). We shaped our campaign efforts around this feedback from the start, and continued to ask for end-user feedback.

Media, channels or techniques used

We also used the social channels discussed above to promote the campaign itself. We decided to share our success story externally, and to wrap it up into a service offering of our own. EnterpriseAPPStoday covered the story in the article linked here: http://bit.ly/HeF8sQ

To incentivize social behavior, we're launching our "Rewards Store," a Salesforce tab where employees can trade in points for culture-specific rewards, for example: hotel upgrades at our events, conference passes, limited-edition Bluewolf schwag, and a social superstar package that highlights the individual on our corporate social channels.

Timescales of the campaign

January

- Research, baselining: company-wide survey, campaign planning

February

- Internal proselytizing of #GoingSocial
- Case study with internal thought leaders

March

- Official launch of gamification within Salesforce
- Official communication around #GoingSocial Portal and Pack Profiles through email, Salesforce Chatter, All-hands calls, webex recordings, etc.
- Offsite company workshop in Mexico: keynote on #GoingSocial, workshopping

April/May

- New challenges and rewards, user feedback, multichannel communication

- Making sure all new hires are trained and aware of campaign

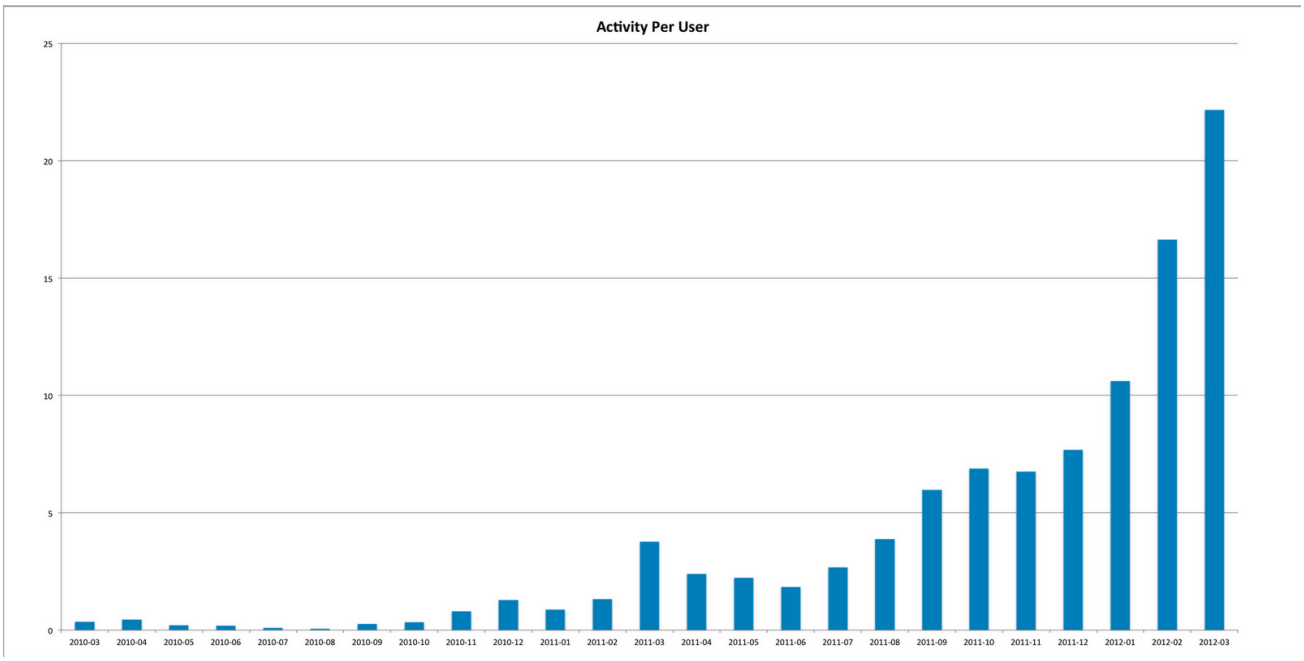
June: Phase 2

- Introducing official Rewards Store.
- #GoingSocial offered as an open course at 'Bluewolf University' (an internal program).

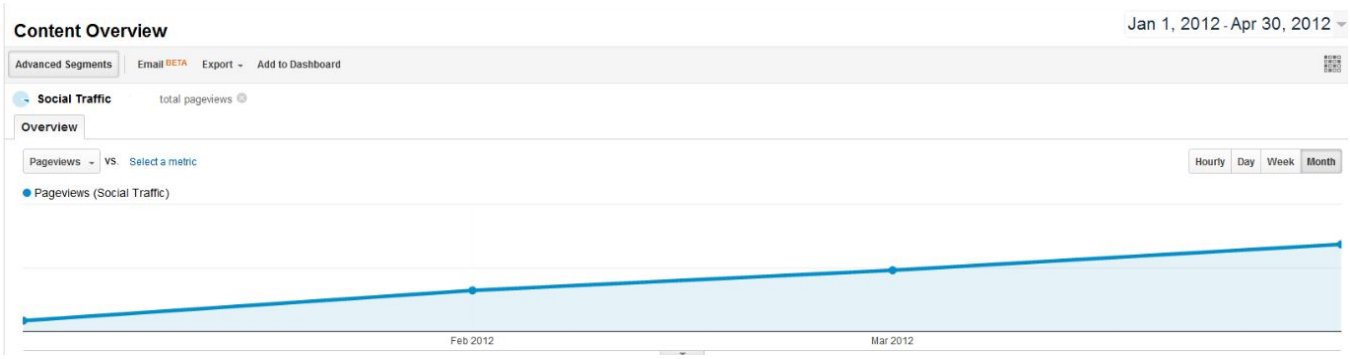
Budgets

We negotiated free Bunchball licenses. All materials were produced in-house, nothing purchased.

Results



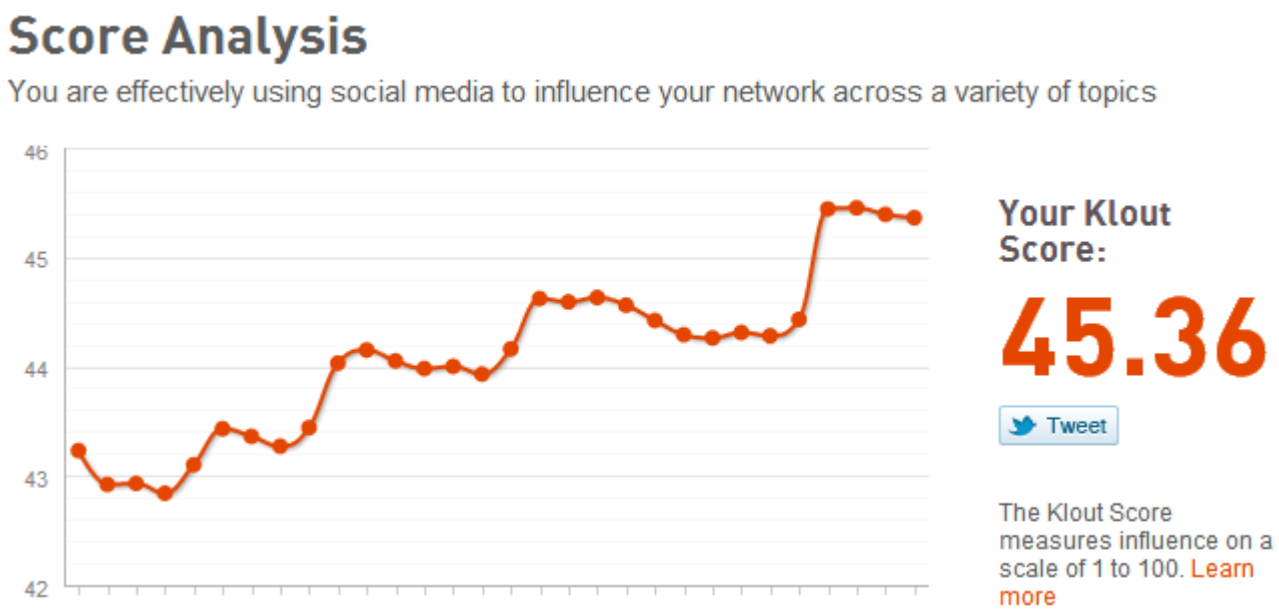
Chatter activity increased 57% in Q1 - 2012 from Q4 - 2011.



All Social Traffic to our website per month increased 45% (January-April 2012).



Website traffic to our blog from social media platforms increased 80% overall (January-April).



Our Klout score, once steady at 42 for weeks, shot up to 45 after #GoingSocial's launch.

Client Testimonial

B2B interviewed Bluewolf Marketing VP Corinne Sklar:

> *"If you think about the content and how this affects us, it gives 350 employees a megaphone to stream our content out to all their social networks. We're developing new content daily and getting it out to potential customers."*

Full article: http://bit.ly/M8CNTO

Industry Analysts Love #GoingSocial!



Brian Burke, Gartner: "It's like you've given employees a megaphone to share your brand. This is the first integrated solution I've seen."

Gartner



Nigel Fenwick, Forrester: "I'm very impressed…I've been reporting on this and haven't seen all the pieces come together in one place like this."

FORRESTER®



Ted Schadler, Forrester: "Kudos for the risk! Bold move. There is a certain amount of risk here that will likely attract customers. I'd like to point to you as an example."

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Rebecca Wettemann, Nucleus Research: "Effectiveness is not just best practices of a product, but best prac adoption….gamification can help with that."

NUCLEUS RESEARCH

bluewolf™



MarketingSherpa highlights our #GoingSocial program:
(http://www.marketingsherpa.com/article.php?ident=32169)