

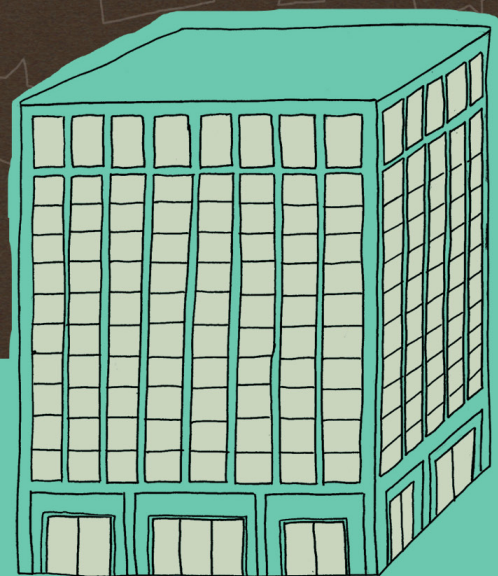


social media
monitoring +
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THE SOCIAL AGENCY



20 Social Media
Services To
offer Your Clients



The Social Agency: 20 Social Media Services to Offer Your Clients

INTRODUCTION

CHAPTER 1:

The Social Agency Opportunity

CHAPTER 2:

Research, Analyze and Provide Insight as the
Agency Interpreter

CHAPTER 3:

Plan, Advise and Educate as the Agency Tour Guide

CHAPTER 4:

Stand by the Client as the Agency Ally

CHAPTER 5:

Synchronize Social Technologies as the
Agency Choreographer

CONCLUSION:

What Role Will Your Agency Play?

Introduction

Perhaps your agency excels at campaign deployment and management or gets paid the big bucks to devise overall strategic social media direction. You might even do all of that and provide ongoing community management for clients using a few channels like Facebook, Twitter and YouTube. If any of the above are true, wonderful! You and your agency are helping your clients acclimate to the social era where consumers converse directly with brands.

Over the past year or two, we've seen some transformative shifts in the industry approach to social media for business. The leaders are moving beyond Facebook pages and one-off campaigns. They're crafting holistic content strategies, integrating social media into their overall communications efforts and migrating towards social CRM. Is it time to revisit your agency's approach to selling social?

Companies hire agencies like you to guide them through the rapidly-changing world of social media. Whether you're an established social agency or an agency seeking information about what services you need to provide to become one, this e-book is for you. We'll discuss 20 ways you can go beyond the basics to create real value for your clients.

In the following chapters, you'll learn about:

- The Social Agency Opportunity
- How your agency can become the Interpreter who researches, analyzes and provides insight
- How your agency can become the Tour Guide who plans, advises and educates
- How your agency can become the Ally who stands by the client
- How your agency can become the Choreographer who synchronizes social technologies

CHAPTER 1:

The Social Agency Opportunity

The novelty of two-way communication will soon wear off. “Social” will no longer be a differentiator just as digital marketing will no longer remain distinct from marketing. A few months after buying that new BMW, it becomes just your car. Similarly, “social” will just be the norm: your prospects will assume that your agency offers social media services; your clients’ customers will expect these brands are active on Twitter.

As we know, the social media industry changes rapidly. Technology evolves, new platforms emerge, and processes and people must adapt. Some brands remain laggards. Others have social media customer service centers, dedicated community managers and editorial planning behind their social content creation, and are still eager to take social to the next level. Each level of maturity is a different opportunity for an agency like yours to help them to the next level.

So where does your agency fit in? What social media services can your agency provide (if not already) to stay abreast of the industry and client needs? What opportunities exist that you’re not currently taking advantage of? Agencies that lead in 2012 will need to take on four major roles with your client: **Interpreter, Tour Guide, Ally** and **Choreographer**. Let’s take a closer look.

CHAPTER 2:

Research, Analyze and Provide Insight as the Agency Interpreter

Data is easy to come by. Actionable interpretation is not. That’s where the Interpreter comes in.

As an Interpreter, the social agency observes, documents, analyzes and reports findings to the client. The client is fed spoonfuls of actionable insights that steadily grow their business.

Focus groups are tedious, expensive, and often misleading. Listening platforms provide accurate data in real-time. In essence, listening platforms have provided agencies with access to data that research firms get paid handsomely to collect and interpret. Agencies can now be the research firm and provide clients with regular insights that can impact their marketing positioning, product development and more.

What products/services does an **Interpreter offer?**

1. Industry Insights Landscape: Understanding Social Media Opportunities

This report is a SWOT analysis. The agency uses social media metrics and listening to identify client strengths and weaknesses, and industry opportunities and threats. The research helps identify opportunities for product or service development, appropriate market positioning, potential influencers for outreach, or possible communication channels to employ.

The Industry Insights Landscape is the ultimate barometer of a client's industry-related social media competition. It's best provided either before social media strategy development or campaign deployment. It can also be useful revisiting an industry social media landscape after an extensive trial of a particular strategy.

Possible Output: Research document

2. Competitive Assessment: Analyzing the Climate

Like the Industry Insights Landscape, the Competitive Assessment quantifies and assesses what the client's competition is doing on Facebook, Twitter, and other social media properties. It analyses their content quality, response rate, and overall approach. The Competitive Assessment provides context; it gives the client an idea of where they can differentiate their social media approach for maximum impact.

Possible Output: Research document, Excel worksheet

3. Relevance Audits or Listening Benchmarks: Understanding Client Efficacy

By taking an in-depth look at what content clients are disseminating through social channels along with the buzz gathered through a listening tool, a Relevance Audit can answer the following questions:

- How relevant are you to your community you should be relevant to?
- How relevant is your content? What is resonating (gathering shares, comments, likes and tweets)? What's not resonating? Why?
- What colloquialisms are popular among your customers and prospects? Do you speak their language, or do you speak corporate-speak?
- Where is your audience hanging out? What channels?
- Which industry players have the largest share of conversation?
- What are the major topics and trends discussed amongst your audience?

Relevance Audits can either involve social listening or content auditing or both. A Listening Benchmark, on the other hand, contains listening-data only and is typically the prototype of what evolves into ongoing social monitoring reports. It sets the stage for a social listening program by identifying the appropriate KPIs that will be used to measure success moving forward.

Possible Output: Research document, PDF, Excel worksheet

4. Social Shifts Business Strategy: Helping Clients Adapt to Change

The only constant is change. Every industry shifts over time. The social agency as Interpreter uses social listening and analysis to provide clients with monthly or quarterly industry snapshots that uncover key shifts and how they impact the clients' business.

Alternatively, an agency can provide ongoing documentation of what's shifting in the social media industry itself as well as how these new methodologies and technologies impact clients' current communication strategies.

Possible Output: *Research document, compiled report, informal email, consulting call*

5. Community Asset Sizing: What and Who are You Working With?

The Community Asset Sizing report identifies all the online advocates and industry influencers you have at your disposal — and how they could help your brand accomplish its social media objectives.

Finding key influencers, whether publications or personalities, takes time to research and quality assess. An influencer isn't [just some blogger](#) who mentioned your product a couple times. Influence goes much deeper than that; influencers drive others to take action. That's why Burberry worked with [influential photographer Mike Kus](#) to snap photos of their September Tweetwalk and share with his 130,000+ Instagram followers. An [influencer like Mike Kus](#) can lead you to an entire hive, and there's great value in taking the time to find them, manage relationships with them and incentivize them to use their assets to give your brand an advantage.

Community Asset Sizing can focus on discovering where your client's hives, industry hives, or competitor hives exist online. Segment and categorize the influencers by name, social profile, contact information, relevance and potential use. (Are they worth reaching out to, or do they just need a dedicated ear?)

To learn more about influence and why it matters, take a gander at our e-book, [Defining and Measuring Influence](#).

Possible Output: *Excel worksheet, list*

6. Social Measurement Center of Excellence: Reporting What Matters

Reporting and measurement takes time and thought. Social media can't be measured in numbers alone. Much of the valuable information gleaned from social media efforts is qualitative – feedback, sentiment, intent, and insights. It takes time to surface actionable, [qualitative data](#) – time your client often lacks. Providing the key to meaningful measurement and mined research insights may just be what opens the door to additional social media engagements with your clients.

Agencies have the opportunity to:

- Demonstrate they care about ROI by building a measurement architecture that maps any business objective to a social media tactical counterpart.
- Be the first listening ear by using an agency resource to answer the initial social phone call from the web. Then, if necessary, they can route conversations to the right people at the client-side.
- Build and provide standard or tailored ongoing reports. Reports can be customized to combine engagement metrics, sentiment, insights from buzz.

Our e-book [Practical Social Media Measurement and Analysis](#) is full of ideas on what to measure for your clients.

Possible Output: *PDF, Excel worksheet*

CHAPTER 3:

Plan, Advise and Educate as the Agency Tour Guide

The agency as Tour Guide escorts the client into the social era and beyond, explaining every landmark along the way. The Tour Guide advises where to direct eyes and ears and how to assimilate with the locals. He also veers the client away from crime-infested neighborhoods and toward serene sandy beaches with a clear map and sage advice. He also helps the client's C-level executives understand why social media matters as well as how it can support their business goals so that social principles eventually become infused into day-to-day business functions.

What does a *Tour Guide* offer the social media sightseer?

7. Brand Humanization Practice: Tempering Corporate-Speak

Without face-to-face interaction, being human online relies on tone, style and language. This is simple in principle but difficult in action, as you'll discover when your client eagerly demands you post a press release to their Facebook page. This is when the Tour Guide has to kindly and respectfully explain that, in Facebook culture, fans might not find the press release interesting, and that merely focusing on broadcasting company news in social channels will not garner coveted eyes, ears, and advocacy.

Sometimes the client needs an exercise to learn how to be human. Walking through real-life scenarios can teach the client how to bring life to stale messages. Work with the client to translate existing corporate-speak into inviting questions or tips, for example. Use interactive exercises and brainstorming to help them empathize with their target audience. Putting clients in the shoes of their customers makes their problems and desires real. Once clients empathize, it's harder for them to rationalize the typical, brash corporate-speak we still occasionally see used when addressing customers. All of a sudden, "Hurry up and buy!" no longer comes to mind.

Possible Output: Documents, in-person boot camps/training sessions

8. Culture Transfusion Frameworks: Becoming Inherently Social

As you know, *doing* social is different from *being* social. Your client's upper management has to become injected with social DNA to support making the transformative shifts toward becoming a social business. Support from social management fosters long-term social media success for the company.

A Culture Transfusion Framework is a custom curriculum to help the C-suite to adopt a collaborative, social culture. The Framework is tailored to a client's existing social media maturity, and it educates clients on concepts such as:

- How and who to hire to build a powerful social media team
- How to use social media channels and tools
- How to create a company social media policy
- How to infuse social into company principles and values (ex: empowering employees to use social media responsibly)

- How and why to solicit feedback and ideas from customers
- How social media is measured and why it matters
- How and why to use social media to facilitate customer service
- How social media technologies can integrate with CRM platforms

Possible Output: Documents, in-person boot camps/training sessions

9. Distributed Brand Architecting: Learning How to Earn Media

Brands with successful communities run with the bulls; they understand that the social media community drives the conversation about their brand, and that this is earned over time. They understand they can't herd every opinion shared about their brand online, and that welcoming negative commentary can prevent them from getting trampled.

Agencies can help clients earn buzz by guiding consumer conversations through listening, engaging, and providing valuable content. Distributed Brand Architecting helps clients understand the concept of earned (discussion, shared content), owned (website, blog, social media properties) and paid media (PPC, display ads), and to find the optimal balance among them.

Possible Output: In-person training, document

10. Collaborative Innovation Process Design: Fostering Customer Feedback

Who would have thought one of the [primary demands among Best Buy customers](#) was e-receipts? Best Buy took action on this idea by testing emailed receipts in the Phoenix market after a customer submitted the idea on their idea exchange website, [IdeaX](#).

Did you also know that the plastic green inserts you use to prevent your Starbucks coffee from spilling down your front were invented after a customer submitted the idea on [MyStarbucksIdea](#)? Thanks to this customer, the whole world lives in a world free of coffee-stained button-downs! Well, almost.

Best Buy and Starbucks are just two companies reaping the rewards of [crowdsourcing ideas](#) from their social media communities. Agencies can provide clients with a similar experience by offering Collaborative Innovation Process Design: creating and managing a platform that collects ideas for improving the client's products.

Possible Output: Strategy document, implementation plan

11. Marketing Spend Migration Planning

Sometimes clients come to you because they want to reduce their dependency on traditional media. This is a good thing. Of course, you can easily spend some dollars on Facebook ads or a blogger outreach effort, but what does the actual Roadmap to Traditional Media Independence look like? What's going to shift? Where to, exactly? When? And how much?

Possible Output: Gantt chart, strategy document

12. Prospecting Connections Consulting: Using Information in Front of You

Who does your organization know? What is the pool of all your connections? Who do those people know? Where do they all hang out online? How can they be an asset to your company?

Prospecting Connections Consulting helps clients and their employees answer these questions by using their own social media networks to discover new relationships. Why send a cold email when you could click around to find that Jill in Marketing went to school with the person you need to get in touch with? Why paste boilerplate into an email when you can use social media to learn more about a person to personalize your introduction?

Possible Output: *In-person training, document*

13. Networked Awareness Building Consulting: Empowering Employees to Engage

Every organization has a built-in network to utilize for disseminating messages. It's called... employees! Employees are a massive asset for spreading the word via social media. Some companies don't use employees as effectively as they could. Perhaps because they don't trust employee conduct online, or because they haven't trained employees to reach out. For more information about training your company on social media, [check our recent e-book](#).

Networked Awareness-Building Consulting teaches clients:

- How to leverage and empower employees to increase awareness about the company, interact with prospects and engage existing customers
- How to arm employees with the right information at the right time
- What communication tools to use for internal and external exchanges

Possible Output: *In-person boot camps/training sessions, document*

14. Engagement Playbook Architecting: Defining the Workflow of Conversation

Between tweets, Facebook and YouTube comments, emails and phone calls, it's no wonder that one of the hardest parts of community management is getting the process down.

That's why every client engaging in social media should have an Engagement Playbook. The Engagement Playbook remedies any confusion around social media participation and standardizes engagement methods across teams by serving as the ultimate community management constitution; it provides the guidance needed to know when/when not, where, how, and to whom conversations should be routed for response in real-time.

Each organization's conversations are molded by its culture, business goals, access to technology, active social media properties, employed resources, community personality and more. So consider collaborating with customer service or call center representatives. Some of the comments or complaints arriving via Twitter or Facebook will likely mirror those expressed by customers via phone. By incorporating successful elements of existing processes into the Playbook, you can better ensure consistent response across platforms.

Need a head start? Reference our own [Radian6 Engagement Playbook](#) as a blueprint when creating a tailored version for your clients.

Possible Output: *Document, visual workflow*

CHAPTER 4:

Stand by the Client as the Agency Ally

As an Ally, the agency serves as a strategic extension of the client's marketing department. When the client needs help, the agency steps in to support an operation in ways complimentary to the client's efforts, whether that's devising a strategic undertaking, executing a campaign or banding together to manage an online community.

How does an Ally help?

15. Real-Time Campaigns

Listening platforms allow agencies to observe current events and popular culture unfold in real-time. Brace yourself for the big storms — both good and bad. With your finger on the pulse of what your client's audience talks about, you're equipped to launch creative campaigns when and where they're most likely to make the biggest impact.

As a symbiotic co-conspirator, the agency listens to the heartbeat of the web to spot opportunities for content creation and engagement, and earmarks a percentage of the total media budget to accommodate these impromptu adventures. This is precisely what [Wieden + Kennedy](#) did during the real-time video responses portion of the Old Spice campaign.

Since current events and the discussion around them are often unpredictable, consider billing real-time campaign development and deployment using flexible hours that can be used only when it makes the most sense. If there's no real-time wave to ride in February, save the hours for later.

Possible Output: *Strategy document, implementation plan*

16. Community Management

There are a lot of differing perspectives regarding whether it makes sense for agencies to build a community on behalf of a client. Some argue that no aspect of community management should be outsourced to an agency, whereas others purport that elements of community management can be outsourced, such as monitoring and routing conversations to the right contact for response. Some supporters also argue that with the right processes, assigned roles and responsibilities, and engagement guidelines in place, an agency can effectively build and maintain an authentic community on behalf of a client.

Regardless of opinion, there are many brands out there who still need help with this whole social media thing. They have come to accept that social media will facilitate invaluable communication with their customers and prospects, but they have a lot of room to grow toward becoming a social enterprise. An opportunity exists for agencies to take the lead – to build and manage a social presence for the brand until the brand is ready to employ resources and budget needed to take over the community management themselves. Until then, agencies can focus on developing a competency in the cyclical management of:

- Listening
- Editorial Planning and Content Creation
- Publishing and Optimization
- Managing the Conversation / Responding / Routing and Escalating
- Measuring

17. Social Content Strategy

Let's say a client comes to you and wants a blog. Or a Google+ page. Or maybe both and then some. Configuring the social property is one thing; populating it with useful, engaging content is another. Herein lies the opportunity for Social Content Strategy development, which precedes any content creation or publishing to social channels.

A Social Content Strategy defines a consistent content personality (tone, voice, language) that differentiates your client from competitors and helps them stand out among cat videos and incoming email. An element of a Social Content Strategy may involve verticalization: tailoring content creation to specific industries. Additionally, it defines target personas, identifies qualified content creators, defines when and how content will be optimized and published, and serves as a compass for all content marketing efforts by confining creation and publishing to aligned, relevant content only. Social Content Strategy may also involve ongoing management of an editorial planning committee that is comprised of agency, client or third-party contributors.

Possible Output: Strategy document, visual workflow, outline, editorial calendar

18. Editorial Planning and Content Calendar Creation

Once a Social Content Strategy is in place, you have a plan for cutting through the noise in the Facebook News Feed and garnering traffic to your client's blog. You know what types of content your client needs to produce to accomplish their social media objectives, whether that's driving inbound traffic, increasing brand awareness, fostering thought leadership or otherwise. Now it just needs to be created!

The client may feel overwhelmed by their lack of time, resources, and know-how. Agencies can step in by writing blog posts, Facebook status updates, Google+ posts, tweets, LinkedIn group posts, newsletters, etc. We recommend planning editorial themes 3 to 6 months in advance and creating calendars at least two weeks in advance. It's also a good idea to organize regular editorial brainstorming and leave some room to insert timely content.

Once completed, content can either be passed along to the client for publishing, or, if the agency is doing the community management, they can publish themselves. If the latter, keep in mind that fans, followers and connections appreciate transparency. Consider making it known that the agency is engaging on behalf of the brand, and whenever possible. Put names and faces to the individuals doing the actual interaction. ([Comcast](#) and [UPS](#) do this well)

Possible Output: Collaborative document (i.e. Google doc or worksheet)

CHAPTER 5:

Synchronize Social Technologies as the Agency Choreographer

Most agencies are accustomed to orchestrating; they already help clients plan for fiscal year spending and manage existing projects from inception to completion. However, there's an additional ensemble of social transformations and technologies that need harmonizing.

As an Choreographer, the agency not only advises the client which social technologies to adopt, but constructs the policies, processes and educational groundwork necessary to mold the client into a nimble and equipped social company. The Choreographer project manages every step of the way during this metamorphosis.

The Choreographer determines how the client contact center, website, social networks, listening and publishing platforms, analytics platform(s) and CRM technology will synchronize. At the end of this long and winding road is a company that has the integrated infrastructure, know-how, and flexibility that enable meeting and addressing customers when they want and where they are online.

What does the [Choreographer](#) coordinate?

19. Command Center Creative & Design: Building Today's Newsroom

The clients ready and willing to take a step beyond mere listening into proactive participation could invest in a full-blown Command Center. Brands like [Gatorade](#) and [Dell](#) have launched Command Centers with dedicated employees responsible for real-time listening to capture and solve customer service inquiries, observe developing industry trends and keep tabs on competitors. If one of your clients could be ready for the next generation newsroom in the near future, start choreographing the strategy, roadmaps, processes, and training it will take to build it.

Possible Output: Strategy document, implementation plan

20. Social CRM: New Age Customer Data Acquisition and Relationship Management

Social CRM is the next evolution of customer relationship management. Customers are tweeting about whether they prefer [Pepsi over Coke](#); they're sharing their brand preferences by way of

Facebook likes. Social CRM captures and seamlessly marries social data like this with other data sources to create a complete profile of customers. Knowing more about customers means you can increase the relevance of marketing messages and provide better customer service.

Only 6% of organizations have a fully-developed Social CRM solution. The remaining piece of the pie is in the process of integrating social data into their CRM technology, or haven't even started. Clients are looking to you to help them begin the process of choosing a platform and using the data to strengthen their customer communications.

Possible Output: Strategy document, implementation plan

CONCLUSION:

What Role Will Your Agency Play?

So there's 20 substantial products your agency can offer its clients. You haven't come close the exhausting opportunities to help them master social media.

Go along now and get started. Use these ideas to become the leader in services you feel ill-prepared to provide today.

Questions, comments or feedback for us? Please get in touch. We'd love to hear from you.

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