



Social media lead engine programme

Enhancing the B2B lead engine funnel by adding social media into the more traditional sources of data capture

Summary

Concentrix has developed an effective process to deliver social leads using people's expertise in analytics and engagement and leading edge social technology and CRM. Unique codes allow activity and progress to be tracked. Weekly calibration between the social media team and telespecting teams quality check the process and often provide process improvement information in the form of sharing best practise and customer feedback from the frontline. The programme started with a key word analysis test bed to experiment with queries that pulled back the most relevant data. In the process the social media team designed its own bespoke key word density tool and sought the advice of a global leading social monitoring platform to validate the work. This resulted in arriving at high performance query profiles, with monthly quality check points carried out to verify the on-going integrity of the data

Why did these changes happen?

- Competitive market in terms of demand generation low conversion rates industry wide, warmer leads means more sales and more effective use of a sales rep's time
- Increasing levels of difficulty getting in touch with DMCs due to high volume of daily sales calls mean lower DMC connection rates. Warmer records in a system means higher DMC connection rates
- A differentiator in the market place and keeping up with innovation in the customer data industry

Key results

- The speed from data to DMC connection is reduced considerably, by 60% on average
- An increase in likes on Facebook, followers on Twitter and overall engagement
- Based on direct comparisons with traditional campaigns the social media lead engine programme has resulted in a 200% increase in potential opportunities within an outbound campaign
- Feedback from Sales Managers is that social media leads are providing warmer data and reducing the amount of research time needed to connect with our client's customers
- The programme is primarily focused on the North American market but there has also been traction in other global regions such as LATAM and EMEA