Sociabble

STREAMLINE AND ENHANCE SOCIAL MEDIA & INTERNAL COMMUNICATION ACTIVITY USING ONE DYNAMIC TOOL

HOW SOCIAL MEDIA CAN BE LEVERAGED ACROSS BUSINESS UNITS

Marketing

"Companies spend 9.4% of their digital marketing budget on social media marketing."
The CMO Survey

- Reach target audiences where they are most active
- Develop a following across social networks
- Drive traffic to brand websites and generate leads

Internal Communication

"Productivity improves by 20-25% in organizations with connected employees."
McKinsey & Company

- Launch internal social networks to simplify communication across departments
- Use enterprise social networks to keep employees informed and engaged

Sales

"Sales reps who use data insights on social media are 6 times more likely to meet their quotas."
A Sales Guy Consulting

- Stay up to date on industry trends and developments
- Connect with clients and prospects
- Share content to develop a personal brand

HR

"73% of recruiters showcase company culture on social media to stay competitive."
Jobvite

- Share content that showcases the employer brand
- Identify, reach out to and engage with potential candidates
- Engage current employees to share recruitment opportunities

SOCIABBLE: ALL YOUR DEPARTMENTS ON A SINGLE PLATFORM

MARKETING

Employees average 200 connections per social network. So if 500 employees on Sociabble share 15 posts, it generates 1.5 million potential impressions. And as employees share posts with their own connections, content is viewed with more trust.

Sociabble campaigns allow you to promote selected posts and drive traffic to specific pages, while UGC enables you to expand your content library by inviting users to submit posts for approval.
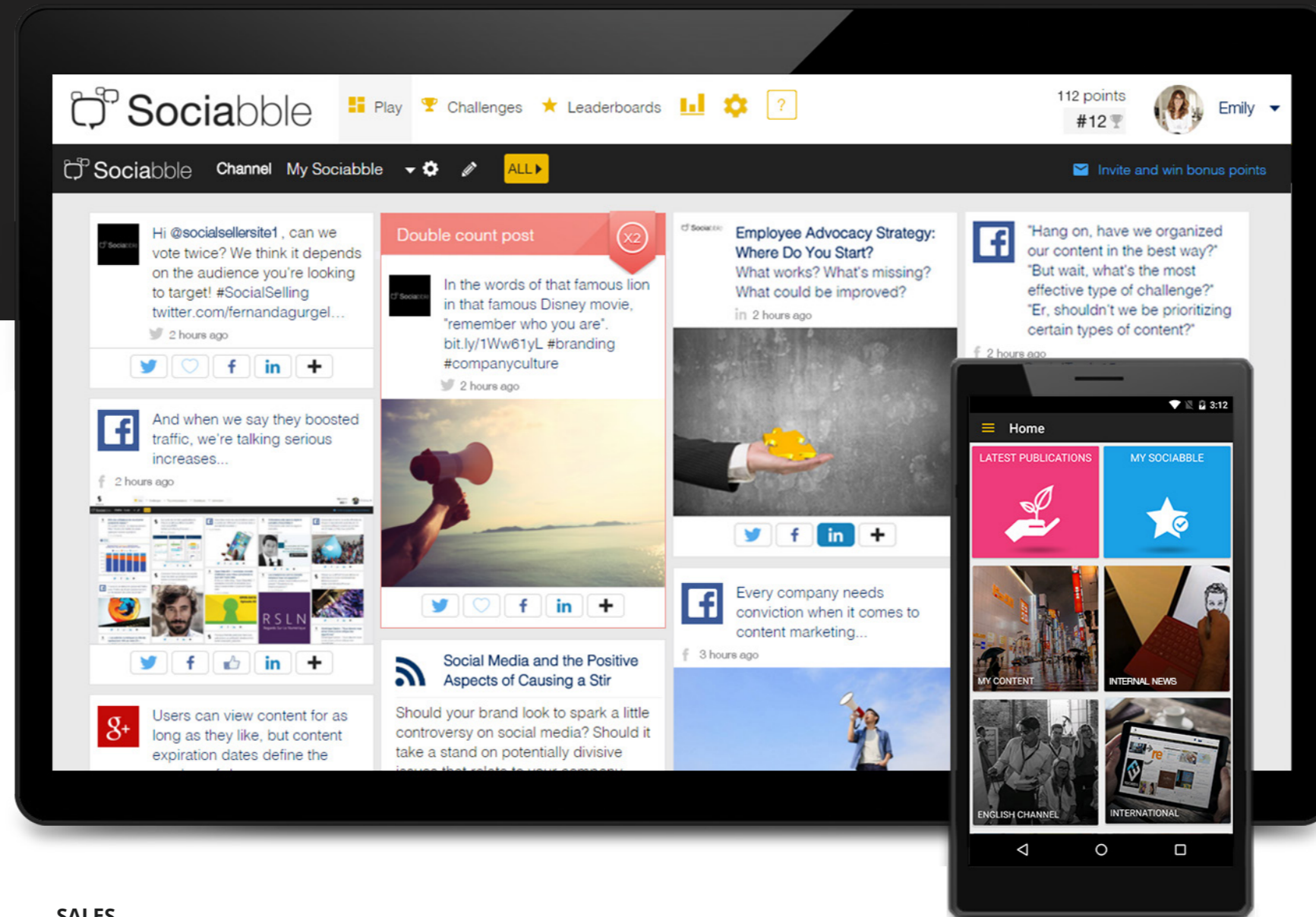
Drive lead generation by tracking end users who engage with content and retargeting them elsewhere on the web.

SHARING ON SOCIABBLE

is as easy as 1, 2, 3. Users simply click on the post they wish to share, personalize it and schedule or publish on their preferred social network.

SALES

Simplify social selling by creating Sociabble channels that are most relevant to the conversations your sales teams are having with clients and prospects.

With easy access to the most recent company and third-party content, your sales teams can share regular updates that enhance their personal brand.

Thanks to integrated listening tools, your sales teams can access the most recent content concerning industry trends and developments.

RICH ANALYTICS

enable you to discover which social networks are being shared on the most, peak sharing periods, and the posts that obtain the greatest reach.

HR

Sociabble users receive points for their activity on the platform, enabling you to boost engagement and productivity by launching challenges and allowing employees to compete for prizes.

Ready, set, share!
Restaurant vouchers will go to the department that shares the most content this month.
Underway

Launch campaigns to promote job offers that employees can share with their own social media connections, as well as blogs, updates and videos that showcase company culture.

INTERNAL COMMUNICATION

Choose content to highlight on the platform in order to boost awareness about the latest company news, events and activity.

Use UGC to drive visibility, communication and collaboration between departments.

DYNAMIC CHANNELS

allow you to organize content according to themes, business units, locations, or any other criteria.

MICROSOFT LAUNCHES EMPLOYEE ADVOCACY ON A GLOBAL SCALE WITH SOCIABBLE

17 000 EMPLOYEES   **40** COUNTRIES

By leveraging employee advocacy, Microsoft wanted to provide easy access to relevant content for social sellers, target receptive audiences and amplify the reach of social media content. Beginning with a pilot phase in selected countries, the company launched the Sociabble employee advocacy platform, aggregating content from official company social media streams, curated RSS feeds and the accounts of Microsoft executives.

For Microsoft, the objective of the pilot phase was to determine how to launch a global employee advocacy program while at the same time addressing the needs of local markets. As well as localizing the Sociabble platform in five languages (English, French, German, Spanish and Portuguese), this objective was achieved thanks to the creation of a very specific channel structure.

Launching Sociabble in around 40 countries, Microsoft used the platform's dynamic channel functionality to tag content and filter it onto channels, including Marketing, Finance, Manufacturing, Retail and Local Events. The Microsoft Sociabble network has 20 standardized channels, each of which contains both global and localized content.

The channel structure implemented by Microsoft is crucial for a number of reasons. Firstly, it gives Microsoft employees throughout the organization easy access to the content that is most relevant to them. Secondly, it gives the company a high amount of visibility concerning the engagement rates of global and localized content, as well as the activity of different user groups. And thirdly, it allows administrators to devise and launch campaigns that are tailored to their region.

SOCIABBLE: KEY FEATURES

- ✓ Content creation, curation, moderation & aggregation
- ✓ Gamification: campaigns, challenges & leaderboards
- ✓ User segmentation
- ✓ Post scheduling
- ✓ Available in 5 languages
- ✓ Scalable for organizations with multiple subs
- ✓ Advanced analytics & lead generation tracking
- ✓ Curation tools integration
- ✓ Notifications & customized newsletters

- ✓ Optional compliance rules
- ✓ Multiple time zone management
- ✓ Yammer, Chatter, Salesforce & Office 365 integration
- ✓ Active directory / SSO integration
- ✓ Native app for Android, iOS & Windows Phone
- ✓ Customizable landing page
- ✓ Public Social Wall extension available
- ✓ User dashboard including sharing activity and personalized analytics

Social media is where all companies need to be in order to engage with target audiences. But it is all departments – not just the social media team – that need to be engaged in order to reach overall aims and objectives. What's more, in the years to come personalized communication will only become more important. Your employees are in the best position to showcase your company. Empower them to help you, and allow your company to shine through the voice of its people.

CONTACT US

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