

TRACK BRAND
REPUTATION AND
INSPIRE INNOVATION
USING SOCIAL MEDIA
INTELLIGENCE

Case study
**on a leading
French insurer**

THE CLIENT

Head of Communication, Head of Digital, Head of Marketing

SECTOR

Bank & Insurance

SCALE OF PROJECT

National / France

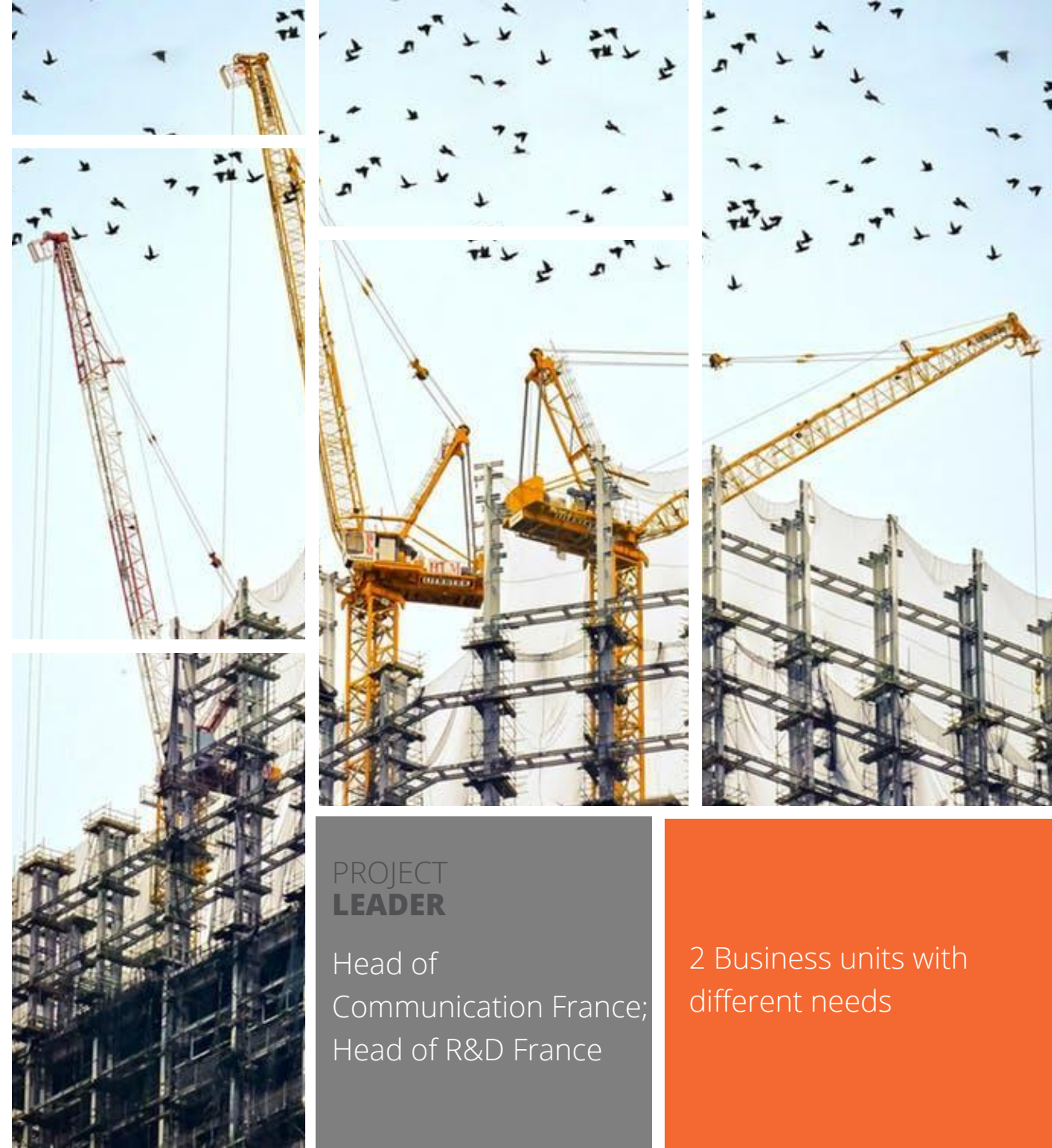
#CONTEXT

A major French insurance company in the construction and public works sector seeks to modernize public relations and product development with a fast and powerful web listening tool

BUSINESS OBJECTIVE

Inform content planning on a daily basis by monitoring online conversations about the brand and competition in real-time

Discover the latest trends to stay ahead of digital innovations in the service sector, and adapt them internally



PROJECT
LEADER

Head of
Communication France;
Head of R&D France

2 Business units with
different needs

#PROJECT

DATA & SERVICES

Automated analysis using Linkfluence's Social Data Intelligence platform

Configuration of the platform for both communications and R&D needs

Data from the French-speaking web

A four-session custom training curriculum for marketing and R&D teams

FOCUS ON

For communication

Tracking performance across the brand's five social media accounts

Ongoing benchmarking of competitive environment

Monitoring of trends from construction and public works sector

For R&D

Monitoring of tech trends for research and development

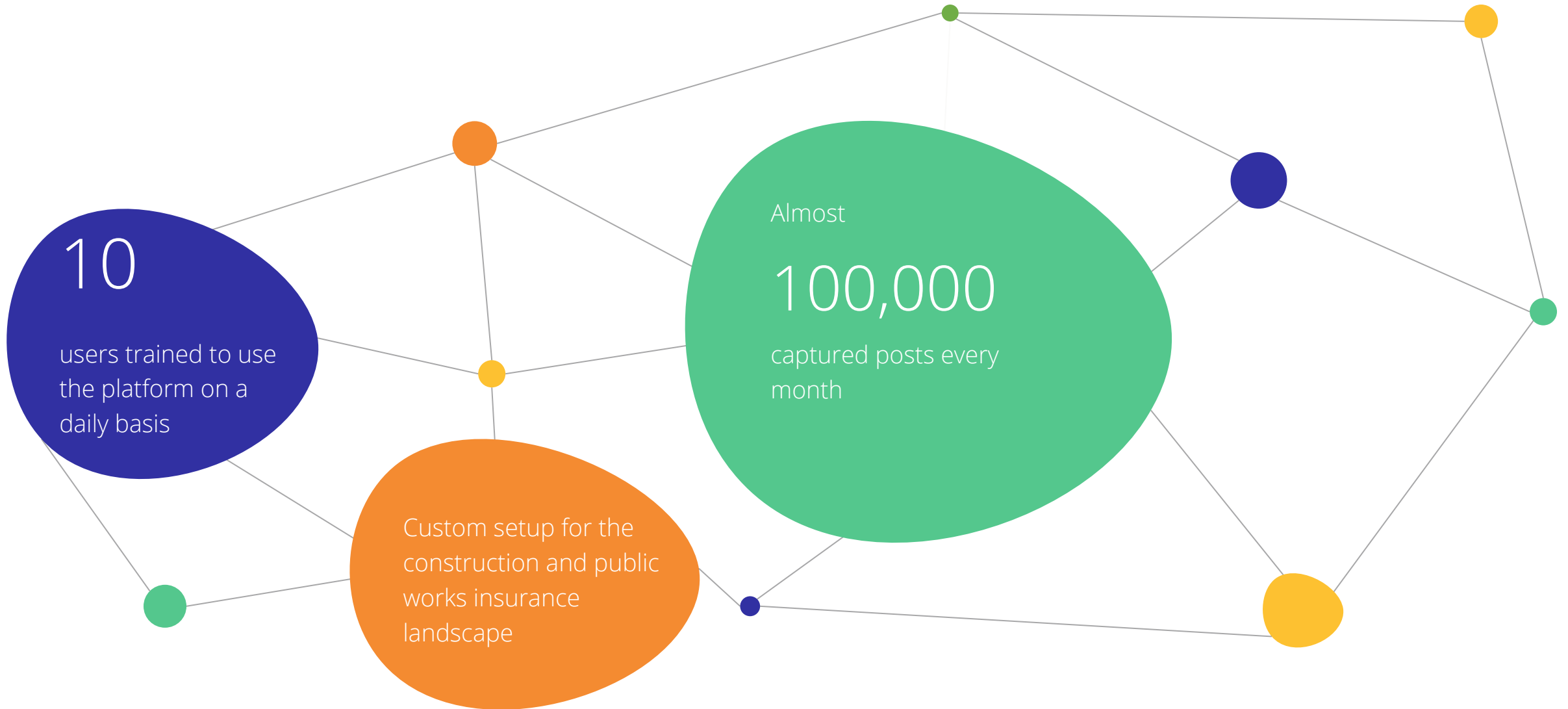
TOP NETWORKS

Specialized websites

PEOPLE

1 Account Manager + 1 Customer Success Manager + 1 Client Service Executive, specializing in banking & insurance

RESULTS OVERVIEW



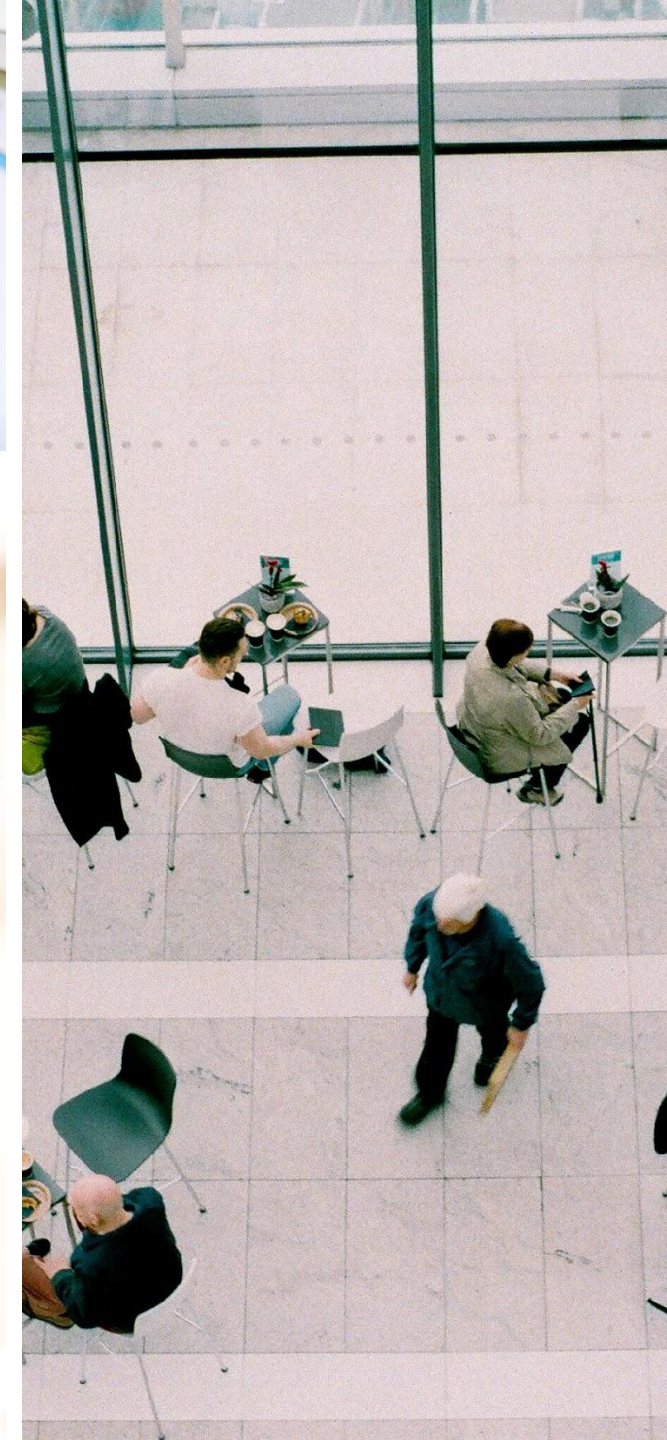
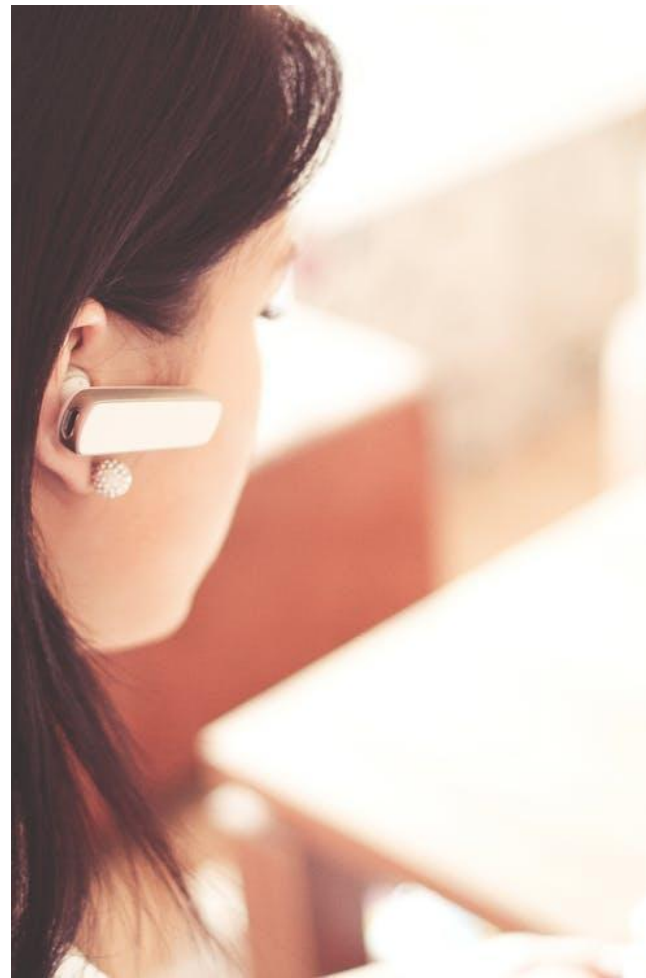
#BENEFITS

Daily, real-time brand, campaign, and content performance tracking

Automatic generation of weekly top-line reports for management

Consistent key performance indicators (KPIs) for each region

Discovery of tech trends for the Head of R&D, for ongoing IT adaptation



#NEXT STEPS

Presentation by Linkfluence's Chief Evangelist Officer of the project structure and results to other business units in the company, in order to increase the awareness of social data opportunities, to ensure closer tracking of and response to consumer needs

OBJECTIVE

Increase speed of adaptation of market trends



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