



CASE STUDY:

Increasing Engagement and Efficiency

CASE STUDY SUBJECT:

A leading global beauty and cosmetics company with a portfolio of iconic beauty brands.



OBJECTIVE

SocialFlow's client and their agency partners needed a tool to create a uniform strategy and voice, increase social media traffic and message relevance, and centralize social media work flow and planning. The client wanted to test SocialFlow's capabilities and began with a six month pilot for six brands across twelve social handles and three social networks.



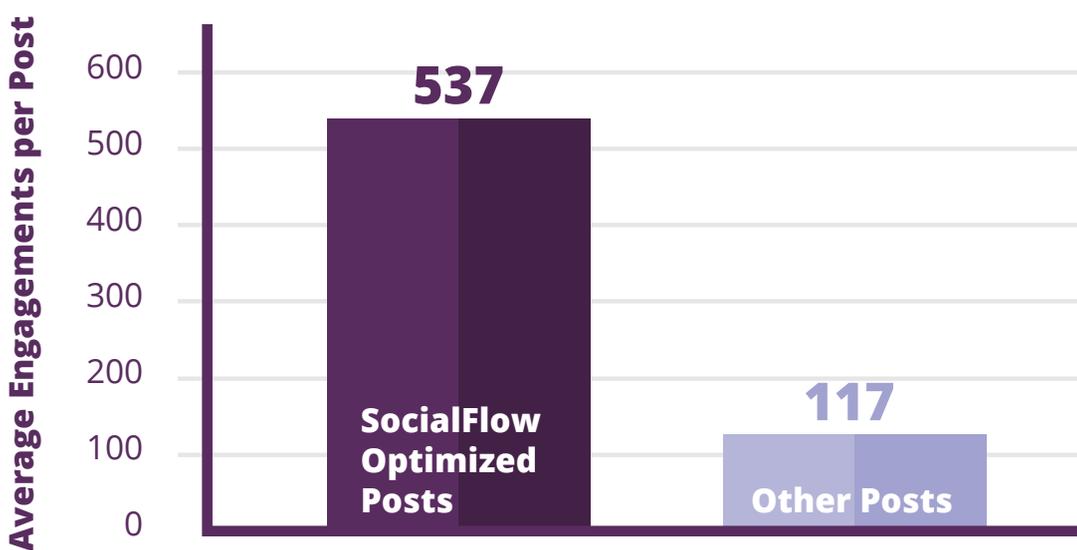
CHALLENGE

More and more content is competing for a fixed amount of attention on social networks - especially in the beauty and fashion verticle. They needed a tool to cut through the clutter to reach their audience and drive brand engagement across social platforms. The client also needed a solution to reduce the time spent by both their employees and agencies publishing to social media so that people could focus on content creation.



THE SOLUTION

During the pilot, SocialFlow's software powered approximately 5,000 messages. SocialFlow's optimization engines allowed brands to get in front of their consumers when they were on social and ready for the message, saving time over scheduling and providing better results.



SUCCESS

OPTIMIZATION

- Posts sent out using SocialFlow's Optimization received 359% more engagement than other methods (engagement defined as the sum of clicks, likes, comments, shares, retweets, favorites, and +1s)
- Engagement over scheduled posts ranged from 102% to 545% for Individual brands

ENGAGEMENT

- The top 1% of posts created roughly 50% of the total engagement, highlighting the importance of putting out the best content at the right time.

EFFICENCY

- With SocialFlow technology, agencies and employees had more time to spend on developing content and creative because SocialFlow's technology brought all resources into one platform and took the guesswork out of when to publish messages.

