

Complex Media is the largest and most influential collection of sites targeted at 20-something males.

Objective

As a large media outlet, Complex needed to find an enterprise solution to house all of their publishing data – all accounts in one platform.

Challenges

Prior to using SocialFlow, each team was publishing natively to Twitter and Facebook in isolation. Without centralization, Complex had no means to gather metrics, create benchmarks, and evaluate performance across Social networks. Limited and disparate data made improvements difficult.

Publishing occurred at random intervals when the team was available to publish content to social media -sometimes resulting in the spamming their audience.

The Solution

Complex Media leveraged SocialFlow's platform to create a more sophisticated and unified publishing strategy. They used the SocialFlow platform to pool content from multiple feeds into one centralized location, which cut down on the time spent sourcing content. Complex Media used the solution to streamline their workflows, allowing them to more quickly and easily gather insights that led to improvements in critical KPI's.

First Quarter Success

40% increase in clicks

42% increase in ReTweets

10% increase in followers

Metrics:

Complex now has benchmarks, reporting, and valuable insights allowing them to continually improve performance.

Tracking:

Complex integrated their auto-tweet function into SocialFlow, enabling tracking not only on their main accounts but all other branded accounts (previously not monitored) - providing critical data on how Complex as a whole is performing on Twitter.

Complex implemented SocialFlow's labeling tool, which has enabled them to connect Social efforts to sales requests.

Efficiency:

Complex leveraged SocialFlow to pull content from multiple RSS feeds directly into their Social channels.

“ To be honest, as a media company, I never thought we'd use an Optimization tool so much. But It's paid off – even with smaller optimization windows, we still see an uptick in engagement. ”

Carmen Villafane, Social Media Director, Complex Media