

Stratoscale

A SocialMatterz Case Study

30% Increase in Twitter Following	101% Increase in Time on Site	109% Increase in Clicks on Shared Links
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	<p><i>“SocialMatterz has not only increased the size of our audience on Twitter and LinkedIn, but brought us the right audience - an audience that is actually testing our products and converting. That is the SocialMatterz difference.”</i></p> <p>- Yifat Danieli, Online Marketing, Stratoscale</p>
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<CUSTOMER LOGO>

Stratoscale is a cloud infrastructure company that provides comprehensive software solutions for enterprise IT, development teams, and service providers.

HIGHLIGHTS

CHALLENGES

- Needed to grow a relevant and engaged audience
- Past vendors lacked domain expertise or deployed impersonal bots
- Time zone differences made real-time follow-up difficult

SOLUTION

- Developed multi-campaign strategy for Twitter and LinkedIn
- Delivered 50+ unique pieces of content to personas actively discussing topics
- Assigned a CSM to craft and manage engagement

RESULTS

- Over 30% increase in followers month over month
- 101% increase in time on site from social media referrals
- 109% increase in clicks on links shared in replies & DMs

Challenges

Time constraints and limited reach

As a young startup looking to increase their client base, social media is a critical part of Stratoscale's growth.

Yifat Danieli, the company's online marketing manager, handles the strategy and implementation for all of the company's digital campaigns: from automation and analytics to social media management.

She saw the opportunities available in Twitter and LinkedIn, but with so much to manage and limited time, she needed a partner to help her take full advantage.

"I knew that our target audience was spending a lot of time wandering around LinkedIn groups, and I saw a lot of potential on Twitter," Yifat recalls. "Initially, I tried to increase our followers manually. I was working on it every night until I had too much work on my hands."

Adding to the challenge was that Yifat wasn't interested in just building an audience: she wanted the *right* audience.

"Our clients are IT managers, architects and engineers trying to virtualize their data centers," she explains. "So it's not enough to just gain followers. We needed a way to reach an audience who were actively discussing topics in our domain."

- Notable increase in qualified leads and conversions

Yifat also wanted to be able to connect to their audience in real time - but because she is located in Israel and much of their target audience is in the U.S., this was an ongoing challenge.

“A lot of the time, our audience is most active when I should be sleeping,” Yifat explains. “Real time interaction is of the utmost importance to us.”

“Initially, I tried to increase our followers manually. I was working on it every night until I had too much work on my hands.”

Solution

Making the right connections at the right time

Prior to finding SocialMatterz, Yifat tried other companies with mixed results.

“They didn’t understand our unique domain, and most could only follow and unfollow users,” explains Yifat. “It was a decent substitute, but not a great fit.”

When Yifat discovered SocialMatterz, she was immediately drawn to the way they combined automated audience discovery with human management.

“We had a demo with JD (Founder, SocialMatterz) and the same day we decided we needed to try them out,” smiles Yifat. “They specialize in not only detecting the right audience but engaging with them in a timely, authentic way.”

	<p>The scope of the project was significant: SocialMatterz would need to manage multiple campaigns and share over 50 pieces of content in conversations across Twitter and LinkedIn.</p> <p>To do this at scale, JD and his team began by analyzing Stratoscale’s desired target personas and generated a list of hashtags, topics and titles to target.</p> <p>Then, they crafted tweets and outreach for campaigns across both Twitter and LinkedIn, and laid out a plan for sharing the content in context.</p> <p>Before launch, a Customer Success Manager (CSM) was assigned to Stratoscale’s account to deliver the content and respond to conversations in real time.</p> <p><i>“We love having Shannon (CSM) there, manually sharing agreed-upon tweets and responding to the conversation,” Yifat explains. “We’re working with a person, not a robot, and that’s really important to us.”</i></p> <p>Running multiple rotating campaigns ensured that Stratoscale’s interactions would always looked authentic to an outside eye.</p> <p><i>“Anyone watching our stream will see the variety of content,” comments Yifat. “This aspect of their semi-automatic system really humanizes the feed.”</i></p>
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“They specialize in not only detecting the right audience, but engaging with them in a timely, authentic way.”

Results

An engaged and converting audience

In only three months, Stratoscale saw an increase in both the quantity and quality of their following on Twitter and LinkedIn.

“We have increased our Twitter followers by over 30% each month with SocialMatterz,” Yifat explains.

Graph 1

That audience isn’t just bigger - they’re more engaged, too: the average visitor from social media now spends 101% more time on site than they were at the outset.

“Social media users spend average of 1:26 minutes on pages, and SocialMatterz’s audience spends 2:53 minutes on pages,” explains Yifat. *“This shows relevancy of the audience.”*

What’s more, clicks on links shared on Twitter in replies and DMs have grown by a combined 109%. It’s clear that the right audience is getting the right content at the right time.

Graph 2

“By targeting not only the keywords in someone’s bio, but also conversational hashtags, I know every tweet we send out is being seen by the appropriate people,” explains Yifat. *“I’m confident we have a more relevant audience.”*

And although Yifat had initially reached out to SocialMatterz to build their social following, she quickly saw how powerful an asset they could be in driving demand.

“Though we measure them on followers, I can see that they are also generating inbound leads and conversions,” Yifat boasts. “That’s a very big deal for us.”

Having a capable partner now saves Yifat up to 90 minutes a day - a tremendous help with so many demands on her time.

“It has freed me up to focus on other areas of my job. I trust SocialMatterz to do the work for me and I know it will be done right,” she explains.

After a successful 3-month pilot program, Yifat was confident enough to push for making SocialMatterz an ongoing part of their marketing.

“In order for us to increase our contract they really had to display results,” Yifat grins. “They’ve proven their worth to us already. We really feel their expertise will continue to be an asset to us.”

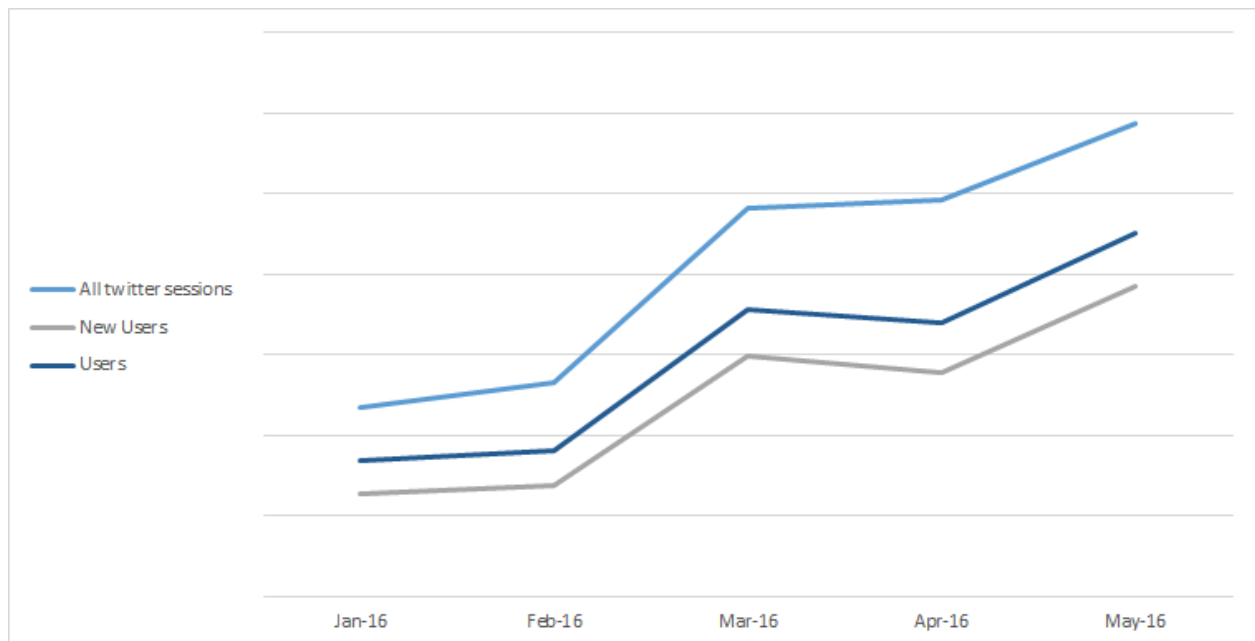
“We have increased our Twitter followers by over 30% each month with SocialMatterz... I can confidently say that we have a more relevant audience.”

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