

INDUSTRY: Energy, Large Business SOCIAL MEDIA READINESS

BACKGROUND

For large businesses in regulated industries, utilizing social media for communicating with customers is a significant undertaking. The company wished to review the potential opportunities and challenges to utilizing social media.

LISTEN/THINK/DO

Internal and External Surveys

Two-month key-word social media listening campaign to determine:
what customers were already discussing on social media
social media user sentiment

Two-month web traffic review

Internal interviews with various departments including sales, communication, human resources and operations.

OBJECTIVES:

- Determine how customers were currently using social media on a daily basis
- Determine how customers were currently using the website
- Determine areas of potential content and messaging
- Determine internal challenges for implementing social media and provide solutions
- Determine how other industry leaders utilized social media successfully
- Provide recommendations for successful deployment of social and digital media opportunities

GO RESULTS

Final Recommendations

Akamai Marketing recommended processes, ideas and concepts consistent with cultural and legal considerations in an over 100-page report. The report recommended numerous opportunities for increased internal collaboration and suggested employing social media with a structural implementation of social business processes.

