

Uncovering:: Amplifying:: Prioritizing
Predictive Ideas that WORK!

RE-ROUTING SOCIAL MEDIA STRATEGY INCREASES FAN ACTIVITY

DELIVERING BRANDED MATERIAL ON FACEBOOK HELPS FILL A VOID
AMONG FANS

This case study will gauge fan expectations for a global pet care company & detail how fan insights played a role in redirecting the brand's Facebook strategy.

Collaborative ideas from fans reveal the need to:

- ▶ **Close** gap between current strategy & fan expectations
- ▶ **Focus** on showcasing branded material to educate the fan base
- ▶ **Provide** expert advice to build fan trust & reward loyal fans

BACKGROUND

When a global pet care company initially launched their Facebook fan page, they provided standard content related to the brand and some promotional material, garnering hundreds of thousands of fans during the first two years of operation. However, as the fan page began to wear in, a surge of fans quickly cut ties with the page, prompting the Social Media team to wonder what was happening. With so many unanswered questions, the team decided it was time for research.

THE BUSINESS CHALLENGE & PAIN POINTS

Upon implementing the new strategy that focused on high level pet care knowledge, the fan relationship started to change. Therefore, the Qual Quant Signals approach was used to diagnose:

- The motives behind receding activity levels; with tens of thousands of fans lost within a six month time span
- The reasons why fans had severed the relationship with the page
- The assessment of the current Facebook strategy & the consideration of redirecting it

QUALQUANT SIGNALS CONSUMER INSIGHT BENEFITS

- Ability to evaluate current content strategy against fan expectations
- Consensus building approach for fan page content
- Drive new content development with stickier content that is relevant to the majority of the target audience

APPROACH & APPLICATION

The brand decided to use the Qual/Quant approach because of the ability to conduct both methodologies simultaneously [fans providing ideas/insights (Qualitative: Collecting Signals) & fans submitting ideas/insights by other fans (Quantification Stage)]. Therefore, the collaboration session was used to determine fans' expectations for the page when signing up, as well as identifying gaps within the existing content strategy. By formulating psychological probing questions that were asked in a sequential order, a cohesive picture about Facebook's role was established. As a result, the team was able to see if becoming a fan offered any value proposition. Thus, this method allowed the pet care brand to understand these specific areas:

- The overall impact branded Facebook pages have over fans
- Fans' desired from a pet care fan page
- Suggested improvements for the Social Media team's pet care page

By engaging fans to think about Facebook across these three areas, it pulled out insights about how the platform should operate within the pet care space. This was crucial because the brand was able to develop new content that would help bring in new fans, without alienating the current fan base.

CLIENT PROFILE:

Industry: Global Pet Care

IDEATION FOCUS:

- Prevent fans from disassociating themselves with the branded fan page
- Retain current fans by understanding their expectations

INNOVATION TYPE:

Digital Innovation & Strategy
Social Media

INNOVATION PROCESS:

Step 1: Facebook fans were invited to participate in an online qual/quant collaboration session.

Step 2: Fans openly write their thoughts (qualitative stage) in response to three questions designed with psychological probing factors to populate the databank.

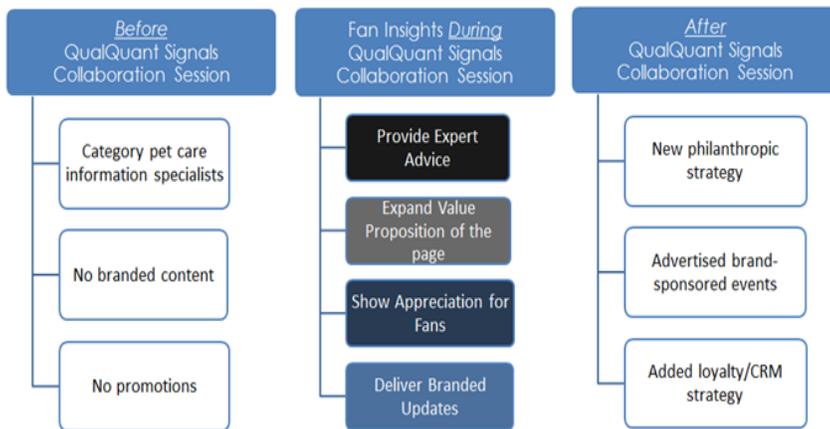
Step 3: Once the databank is populated with initial ideas/thoughts, fans are exposed to insights from other fans. All Facebook fans participating in the session are then asked to rate and select the thoughts/ideas (quantitative phase) that are most relevant to them and will help them see the value proposition of the page.

Step 4: Based on the fans rating and selection process, the patented Qual/Quant Signals algorithm amplifies and prioritizes the most sought after expectations for content. This directed the brand to realign their social media strategy and fill content gaps.

INSIGHTS INTO ACTION

After the collaboration session, the brand was able to identify that their strategy was in fact on the wrong track. Insights revealed that fans expect branded information, yet it was actively not available on the page. Also, expert advice and fan acknowledgement (i.e., interacting with fans by responding to their posts with ‘congratulations, good job, or thank you’ where applicable), is something fans said would add more value to the page.

The following illustration below shows the team’s strategy before & after collaboration session in full detail.



Following the pool of insights gathered and identifying content gaps, QualQuant Signals recommended that more branded material needed to be implemented throughout the page, further offering educational content to the fan base. Therefore, the Social Media team moved forward to:

- Partner with non-profit animal care organizations
- Announce new product launches
- Advertise brand-sponsored events
- Provide expert advice within their pet food lines (building fan trust & proving their distinctive value in the market category)

FIGURE 1: Fans’ collaborative ideas revealed there was a big disparity from the brand’s original approach, shedding some light on why so many fans were unfriending the page at a rapid pace. While taken aback at the results, the Social team decided to reposition their strategy to align more with fan expectations in an effort to regain and retain them.

Moreover, the pet care brand decided to reward its loyal fans by offering them exclusive discount/content and including a ‘fan of the week’ program as a way to show their appreciation and recognition.

Additionally, six months after the collaboration session was concluded and changes were implemented (along with fan perceptions collected and analyzed), the team decided to continue tracking key metrics for two reasons:

- 1.) To evaluate if KPIs were maintained
- 2.) To investigate if activity level continued to erode (threat tracking)

Overall, the content assessment a year later revealed the strategy shift was well worth while, with an incremental gain in engagement/activity levels noted.

WHY QUALQUANT SIGNALS COLLABORATION WAS CRUCIAL FOR THE SOCIAL MEDIA TEAM

Ultimately, providing more branded material filled the void among fans, as proven by the +14 pp growth and reduction in drop off rates. As a result of continuous fan collaboration, QualQuant Signals helped the brand:

- Uncover a disconnect between fan expectations and page content
- Redirect the Facebook page strategy to actively deliver more branded and educational material
- Achieve success through increased engagement

FAN ENGAGEMENT LEVELS (FAN FOR 1+ YEAR)

