

# Content Training - Social Studio

*Driving the listening journey*



# Content Training

Roche

## *Active Listening – Using Social Studio to drive content*

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**Listening to customers is more important than it's ever been because their feedback is manifestly public where it's historically been private.**

**JAY BAER**

Author, Speaker, Social Media & Content Marketing Strategist

# Bringing Value through Social Listening



## Compliance

- Mitigate compliance risks (e.g. complaint handling)
- Simple social media account management
- Ability for quick response to product related issues



## Customer, Competitor & Market Insights

- Social platforms used, keywords, phrases and hashtags used, content read & shared
- Influencers, Industry news & trends



## Relationship Building

- Engage directly with customers
- Build brand loyalty
- Personalization & input to customer journeys

# Salesforce Social Studio

*Using the power of social to gain customer insights*



**Enable centralized social media listening and drive brand and messaging consistency globally.**

- Listening & Social Media Management
- 30 affiliates configured
- 20 Accu-Chek social accounts linked

# Command Center




*Bringing real-time word-of-mouth insights deeper into the organization*





# Example: EASD Dashboard screen shot

 Global Command Center - EASD 2018  
**Top Words**





# Example: EASD Dashboard screen shot



Renza / Diabetogenic @RenzaS · Oct 2

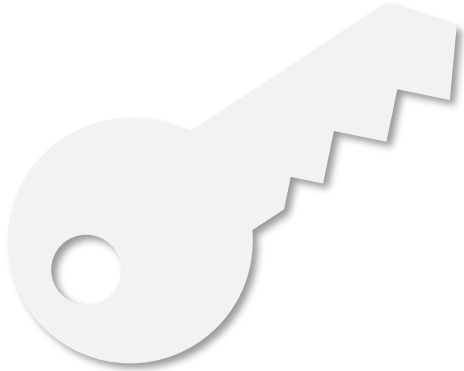
And today in good news from #EASD2018 @LillyDiabetes needs to have a chat with us about the way to speak about diabetes, methinks.



# Key Take-aways

*there is a lot that goes into active listening but when done well it can really make content direction easy.*

- Active listening means observing conversations surrounding key topics of your brand
- Digging deeper creates great insight – helping understand what is important and relevant to your audience, it may be different than what you see on the surface. #languagematters
- The importance of trending hashtags
- And most importantly – we are here to help. To learn more or get assistance with your active listening program – **Submit a ticket!**



*Doing now what patients need next*