



Panaya Generates a 23% Conversion Rate on Social Media Using Oktopost

Panaya struggled with targeting content for its three distinct global audiences. Oktopost helps Panaya optimize its content creation for each buyer persona, ensuring they establish thought leadership and gain impressive campaign results:

45
Posts

191
Clicks

23%
Conversion Rate



About Panaya

Panaya is a SaaS company that provides ERP testing and quality maintenance to enterprise applications worldwide.

Challenges

Panaya's Quality Management Cloud offers tailored solutions for SAP, Oracle and Salesforce customers. As a result, all Panaya's marketing content, including blog posts, whitepapers and press releases must fit each of these three key target audiences separately. This requires a great deal of time and effort invested in getting each message for each buyer persona exactly right, especially when it comes to social media. The goal for each social media post, specifically LinkedIn, Twitter and Google+, is to establish thought leadership through education, nurture prospective customers, and generate leads.

Once this distinct content has been created, it is Panaya's challenge to reach each separate audience in multiple time zones. With only one person responsible for the company's social media, distributing all this content on a large scale is time-consuming when resources are limited.

Solutions

Oktopost provides Panaya with several features to help streamline its social media strategy, making it easier to manage three audiences and a broad range of content.

Panaya leverages the following Oktopost solutions:

Autoposter: This allows Panaya's social media manager to schedule posts in advance across multiple channels in order to reach all global audiences. The expansive coverage of the platforms at all times of the day maximizes Panaya's social visibility.

Social Profiles: Oktopost helps connect all social profiles in one easy-to-use interface to shorten the time spent managing each platform. This also keeps all accounts, of both the company and its thought leaders, complementary and consistent.

Campaigns: Customization in social media campaigns is key to conversion rates. Panaya can use this Oktopost feature to tailor each campaign and individual messages within the campaign to each customer based on geographic location, product offering or issues faced by prospects.

Global Analytics: Taking a closer look at which posts are successful in click and conversion rates helps Panaya determine where to focus their efforts and resources.

The analytics can be specified as broadly as a campaign's results, and down to the click rate of a specific message.

Results

One campaign, which ran from December 8, 2013 to January 23, 2014, had a 23% conversion rate. Even though it ran during the holiday season, with 45 posts about Panaya's whitepaper, the company received 191 clicks and 45 conversions!

Clare Avieli, Panaya's online marketing manager highlighted: "Oktopost is invaluable for tracking leads and analyzing the value of our social media activities. This enables us to ensure that our social media campaigns are effective, fully optimized, and reach the right people at the right time".

Are YOU evaluating a social media marketing platform?

Contact us for a live demo
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