Oktopost B2B Social Media Management Platform

Case Study

Oktopost Helps Sociomantic Manage a Highly Segmented Global Social Media Strategy

Sociomnatic struggled to align all of their different social accounts and marketing teams from around the world. Using Oktopost's all-in-one platform, they can effectively manage and measure multiple social media activities across:

22	70	250
Countries	Target Market	Employees

sociomantic from dunnhumby

About Sociomantic Labs

Sociomantic Labs, a dunnhumby company, helps the world's top advertisers grow reach and increase customer loyalty with programmatic solutions for online, on mobile web and in-app.

Challenges

As a global company, Sociomantic is constantly generating social media campaigns in different countries, cultures, and markets. The effectiveness of social media channels vary across each location and target audience, making it confusing and time-consuming to manage.

With so many different levels of activity among marketing teams, individual countries, and accounts, Sociomantic demanded a solution to streamline and simplify these responsibilities. They needed to create transparency between their channels and across their teams. They knew that solving this problem early on would allow them to focus on creating effective social media campaigns and develop channels for new markets.

Solutions

Many of Oktopost's features were beyond Sociomantic's expectations. Bringing all the tools together in one easy-to-use platform allowed them to manage a handful of accounts without a worry.

All-in-one Platform

Because Oktopost can monitor and post on Twitter, Facebook, LinkedIn, and Google+ pages, Sociomantic saw the appeal of putting all of their corporate and company leaders' accounts in one place. This allows them to oversee all the accounts, content and interaction across the markets, making social listening and publishing easier.

Analytics and Campaign Tags

Oktopost's analytics are useful for measuring true business success on social media. Sociomantic tags their annual campaigns to understand how well they developed each event, interacted with customers, and to view the overall campaign performance year to year.

Assigned Roles and Permissions

Oktopost's social publishing allows Sociomantic to assign individual users specific roles and permissions. This keeps every member of the team on track to complete their responsibilities, and gives access to the appropriate users. This way a user running the Polish Facebook page can't accidentally post to the English Facebook page, but can still see the consistency of content across the board.

Results

Oktopost has brought all Sociomantic's social media efforts to one place for transparency and focused planning. The marketing teams in several places can segment each channel and campaign to determine and implement different marketing initiatives. With one platform, the team can plan and post unified campaigns, and then receive reports about which campaigns worked and where they were most effective.

Are YOU evaluating a social media marketing platform?

Contact us for a live demo
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