



The Future of Social Media Management

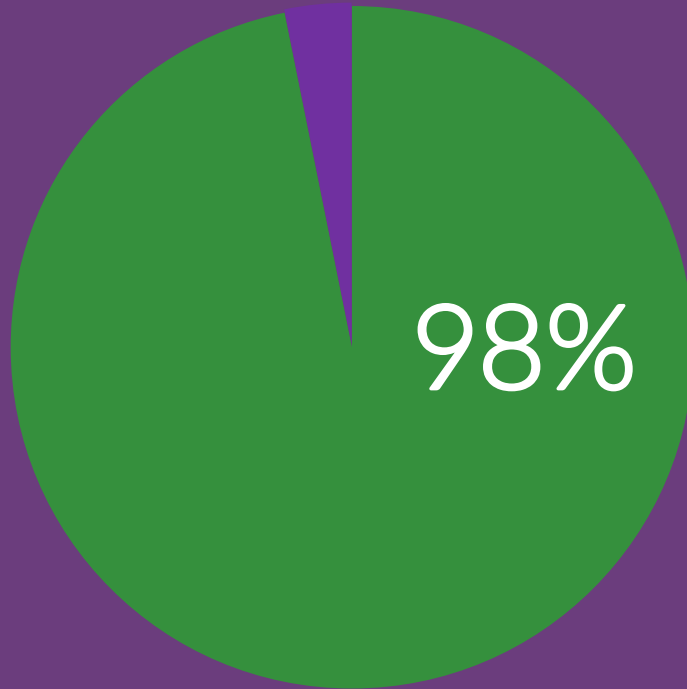
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#LiNCLocal

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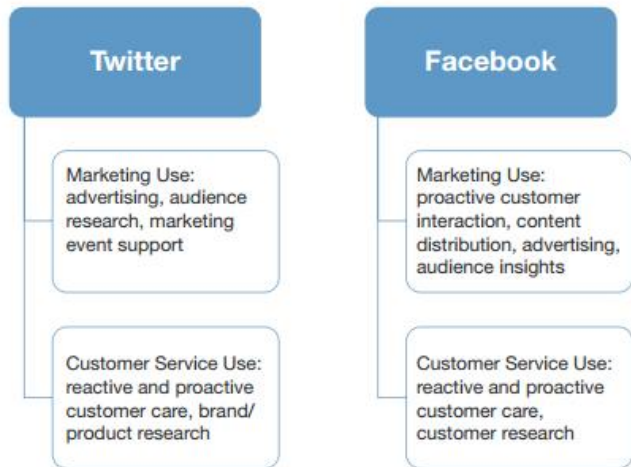
THE STATE OF SOCIAL ENGAGEMENT



of brands are still stuck in broadcast mode, focusing largely on push tactics like paid social rather than taking the time to truly engage

Source: Harris Poll Survey 2017

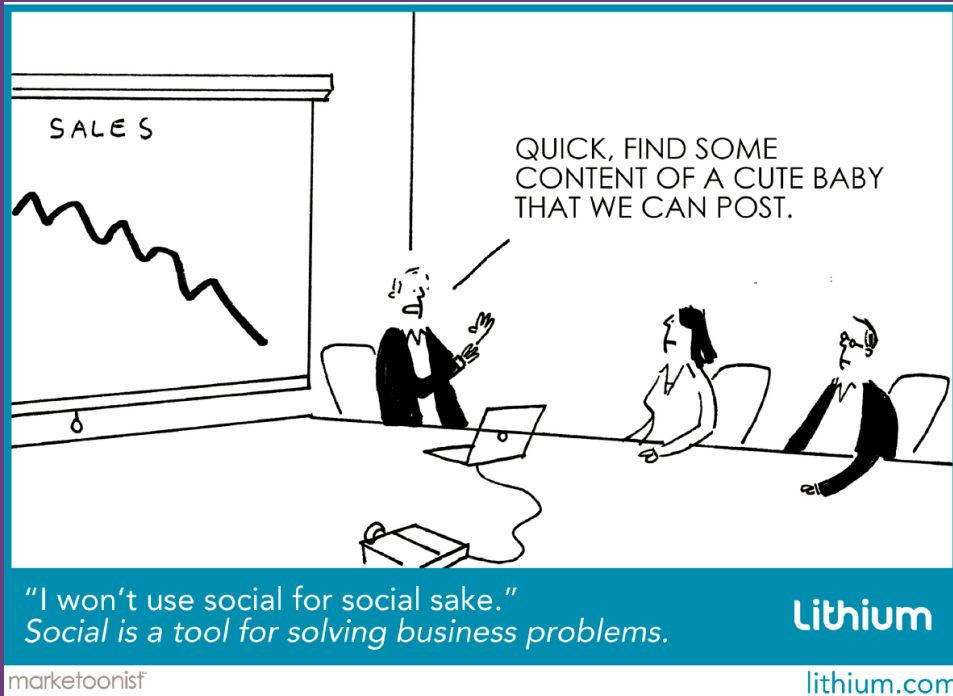
FIGURE 1 Marketing And Customer Service Treat Twitter And Facebook Differently



- 92% of customers are likely to continue using a company when their service issues are resolved during the first attempt at resolution
- Given service's impact on brand affinity, marketing should collaborate with customer service

Source: Forrester: Use Social To Bridge The Gap Between Marketing And Customer Service

SOCIAL ROI



- 89% of marketers want to know how to measure their return on investment for social media activities
- 91% of marketers want to know the most effective social tactics and the best ways to engage their audience with social media

Source: [2017 Social Media Marketing Industry Report](#)

OUR PANEL



Liam Dyson, Head
of Digital at
Plusnet



Chris Brennan, Sr.
Social Strategy
Manager at
Scottish Power



Phill Fothergill,
Social Media
Operational Lead
at nPower



Darren Jones, SM
& Audience Insight
Manager at Post
Office UK

WHAT NEXT?

- **Know your Audience & Influencers**
 - Dig into your social and community data – who's contacting you?
 - Think about launching influencer groups to test theories/models/programs
- **Publish Relevant Content**
 - Make sure you are using technology to publish the right thing at the right time
- **Streamline Collaboration**
 - Have a plan and a process in place for the good and bad digital moments
- **Measure and Prove ROI**
 - Internally look at: agent productivity, team performance, SLAs
 - Externally look at: customer engagement, conversion, influencer impact
- **Meet our SMM experts to improve your performance**