



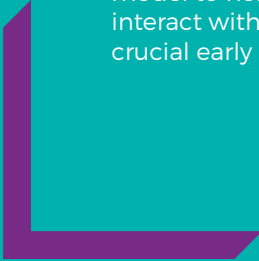
A HARTE HANKS CASE STUDY

Technology Giant Increases New Buyers by 289% with Social Intelligence



The background

Take an increasingly competitive and pressurized global market for technology products. Add constantly evolving buyer behavior, and then factor in social media's growing influence on buying decisions.



These trends represent remarkable opportunities... provided you have the right tools and insights. This global technology giant decided it needed to develop and implement a visionary social selling model to help seize these opportunities—to better interact with buyers across online channels at those crucial early stages in the sales cycle.

The challenge


- Find a truly innovative way to help sales teams identify and establish personal relationships with a tech-savvy audience—before they would have been identified with traditional outbound campaigns.
- Enable sellers to interact contextually with near real-time social insights on prospects' evolution, strategies and plans.
- Measure success in terms of an increase in the number of warm leads generated and the resulting conversion rates.

The solution

In partnership with Harte Hanks, this technology brand developed a social program specifically to help its sellers identify and react earlier to buyer signals for the brand's top 30 accounts across social media:

- Response model combines real-time social monitoring with predictive analytics and 'cognitive computing.'
- Refined and targeted listening model quickly identifies conversational topics across social channels.
- Clear and detailed understanding of the target audience allows sellers to provide social content that addresses targets' specific business needs.
- Custom model identifies, ranks and prioritizes leads, providing actionable insights for sales teams to follow up.

By engaging 'forward thinkers' in their networks and responding to buyers and prospects with highly relevant and timely content, this B2B brand's sales teams are now able to start relationships with them much earlier in the buying cycle. This allows a focus on the most valuable opportunities, maximizes their efficiency, increases the velocity of the opportunity through the sales cycle, and significantly increases their win ratios.



This is a progressive social media strategy that has led to better cohesion between our sales and marketing efforts. It enables our sales reps to build stronger personal networks with their peers, prospects and clients and has transformed them into social media savants. Most importantly, this is leading to a tangible increase in sales that can be directly attributed to social media conversations.



Senior Marketing Manager, Client Company

Business impact

The brand was able to grow the top of its sales funnel by providing its digital sales team with rich, expedient consumer intelligence and actionable insights.

164%

increase in relevant social posts identified

6,800

contact opportunities identified

164%

increase in new buyers

185%

increase in leads within a financial year

97%

increase in win revenue

Moving forward

Initially rolled out across this technology brand's 30 top accounts, the company is now expanding its social listening to interact with opportunities in its top 300 accounts. Additionally, the brand will be implementing social listening around its core products and services across all of social media (not limited to specific target accounts).

With help from Harte Hanks, the company continues to refine its listening tools and analytics to improve the automated portions of the program. This tech giant is also beginning to include new opportunities identified through social media in email nurture streams—to ensure no good prospect falls through the cracks.

ABOUT HARTE HANKS

Harte Hanks is a global marketing services firm specializing in multi-channel marketing solutions that connect our clients with their customers in powerful ways. Experts in defining, executing and optimizing the customer journey, Harte Hanks offers end-to-end marketing services including consulting, strategic assessment, data, analytics, digital, social, mobile, print, direct mail and contact center. From visionary thinking to tactical execution Harte Hanks delivers smarter customer interactions for some of the world's leading brands. Harte Hanks 5000+ employees are located in North America, Asia-Pacific, Europe and Latin America.



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