

FMCG uses Cross Channel Marketing platform to drive their Social Media activity

One of our customers, a global FMCG brand first came to us because they wanted to capitalise on their increasing un-structured volumes of data on their consumers. The critical issue for the organisation was that **they had data in silos, also more-and-more Social Media data which they did not use.**

This was causing **time consuming and cost inefficiencies** for the company's marketing teams as the results of the mobile, email and SM **campaigns could not be truly coordinated and tracked, and consequently there was no extra data generated.** On the other hand there have been incidences of **annoyed customers** because unsubscribe requests in one channel were not dealt with across channels. Overall the **social reach was showing signs of decline.**

Inconsistencies in uncoordinated communications were also affecting the people across sales and marketing functions. There was **more work for the internal marketing teams and equally for the marketing agencies** working for them.

They had tried dealing with the issues by using **separate tools to manage individual social networks** but had struggled because these tools could only deal with managing outbound communication, not inbound. These previous attempts did **not provide real tracking and measure capabilities and the information could not be used to build other communication or to profile the individual consumers interacting with the brand.**

Working with their CMO as the person leading their marketing innovation and execution, we helped them **design a strategy to drive their Social media, and implement cross-channel marketing technology to build their Social media presence and, overall to improve communication about what was going on across channels.**

The investment in CCMP allowed them to derive three key benefits: (a) **to manage and deliver consistent and coordinated communication across channels,** (b) **better targeting led to Increased revenue while reducing marketing spend,** (c) **better efficiency/automation led to a more positive customer perception of the brand, increased customer loyalty and much higher levels of employee satisfaction (internal).**

As a result, they have also been able to raise their game in their competitive environment through their new ability to **work with one tool, one set of business rules and interfaces across multiple channels.** This was a critical jump from using 5 tools initially to manage the various campaigns, to only one. The margin for error has also decreased considerably; previous silos meant that the marketing teams could not react easily in one channel based on what was happening in another. Putting these all together in **a customer-centric database the FMCG now delivers unified, personalised and consistent communication to their consumers across channels.**

But that wasn't all – using CCMP they can not only monitor social media activity but also **carry out sentiment analysis** and, as a result distinguish the people who are actually promoting their brands and not only making any type of comments. The FMCG organisation has, in this process, created **a buzz and VIP feeling around the brand.**

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