

CASE STUDY

Socialbakers offers a one stop shop for social marketers, covering the entire workflow from Social Media Management to governance and optimisation.

RESULTS



Significant reduction in time taken to source data:

Previous gaps in the data meant DEFRA had to spend considerable time creating manual reports from the various social networks. Socialbakers and Getech's solution provided a far-reaching, accurate and fully automated reporting process.

Comprehensive and ongoing support:

Socialbakers provided a fully managed and supported social media solution, discussing and suggesting alternative and innovative use of various social media platforms and data streams. Socialbakers focus on the steps of the project, such as Onboarding Manager to Strategic Account Management & Value delivered significantly improved results.

Creation and maintenance of a whole new workflow:

Streamlining influencer engagement and WoW going forward and planned targeted usage ahead of the UN Climate Change Summit (COP26), one of the biggest priorities for the government in 2021.

Increase engagement across social media:

By increasing the level of data at DEFRA's disposal, the client was able to optimise their content strategy. Focusing on the target audience and fine-tuning the appropriate messaging, resulting in a greater reach and depth of engagement.

FOR MORE INFORMATION

If you want to discuss and understand how a targeted and interactive social media platform and strategy can widen your target audience and improve brand awareness please contact Getech on the details below.

☎ 01473 240470 ✉ publicsector@getech.co.uk



REQUIREMENT

The Department for Environment Food & Rural Affairs (DEFRA) were looking for a **Software as a Solution (SaaS)** to help replace their existing social media platform, due to some concerns over the reliability of data provided, lack of support and breadth/depth of analytical capability.

Moreover, DEFRA had aspirations to improve their approach in areas of social media strategy, including:

- A better understanding of their social audience
- Increased brand awareness and exposure via more targeted and focused campaigns
- Innovative solutions, such as influencer marketing, none of which fell into the remit of the incumbent vendor

SOLUTION

Socialbakers took part in Request For Proposal (RFP) process, partnering with Getech as the Crown Commercial Supplier (CCS) reseller. The RFP was an extremely good fit, with Socialbakers able to meet most of the core requirements, ranging from:

- Advanced and flexible reporting allowing different stakeholders to effectively source data needed to drive decisions
- Community Management functionality enabling timely and authentic outreach to their social community
- Influencer Identification and monitoring to find brand ambassadors who would resonate with their audience and measure the impact of these influencer focused campaigns
- Audience analysis and persona generation empowers brands to understand their audience and create a strategy with authenticity throughout

“Socialbakers analytics is a powerful tool that massively simplified and automated our monitoring and reporting. It gave us the chance to easily label all our content, regardless of whether we posted via SocialBakers or natively, and provided an effective holistic view of our performance across multiple platforms and channels.”

Giulia Farro, Senior Digital Insight & Evaluation Manager, DEFRA