

Client



Streamlining social media management in Brazil

Company:
youDb

Website:
www.youDb.com.br

Headquarters:
Sao Paulo

Solution:
Alterian Content Manager,
Social Media Publisher,
Dynamic Messenger, SM2

Results:

1. youDb can publish, track and report on social media activity easily from a single environment
2. Social media campaigns take advantage of existing online assets in Alterian Content Manager
3. youDb has the tools to embrace social for clients and integrate it with existing channels
4. Better integration delivers improved customer engagement.

"Alterian software is powerful and solves a lot of problems but the culture of the company was the primary reason we became a partner in the first place. Staff are marketers first and foremost and their passion for marketing and knowledge of the market is translated into their solutions."

Leonardo Barci
CEO, youDb

Synopsis

As one of Brazil's foremost marketing services providers, youDb has worked with the likes of Mercedes-Benz and Fiat and counts Nestlé and Whirlpool amongst its current clients, plus renowned agencies such as DM9. By applying smart technology coupled with consultancy expertise, the team helps clients achieve a competitive edge in one of Latin America's fastest growing economies. Founded three years ago by industry heavyweights, youDb is based in Sao Paulo and has been an Alterian partner for just over a year.

Social media's meteoric rise

Social media in Brazil is experiencing some of the strongest growth in the world and brands are keen to harness its power. Facebook is growing at over 500% year-on-year with 8 million users in the region, while the de facto network is Google's Orkut with 29 million visitors, according to ComScore. But dealing with such a rapidly growing channel and integrating it with others is a challenge for many brands.

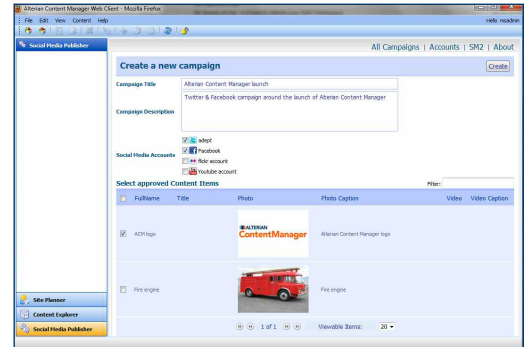
"Moving from traditional, mass communication to conversations with individual customers is a major cultural shift for many clients. With the rise of social media comes a new level of immediacy and audiences are a lot more involved in marketing cycles," said Leonardo Barci, CEO of youDb. "The main challenge for marketers is how to make sense of the new marketing landscape and tackle it in a joined up way for optimized customer engagement."

youDb knew that technology could help achieve a unified experience for customers and set about designing its own platform to integrate traditional database marketing with online, email and social. An immediate need from a government agency prospect for a solution, to manage its complex global communications, also added to the equation.

"Most companies and organizations currently don't see one version of their customer – mainly because channels remain siloed and social media is disconnected from their database marketing," said Barci. "We wanted a new solution to overcome this challenge but it would take 1-2 years to develop," commented Barci. "But Alterian already had the answer with Social Media Publisher, a tool that could help drive web, email, social and offline channels in an integrated way."

Combining social with other channels

youDb was already using a range of Alterian's solutions including Alterian Content Manager (web content management), Dynamic Messenger (email marketing) and SM2 (social media monitoring). The new solution, Social Media Publisher (SMP), integrates seamlessly with these and allows marketers to take advantage of existing content from Alterian Content Manager and publish it automatically in social media channels such as Facebook, YouTube, Flickr or Twitter. Alterian SM2 then monitors responses from those channels in real-time, reports on the data and combines it with existing customer data for the benefit of other channels.



SMP's key strength is its integration with SM2, allowing proper tracking and advanced reporting on responses which deliver actionable insight. Providing dashboards on results, users can now analyze responses across the whole social media universe, according to 32 criteria including sentiment, location and influence. "Working in unison with the other Alterian tools, SMP helps streamline the entire process of tying-in social with other channels and executing campaigns from a single environment – marketers don't have to log-on to each social media platform to implement a campaign," said Barci.

Content published by SMP to social media platforms can vary from simple text messages to whole campaigns involving video and images, while other social media platforms can be added as and when required. As it works seamlessly with Alterian Content Manager, SMP takes advantage of all the existing governance, authorization and workflow features, to ensure content to be published has gone through the required approval processes.

Alterian Case Study

youDb

Integration is the key

youDb is already receiving interest from a Brazilian government agency, keen to use SMP to not only improve its social media campaigns but connect its disparate channels. With more than 200 countries on its database and operating in seven languages, the organization needed a way of managing complex, multi-channel international campaigns across DM, email, online and social.

“Integration is the key thing which makes Alterian different in the market. There are many tools available to perform separate functions of managing content, deploying campaigns and then listening to buzz, but none of them are able to connect all of these parts as tightly as Alterian,” said Barci. “This means brands can begin to understand audiences at a deeper level and create a joined-up dialogue to improve their bottom line.”

Social media is growing fast in Brazil and Alterian is providing youDb with the tools to embrace it for clients and link social with existing channels. Solving the problem of how marketers can both manage and track their social media presence more easily, SMP and SM2 work in tandem to deliver improved customer engagement.

“Alterian software is powerful and solves a lot of problems but the culture of the company was the primary reason we became a partner in the first place,” added Barci. “Staff are marketers first and foremost and their pure passion for marketing and knowledge of the market is translated into their solutions.”

Alterian

Alterian (LSE: ALN) enables organizations to create relevant, effective and engaging experiences with their customers and prospects through social, digital, and traditional marketing channels. Alterian's Customer Engagement solutions are focused in four main areas: Social Media, Web Content Management, Email, and Campaign Management & Analytics.

Alterian technology is utilized either to address a specific marketing challenge or as part of an integrated marketing platform, with analytics and customer engagement with the individual at the heart of everything. Working alongside a rich ecosystem of partners, Alterian delivers its software as a service, or on premise. For more information about Alterian visit www.alterian.com or the Alterian blog at www.engagingtimes.com.

UK & European Headquarters

Alterian

UK

T +44 (0) 117 970 3200

F +44 (0) 117 970 3301

North American Headquarters

Alterian Inc.

USA

T +1 312 704 1700

F +1 312 704 1701

Asia-Pacific Headquarters

Alterian

Australia

T +61 (2) 9968 2449

F +61 (2) 9968 1163

Continental Europe Headquarters

Alterian

The Netherlands

T +31 (0) 35 625 7890

F +31 (0) 35 625 7899

