

Client



Company:

Abraham Harrison

Website:

www.abrahamharrison.com

Headquarters:

Washington DC, USA

Industry:

Social Media Marketing

Size:

35 people, working in four continents

Solution:

Alterian SM2

Results:

1. Abraham Harrison can search for the most relevant bloggers to engage with
2. Geo-mapping demonstrates the spread and intensity of cross-border campaigns
3. Historic social warehouse back to 2007 allows benchmarking and trending
4. Metrics displaying the impact and benefit of agency work can be easily shared with clients

Social media monitoring drives audience engagement

Introduction

As an online reputation management consulting firm, Abraham Harrison works exclusively in the social media world. Its team of 35 professionals are experts in international blogger relations, social media outreach, online brand promotion and Twitter and Facebook community management, working virtually across four continents. Currently delivering campaigns in English, Portuguese, Spanish, Russian and Polish, for the likes of Kimberly-Clark Healthcare, OLX, BrandsClub, Studiocom and Motionbox, Abraham Harrison's previous clients include the National Environment Trust, International Medical Corps, Lowe Worldwide and Sharp Electronics.



Identifying the best audience

Abraham Harrison ensures clients' messages are being portrayed in every corner of the digital space, by taking advantage of strong relationships with top bloggers. "Social media isn't happening to us, we're happening to it," explained Chris Abraham, President and COO, Abraham Harrison. "We have to go to where the influential people are and engage them, we can't just sit back and listen." Abraham Harrison develops tailored outreach activities that honor each community's 'local customs' and are adapted to different values and communication patterns; a process which translates into respect for clients' brands.

But finding the right bloggers to target is key, as Abraham explained: "Engaging with the right people who are having conversations plays a big part in campaign success. But also being able to prove the value of our work to clients is equally important."

Initially the firm gathered insight on blogger audiences using Google alerts, Google blog search and Technorati, but these didn't have a way of looking back in time. Abraham Harrison also reviewed some full-version social media monitoring tools but soon realised they too were more concerned with the present day, or had limited historical data, whereas Abraham Harrison wanted to look back over more than a year.

Delivering metrics which matter

The firm started using Alterian SM2 first to demonstrate the benefit of campaigns, and second because of its powerful capability to search the social web. "Clients were asking for more meaningful and appealing ways of showing them efficacy of campaigns, rather than just having a list of all the bloggers who had mentioned them," explained Abraham.

"Before we found SM2, we tended to focus resources more on operations than on metrics but now we have a powerful way of proving ROI to clients. And in terms of social web intelligence, as it covers all necessary sources, SM2 helps us track the web in a more forensic way. We're constantly finding new bloggers to engage with on behalf of clients."

SM2's ease-of-use quickly struck Abraham Harrison as a key benefit. Designed to deliver actionable insight extremely quickly after limited training, searches are very straightforward to set-up. "Other tools we looked at were more complex to create searches and seemed amazingly complicated to get up-and-running. Once you start using SM2, it's then easy to keep making searches for social content more specific and tease out the information you want."

Each search result or 'piece of conversation' in SM2's reports has up to 35 fields of associated metadata, including a blogger's profile, demographics, location and more. The team uses its geo-mapping function, for example, for international campaigns, to show clients geographically where most conversations are happening and how campaigns have spread across borders. "Due to the very nature of word-of-mouth marketing, you can't contain the message so we use the mapping in SM2 to demonstrate how mentions have also appeared in non-target countries."

Alterian Case Study

Abraham Harrison

Talking to bloggers for Fresh Air Fund

One of Abraham Harrison's key clients is New York City-based



Fresh Air Fund. Since 1877, the organization has been giving inner-city children the opportunity to enjoy summer vacations with volunteer host families and at Fund Camps.

Abraham Harrison's strategy is to take advantage of existing relationships with bloggers but also keep nurturing new ones, in tandem with large-scale, targeted online outreach. Alterian SM2 helps the agency custom-build target lists of bloggers that meet specific demographics and locations.

"Alterian SM2 really allows us to find and engage easily with a lot of people. We're not talking about reaching out by hand to 50 bloggers like most social media PR companies. Our outreach involves up to 2,000 bloggers at a time. Overall, for Fresh Air Fund, we generated 1,800 media mentions during the last 12 months," commented Abraham.

Demonstrating the value of social media

All of Abraham Harrison's work involves it being a catalyst in social media conversations and SM2 illustrates the profound impact the agency has. Clients have come to expect the type of metrics which SM2 provides and it is now an essential part of the consultancy's client services. "The best thing for our business is being able to show clients the direct association between conversation volume and the day our outreach started – signalled by a large spike," said Abraham. "Online conversation levels are very difficult to explain, especially over time but with SM2 we can even compare year-on-year and hence the benefit of having us on board."

SM2 allows the team to maintain relationships with the relevant parts of the blogosphere in an efficient way, and as Abraham concluded: "In the social world there's no point feeding 25 diners in a restaurant with three Michelin Stars – to have real impact you need to feed a whole army – SM2 is the logistical tool which makes this happen with minimum effort."

Alterian

Alterian (LSE: ALN) empowers marketers with an integrated marketing software platform combining database, online and operational marketing applications on a shared data infrastructure. The Alterian Integrated Marketing Platform makes it practical and cost effective for marketers to use actionable insight to execute an integrated marketing strategy across online and offline channels.

It is the unique integration of analytics, content and execution through our industry leading tools, such as the Alterian Messenger email platform, and the award winning Content Management solutions, which enables marketers to drive a seamless, multi-channel customer experience.

Alterian's analytically-led software is delivered to approximately 1,000 marketing departments, across 26 countries, and an international network of more than 100 business partners, including marketing services providers, agencies and systems integrators. Its partners, such as Accenture, Acxiom, Allant Group, Cap Gemini, Carlson Marketing, Experian, Epsilon, InfoUSA, LogicaCMG, Merkle, Ogilvy One and Euro RSCG Worldwide, deliver Alterian software alongside their own domain and services expertise to help market leaders such as Princess Cruises, General Motors, Zurich, Astra Zeneca, HSBC, Limited Too, AEGON, Avis, Worldwide Wrestling Entertainment, Dell, Amnesty International and Vodafone integrate marketing processes and drive competitive advantage. For more information about Alterian, products within the Alterian Integrated Marketing Platform or our Partner Network, please visit www.alterian.com.

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