



# Social Business Explained by @Shoutlet

By Lilach Bullock

Here at Comms Axis we know only too well the value of building relationships online – after all it's a fundamental part of social media!

We've recently been working with **Shoutlet** who are a social relationship platform (one of their key differentiators is the ability to integrate individuals' social profiles from multiple networks and external CRM data into one).

I was delighted to recently have the opportunity to sit down with Roy Jugessur, Head of EMEA and chat about social business – what it is, how companies should care about it and implement it. And of course what social media interview wouldn't be without the question everyone is talking about at the moment – how can businesses ensure their Facebook marketing stays effective, particularly in light of **Facebook's** algorithms dropping!

You can read our interview below:

## 1. What is social business for Shoutlet

For Shoutlet, it's more social *for* business — the concept that social learnings from online engagements with communities can be applied to all parts of the organisation.

Providing all departments with access to that social information with the relevant permissions will empower companies to successfully scale social globally without giving up on total control from those who have direct contact with the social channels. In this way, enterprise level organisations are able to create a robust customer affinity database that will benefit the organisation as a whole.

## 2. Why should companies care about social business

The practice of social for business enables interconnected relations across stakeholders to drive improved performance and the creation of a more engaging organisation. So, if companies do not want to limit themselves in terms of knowledge and customer relationships, they should care about implementing social for business.

There's so much potential for deeper customer relationships by engaging via social, including using online communities to provide feedback on a brand's business and products/services and applying that feedback to other parts of the business, like customer service, development, etc. In the past, companies were relegated to find the perception of their product by conducting expensive and limited focus groups. With social media, that's no longer necessary. This is not only giving brands valuable, useful information and feedback from their buyers, but also allowing brands the opportunity to use those engagements to forge deep, two-way relationships with their fans and followers.

## 3. What do companies need to do to implement social business

Implementing social for business involves a long term internal cultural change where the organisation will have a clear interest in creating dialogue with the consumers, influencers and the community in general, empowering all departments to benefit from the data intelligence proven from those online engagements. This cultural change needs to be driven by the leadership team and the support of a dedicated group of internal project managers, such as a combination of members from the HR and marketing departments, for example, that will ensure an ongoing control of its

implementation for existing and new employees.

The gathered social data information can then be broken down into three buckets: high-level, mid-level and individual-level data. High-level is the overall view of your brand's impact in the social stratosphere that will help identify your target demographic. Mid-level reflects a deeper analysis into this data to identify interests and social activity of your fan base. At an individual-level, you will get exposure to your brand's biggest fans and potential evangelists.

Organisations will then need to learn how to use that social data to the advantage of each department and function, whether that includes market research for upcoming trends; consumer preferences for more targeted marketing; understand likes and dislikes for product improvement; among other information that will help drive business value.

## 4. What do you see as the future of social business

We believe that in the long term all organisations will consider social as an intricate part of their business and will start collecting affinity data from the moment they are established. Organisations will only be able to get the level of insight needed to compete in the market if they truly listen to their audience and evolve following the information obtained. Therefore, integrating social data will drive real value and business impact by enabling the brand to create ongoing relationships with prospects and influencers and gathering unique information that wouldn't otherwise be obtained. On the other hand, customers, supporters, and other external stakeholders will be expecting to receive a similar experience regardless of who they contact or the communication channel

they use to reach out to one organisation. As a result, only those brands who can offer a seamless level of relationship consistency across the board will thrive in the long term, and implementing social for business will help them achieve that.

### 5. How can Shoutlet help organisations implement social business

Our product, people, and processes can help organisations implement social for business by providing a complete understanding of their customers through robust data collection and intelligent analysis, and by improving efficiencies in communication within and between internal teams.

Shoutlet is transforming the way brands connect with and leverage online communities to drive value through a better understanding of their online relationships. These deeper relationships based on data give brands the ability to know user behaviours and preferences which makes target marketing more primed for success. Alongside product capabilities, the Shoutlet team is made of individuals who are experts in social across different industry verticals, offering Shoutlet clients the support from planning to implementation to help them drive social across the business.

### 6. Facebook is constantly evolving and in light of the recent changes and many businesses not happy about the algorithms and seeing a drop in their results how can businesses ensure that their Facebook marketing stays effective?

Firstly organisations must keep alert to upcoming changes and be flexible enough to make any necessary updates to their social strategy and respective activities. Shoutlet's close relationship with Facebook and other social networks enables us to know which changes are coming up, and we alert brands about these and how best to leverage from them in our [blog](#).

Users can subscribe at [www.shoutlet.com/blog](http://www.shoutlet.com/blog) for regular updates. Furthermore, Shoutlet customers have a dedicated representative that provides great insight into best practices and how to

tackle challenges related to organic search.

Although organic reach is not as effective for brands as it used to be before the latest Facebook algorithm changes, there are a few things that brands can do to ensure their Facebook marketing still reaches the right audience:

- Boost content through paid posts.
- Cross promote a Facebook campaign through different platforms and channels reaching out to those audiences and directing them to like the brand's Facebook page, so they get alerts for future Facebook content.
- Improve content. Although Facebook changes make it harder for most generic brand content to reach a wide audience organically, really valuable regular content gets the word out there as people share it, like it, follow it and come back for more.

Social marketers can get some best practices and useful ideas on how to improve their Facebook marketing in this whitepaper "[How to Ignite your Impact on Facebook](#)".

### 7. It's important for businesses to measure their results on social media, but we then risk entering the "data overload" - how can companies overcome this?

There's a staggering amount of social data to be tracked and consumed and brands do come to us saying they can't capture data fast enough, but our first advice is for them to change their mindset from "data overload" to "data insight". After all, they now have at their fingertips the ability to know their customers and the market at a deeper level than ever before. Brands should work with their technology providers to identify/understand what data points are important to their business and that can really empower them.

Approaching social through the eyes of a data-minded executive team can only improve the way businesses plan and implement social marketing. So, in making an effort to understand the volume of data, how to segment the captured metrics and applying these lessons to take full advantage of

social's potential is the winning formula for proving social return.

A very big thank you to Roy and his team at Shoutlet for taking the time to speak with us. Please do take a look at their platform [here](#) – it really is a great way to enable marketers (whilst doing everything from monitoring to publishing to capturing data) to have a much deeper understanding over who your customers are and so much more!

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### About the Author

Highly regarded on the world speaker circuit, Lilach Bullock has graced Forbes and Number 10 Downing Street with her presence! She's hugely connected and highly influential serial entrepreneur – the embodiment of Digital Intelligence.

Listed in Forbes as one of the top 20 women social media power influencers and likewise as one of the top social media power influencers, Lilach is one of the most dynamic personalities in the social media market, she actively leverages ethical online marketing for her clients and for Comms Axis.

A business owner, social media consultant, internet mentor and genuine digital guru, Lilach is consulted by journalists and regularly quoted in newspapers, business publications and marketing magazines (including Forbes, The Telegraph, Wired, Prima Magazine, The Sunday Times, Social Media Today and BBC Radio 5 Live). What's more, her books have achieved No 1 on Amazon for Sales and Marketing and Small Business and Entrepreneurship.

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Publication issued on 1 October 2014