**Leverage Social Media to Promote
Your Brand and Customer Engagement**

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Growth in Social Media

The use of social media is mushrooming exponentially every day. Students and young adults spend more time reading the news via social media than any other source. Use of social media by middle-aged and senior citizens is picking up steam almost as fast. Nearly 75% of male smartphone users check their phones at least once an hour, and 50% check their phones before falling asleep and first thing when they awake.
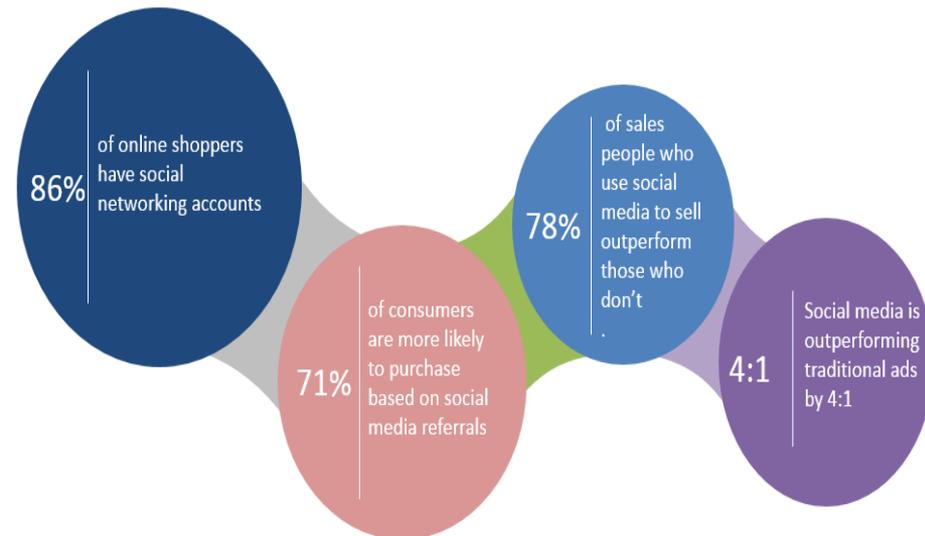
Social Media gives voice to instant news

Access to the "word on the street" is increasing at a pace that is both empowering and tantalizing to users. Through it, they are living on and contributing to the cutting edge of life. The news—facts, opinions, and trends—is constantly and persistently streaming. Political, environmental, and social awareness and activism are generated and propagated over social media. And all of it palpitates on a 24/7 screen, just one finger-slide away. 92% of social media users have more confidence in what they learn online than in what they gain from any other source.

Key Metrics on Social Media impact

In the face of this constant onslaught of details and data, 30 million businesses across North America and Europe are striving to engage with consumers more and more effectively and efficiently.
Facts and growing trends demand a different sales approach. The answer is engagement marketing.

86% of online shoppers have social networking accounts

71% of consumers are more likely to purchase based on social media referrals

78% of sales people who use social media to sell outperform those who don't.

4:1 Social media is outperforming traditional ads by 4:1
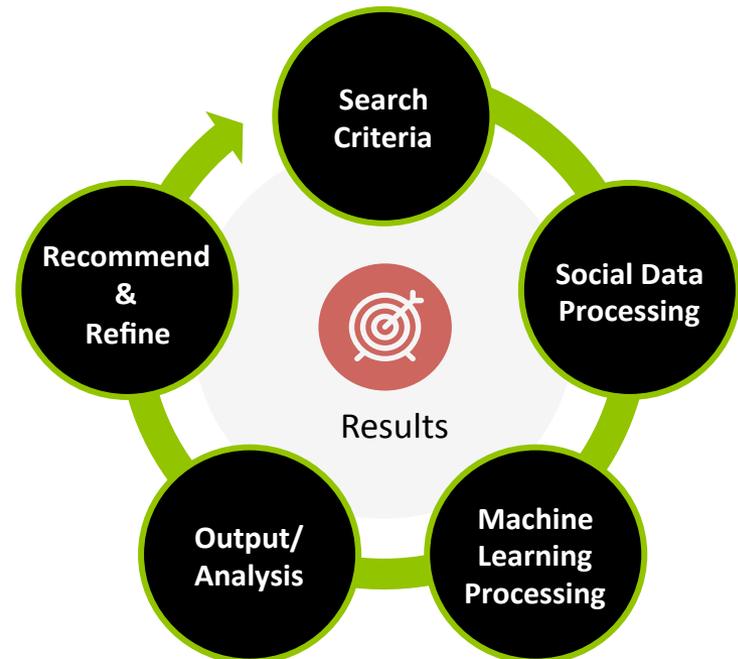
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What is Engagement Marketing?

It's a process that's focused on discovering the right connections to your audience. It involves a deep dive into your customer base, big or small, to find the kernels of interest that connect your business to the needs and wants of your customers. It requires follow-up that's specific to a particular customer sub-group—follow-up that's uniquely customized to match each and every sub-group. Engagement marketing is an essential evaluation tool.

How does Engagement Marketing work?

This style of marketing is grounded in targeted questions and answers. Asking the right questions generates answers that lead on to a more specific set of questions, resulting in more defined answers that branch out more widely and down more deeply to a new round of questions, and so on. Each set of answers becomes criteria for a search on social media for related trends and followers; all of these, in turn, give new direction and value to a company's marketing strategy. Engage-ment marketing clarifies marketing strategies/goals and generates loyal/repeat customers.

Who does the work to initiate and build engagement?

INSIGG does. Our job is to determine the right set of questions/ criteria to ask on social media, to plug those questions into our machine learning software program, and to analyze the answers in understandable and relevant marketing categories that will help your business improve customer outreach as well as customer satisfaction.
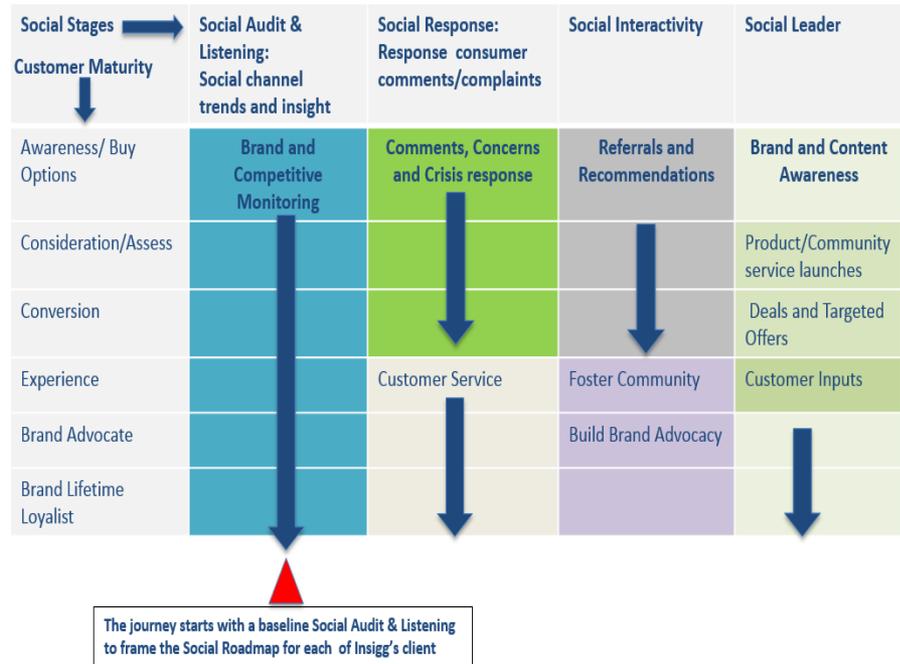
Search Criteria

Social Data Processing

Results

Machine Learning Processing
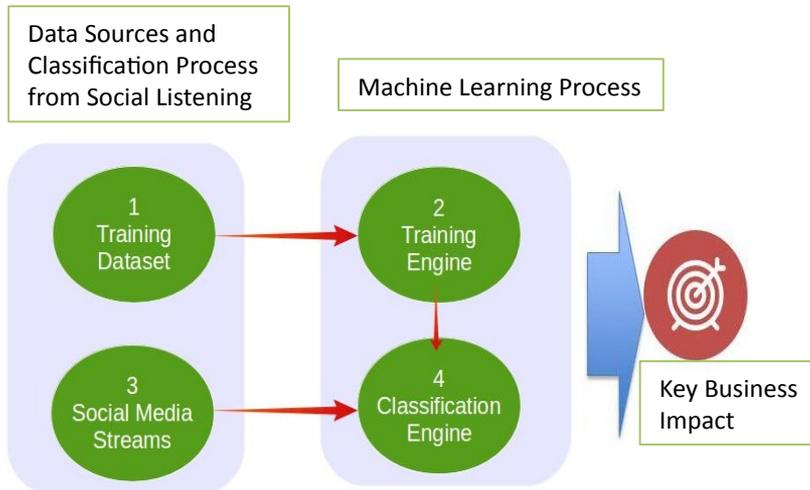
Output/ Analysis

Recommend & Refine

What does INSIGG do?

INSIGG's work is grounded entirely in social media, primarily Twitter and Facebook. Our strategy is to conduct a **Social Audit** that's designed to customize a **Social Roadmap** specific to your company. INSIGG monitors social media for insights and trends related to your company and the competition. We evaluate consumer comments and criticism and initiate relevant company responses and product input to immediately improve customer service. We build **Social Interactivity** by generating referrals and recommendations over social media in order to develop a social community and increase brand awareness and advocacy. The ultimate goal is to establish your company as a **Social Leader**: your company can develop social awareness that inspires positive action beyond the purchase of your product. Effective use of social media can add to your company's profitability as well as build a community of responsible thinkers and doers.

INSIGG's Social Media Maturity Framework

Social Stages → Customer Maturity ↓	Social Audit & Listening: Social channel trends and insight	Social Response: Response consumer comments/complaints	Social Interactivity	Social Leader
Awareness/ Buy Options	Brand and Competitive Monitoring	Comments, Concerns and Crisis response	Referrals and Recommendations	Brand and Content Awareness
Consideration/Assess				Product/Community service launches
Conversion				Deals and Targeted Offers
Experience		Customer Service	Foster Community	Customer Inputs
Brand Advocate			Build Brand Advocacy	
Brand Lifetime Loyalist				

The journey starts with a baseline Social Audit & Listening to frame the Social Roadmap for each of Insigg's client

INSIGG's Machine Learning System

Data Sources and Classification Process from Social Listening

Machine Learning Process

1 Training Dataset

2 Training Engine

3 Social Media Streams

4 Classification Engine

Key Business Impact

Machine learning is not traditional code programming of step-by-step instructions. Instead, a programmer is like a teacher or coach who trains the machine learning system, called the "neural network," to recognize an object like a dog by showing the system pictures of dogs until the system recognizes a dog. In the social media context, the machine learning will recognize free text in a particular social media, such as a tweet, and automatically decipher content for analysis and actions. Machine learning systems get better, i.e., more accurate and detailed, over time.

A business example

Let's look at the example of generating interest in a new "healthy living" business in a mid-sized southern New England town. Assume the business is open and the initial flurry of new customers has peaked. How will the business attract more customers and compel folks to come back again and again? Our social media technology can help immediately. The goal is to get a buzz going on Facebook and Twitter. How? By capitalizing on the interests of the initial clientele, and by generating new customers by using INSIGG's machine learning capability. Our software can drill deep into Twitter feeds to discern the healthy living priorities of any specific group of people. These priorities can then be turned into **key business impacts,** i.e., products and events that will attract and retain customers through purchases, participation, tweets and re-tweets.

INSIGG impact after 30 days of Twitter followers and impressions
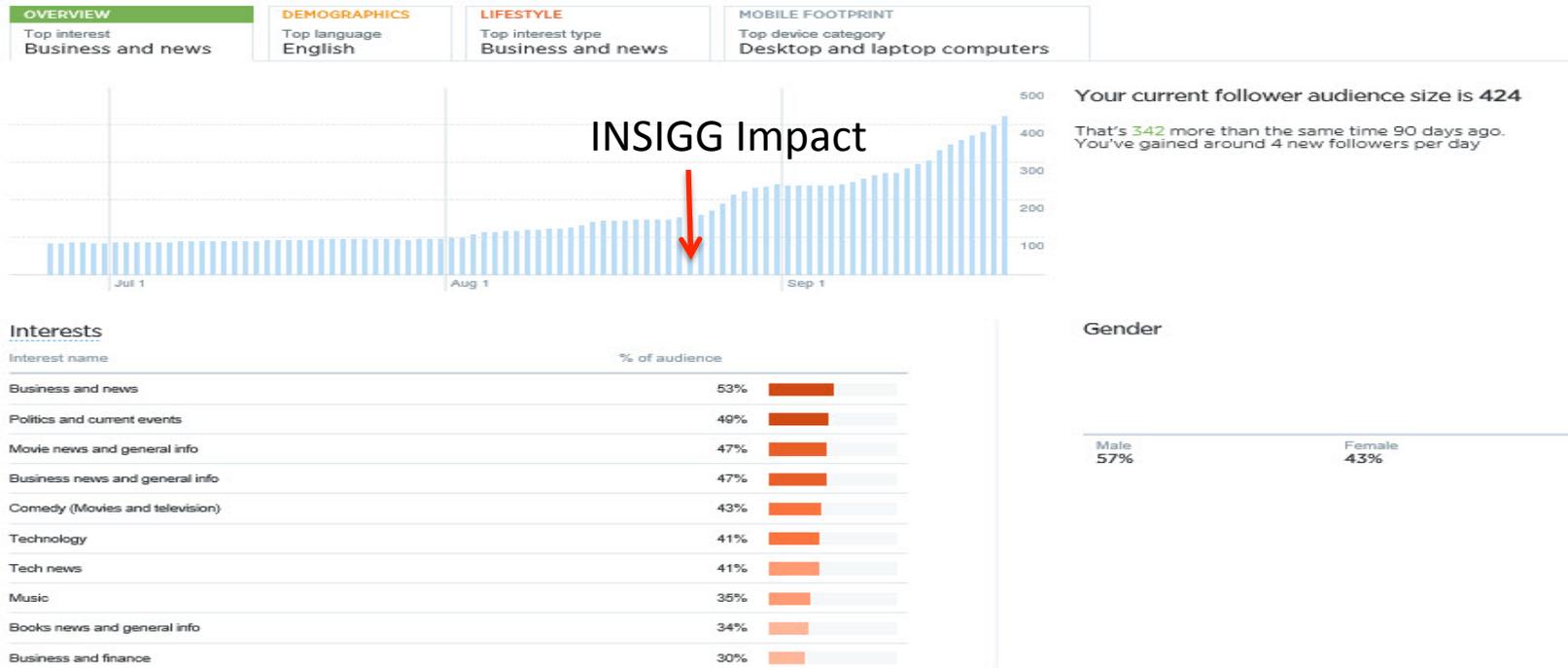
- **Before INSIGG: Less than 100 followers with 1.2K Twitter impressions**
- **After 30 days: 424 followers and 16K Twitter impressions**
- **After 6 months: 2400 followers and 61K Twitter impressions**