SOCIAL MEDIA COMMAND CENTER FOR A MEDIA GIANT

CASE STUDY.

Helped Improving Market Leadership through Extensive Social Media Listening

Connected World.
Connected Experiences.

ABOUT THE CUSTOMER

One of the Largest Media Conglomerate in South East Asia with over 100 digital properties.
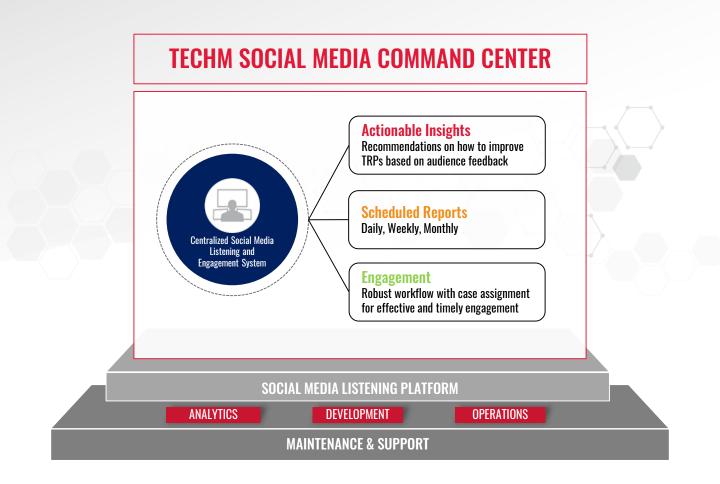
BUSINESS SCENARIO

- Lack of a coherent social brand health check
- Inability to track mentions of the brand across properties and social channels
- Little interaction with online audience due to unmonitored viewership behavior
- Unable to pick up trends and keep the buzz alive around shows and viewership

BUSINESS CHALLENGES

- Understand audience behavior across social media channels
- Create appropriate content and drive buzz
- Increase social media engagement with viewers

OUR SOLUTION APPROACH

- Social Media Command Center to manage end-to-end social media operations
- Extensive social listening and customer feedback mechanism
- Building social intelligence to evaluate viewer preferences

TECHM SOCIAL MEDIA COMMAND CENTER

Actionable Insights
Recommendations on how to improve TRPs based on audience feedback

Scheduled Reports
Daily, Weekly, Monthly

Engagement
Robust workflow with case assignment for effective and timely engagement

Centralized Social Media Listening and Engagement System

SOCIAL MEDIA LISTENING PLATFORM

ANALYTICS   DEVELOPMENT   OPERATIONS

MAINTENANCE & SUPPORT

BUSINESS BENEFITS

- One-stop view of the brand health assessment
- Real-time awareness of the brand amongst the audience vis-à-vis its competitors
- Augmented TRPs by creating the right buzz at the right time with the right audience in turn leading to an increase in ad revenues

IMPLEMENTATION HIGHLIGHTS

- Tracking extensive Social Media coverage for one of the largest media houses globally
- Successful implementation and delivery of both the platform and services
- Improved audience engagement and helped generating higher TRPs

TECH MAHINDRA EDGE

- Platform + Services to handle end-to-end social media management
- Location advantage with local resources and expertise

Connect with us to know more Digital Cx-OPS offerings and solutions

✉ DigitalCxOps@TechMahindra.com

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