



Firstlincoln
TECHNOLOGIES
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Digital Marketing Engagement

SOCIAL MEDIA Management

GET YOUR BUSINESS MOVING

Firstlincoln gives brands a directly accountable, measurable and scalable way to get the most out of the billions of actions and interactions taking place across social media each day between consumers and their brands within their target markets.

The New Social Engagement Imperative

There's no getting around it — customers today are talking about your business on social media — either hoping to interact with you directly, or sharing opinions with others about their experiences with your business.

If customers are satisfied, then the happy chatter is good news for your bottom line. But if customers are unhappy about unresolved complaints or problems, it can have a major impact on your brand perception. When there is negative talk about your company on social media, do you have the strategies and processes in place to take proactive action? For many businesses, social media efforts are still evolving, and processes are often manual and fragmented. For example, social media channels are usually 'owned' by marketing groups, who struggle to handle questions that may be related to product support or other areas. The result is that, instead of optimizing communications with customers, these reactive, piecemeal processes for handling social media interactions may leave your customers frustrated.

As the volume of these interactions continues to escalate, it's clear that simply throwing more people onto Twitter and Facebook is not a sustainable solution — there needs to be a new evolution to a scalable model for managing social engagement.

Firstlincoln Social Engagement: Proactively Engaging in Social Conversations

To operate effectively in an increasingly social business environment, you need to create, automate and optimize best practices for social engagement. By taking a proactive approach and implementing practices that transcend business units, you can improve your customer relationships with more meaningful interactions.

Firstlincoln Social Engagement can make these proactive plans a reality with a holistic solution that removes organizational and technological silos when engaging with customers on social media.

Using Firstlincoln Social Engagement, your business can monitor its presence on relevant social media sites and easily identify and prioritize online comments. You can share social media interactions across the enterprise, and call on the most appropriate people to engage with customers as needed, bringing new levels of scalability, consistency and responsiveness to your social media interaction strategies.

For example, assume that a customer posts a question or complaint about your company on Twitter. The Firstlincoln solution finds the message, analyzes and prioritizes it, and sends it to the right person — whether in marketing, customer service, or elsewhere in the company. For support-related interactions, employees can respond within their existing contact center desktop, without having to log in directly to Twitter, closing the loop in the initial social media channel.

Using Firstlincoln Social Engagement, your business can be present and responsive on the social media channels most important to your customers, without creating new 'silos' of information for Facebook, Twitter, Google+ or other social media interactions.

You can easily and effectively use the solution to support your existing and evolving social media strategies:

- Monitor Facebook and Twitter for messages referencing your products, brands or services.
- Offer pre-sales and post-sales support to people who reach out on social networks.
- Actively engage with people who post messages that indicate they need assistance or are dissatisfied with your products/services.
- Monitor the social sphere and engage with people using your products and services



You can think of your social media strategy as four general steps, progressing from passive listening to active customer engagement and integration.

LISTEN: Establish a presence on social media sites and monitor them for what people are saying about your brand, products or services.

PRIORITIZE: Decide which interactions need a response from your business, and from which department: Marketing? Support? Sales?

ENGAGE: Get the right person in your company to respond with consistent, accurate and meaningful information. Where possible, 'close the loop' by responding in the same medium as the initial comment.

INTEGRATE: Integrate interactions across customer touch points and departments, so that customers get a single, consistent view of the company no matter how they engage with you.

Your business may be doing one or two of these steps today, but without automated processes and integration across departments, your efforts are likely to be fragmented and inconsistent.

Using Firstlincoln Social Engagement, you can implement your social media strategy in a scalable, automated fashion that is tailored to your business rules and best practices.

Strengthening Your Brand with Firstlincoln Social Engagement

There's no denying it — social media is here to stay, and its use is only accelerating across multiple demographic groups.

If you want to stay engaged with your customers, you need a well-implemented, integrated strategy for managing customer interactions across all social media channels. The bottom line is that such a strategy will help your business become nimbler and better informed, and strengthen your overall brand perception.

Using Firstlincoln Social Engagement, you can position your company to thrive in this increasingly social business environment.

- Automate the processes of listening to your customers on social media.
- Eliminate manual, isolated or inconsistent efforts in responding to social media posts.
- Extend business rules and service level strategies to the growing volume of social media-based interactions.
- Be responsive, consistent and accurate when engaging on social media sites.

By taking a proactive approach and implementing the right solution for social media engagement, the reward will be optimized social interactions, happier customers, and a stronger brand appreciation.

AWARDS AND RECOGNITION



Firstlincoln is the one of Nigeria's leading provider of technology oriented business solution in website design and digital marketing — with a 100% focus on customer experience. With more than 10 years of experience, Firstlincoln is uniquely positioned to help companies bring their people, insights and customer channels together to drive today's new customer conversation. Firstlincoln social-media strategy directs more than 5 thousand interactions every day from the contact center to the back office, helping companies deliver fast, simple service and a highly personalized cross-channel customer experience.

For more information visit: www.firstlincoln.net , or call +234 8066938330.

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