

Cannon IV

HP Social Media Center grows audience and online engagement



“The Social Media Center is wonderful as a tool for Cannon IV. What would usually be a time consuming, labor intensive chore, is now an effortless way to share meaningful, relevant content to our social networks.”

-Shaughn Harrigan, Marketing Communications Specialist, Cannon IV

At a Glance

Industry: Managed Print Service and Solutions

Business Name: Cannon IV

Headquarters: Indianapolis, IN

Website: www.cannon4.com

Objective

Generate greater levels of customer engagement using social media as the vehicle.

Approach

Use the HP Social Media Center to develop a go-to-market plan to execute a social marketing program tailored to specific business verticals.

Improvements

- Minimize time spent searching for content by pulling from customized, syndicated feeds updated in real time
- Tailored social campaigns to meet the needs of your industry and customer base
- Expand reach and voice by enabling sales force to utilize tool and develop their own on-message presence and visibility

Business Benefits

- Optimize employee efficiency by minimizing time spent gathering content
- Reliable and up to date source for industry trends and articles
- Generate leads by sharing gated content
- Schedule content in advance to save time and effort



Challenge:

The biggest challenge Cannon IV faced in their social selling and marketing efforts was getting customers to interact. Despite having established a strong presence across channels like LinkedIn and Twitter, engagement among their audience was limited. Cannon IV's marketing efforts outside of social media were focused on the consumer with the objective of telling a compelling story that positioned their company as an expert in the field with the quantifiable results to back up this claim in virtually every market vertical. However, telling this story via social channels proved difficult and yielded little traction. The content that was easily translatable to social media did not capture attention.

Cannon IV recognized the need to leverage marketing campaigns and collateral they were using in traditional channels, their social media activity lacked compelling and timely content.

Challenge (cont.)

Shaughn Harrigan, Marketing Communications Specialist for Cannon IV, describes how social marketing efforts fell victim to a pitfall common among firms big and small, making the content they posted exclusively self-promotional. “We knew we needed to do more,” Shaughn said.

Further adding to the challenge was the limited bandwidth available with a marketing team consisting of just two people. With so much else to do and only so many hours in the day, Shaughn and his colleague

had little if any time to spend surfing the web for relevant articles and content to share. Cannon IV recognized that there was a definite need to find a solution that would give them the capability to develop the cadence and content to build their network and get a greater response from their customers through their social channels.

Solution:

With improving their firm’s social media presence a top priority for the year, Cannon IV began regularly using the HP Social Media Center as a tool for gathering relevant content. “The Social Media Center is wonderful as a tool for Cannon IV. What would usually be a time consuming, labor intensive chore, is now an effortless way to share meaningful, relevant content to our social networks,” Shaughn stated. He went on to discuss the specific benefit the tool has for a small team like Cannon IV. “The Social Media Center enables Cannon IV to post at least once a day and gives me confidence that we are building a strong social presence. I can plan out all of my tweets and posts for the entire week, in one sitting, and it takes only about twenty minutes to do so,” Shaughn concluded.

The HP Social Media Center puts a plethora of great content, organized by category, that is catered to each of Cannon IV’s business verticals. The content is updated hourly, so it is always current and fresh. “It’s like my own personal news feed, only I get to choose what our followers see,” said Shaughn. Despite only having used the Social Media Center for a short time, they are already seeing big gains in followers and engagement as a result.

Results:

Before Cannon IV started using the HP Social Media Center, they were averaging fewer than 400 impressions per month. After using the tool for several months, they are now seeing an average of 7,000 impressions for month, roughly 17x growth over the numbers they were seeing before. They also now average over 150 profile visits per month and are acquiring new followers daily.

The marketing team noted that, to their surprise, their sales representatives have also gotten involved. When sales team members see posts to social media, they start to engage with the content themselves. In

doing so, they expand the reach of each post, giving Cannon IV access to networks they were not able to access before under a corporate account. “When a sales rep interacts with the post, they also start to present themselves as an expert in the industry or vertical they are serving,” Shaughn stated. While the sales reps are knowledgeable on the products and the industry, their social media activity makes this visible and apparent to prospective customers. By interacting with the content, the sales team amplifies the social media strategy implemented on a corporate level while also building visibility for themselves. The result has been a truly win-win situation.