



25 CUSTOMER STORIES

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American Red Cross

The American Red Cross stays on top of emergencies with their Social Media Digital Operations Center

The American Red Cross is a humanitarian organization that provides emergency assistance, disaster relief and education.

Challenge

The American Red Cross found that nearly a third of the online population uses social media to let loved ones know they are safe in an emergency. They also found that people were using social to get updates, seek help, and connect with others during disasters, and the Red Cross wanted to help facilitate this.

Approach



The Red Cross teamed up with Salesforce Marketing Cloud and Dell to launch the first-ever digital operations center devoted to humanitarian efforts. Live social data from Salesforce Radian6 lets them quickly identify and respond to cries for help, gauge how people are coping with disasters, and determine where to position workers on the ground in times of need.

Our goal is to be a social liaison for people to support one another before, during, and after disasters.

– John Crary, CIO, American Red Cross

Results

The Red Cross responds to 70,000 disasters every year—everything from house fires to hurricanes—and social media has become an important part of their operational DNA. The heat map visualizations from their digital operations center, powered by Radian6, is a faster and more efficient news indicator than traditional mediums, allowing the Red Cross to spring into action in real-time. Social truly allows them to stay on top of emergency situations.

Learn More	
 Featured Videos	 In the News
American Red Cross Digital Operations Center	Inside Red Cross Social Media Command Center

Body Shop

The Body Shop gives their online shopping experience a social makeover

The Body Shop is a natural, environmentally-friendly cosmetics company that has 2,400 stores in 61 countries.

Challenge

The Body Shop sells their products in-store and online, but until December 2011, they did not have social sharing tools on their website. They were keen to incorporate a social element into what was a static web page because they knew word of mouth recommendations could help them promote their brand to a larger audience.




Approach

The Body Shop used Salesforce Marketing Cloud to integrate their social presences and their website in order to drive sales and measure social activity. Social sharing buttons on their website allow visitors to Tweet, share on Facebook and email products, allowing the cosmetic company to follow click-through rates and sales. Social conversions and analytics help the business make informed decisions about where to invest so they can expand their presence globally.

Results

By implementing social commerce, The Body Shop can better understand which products are being shared and gain insight into conversion rates across social networks. They found that social shares of key products lead to 31% more sales than other products and had up to 70% more clicks back to BodyShop.com.

Learn More
 On the Blog
Social Media Success for Paid, Owned and Earned Media



Burberry

Burberry creates a unified, engaging brand experience

Burberry is a 150 year old luxury brand with 7,500 employees and 473 stores in 48 countries.

Challenge

Burberry knew that their customers wanted to learn more about them through different channels, including in-store and via catalog, website and social media. Their CEO, Angela Ahrendts, wanted to ensure Burberry offered a consistent experience across all these channels.

Approach



The iconic, beloved fashion brand embraced the social web as a way to extend their brand and engage with fans in entirely new ways. Whenever customers speak about Burberry on social channels, Burberry employees around the world leverage Salesforce Marketing Cloud to find these conversations and respond in real-time.

Results

Burberry had a vision that customers could access their clothing line anywhere, on any device, and get the exact same feeling for the brand. Salesforce Radian6 helps them deliver on this vision, by shaping the desired customer experience. Burberry now has over 15 million Facebook fans and uses salesforce.com technology to power Burberry World, “the ultimate expression of the Burberry brand,” providing the best online luxury shopping experience.

I grew up in a physical world and I speak English. The next generation is growing up in a digital world and they speak social.

– Angela Ahrendts, CEO, Burberry

Learn More	
 Featured Videos	 On the Blog
Burberry's Social Story	Burberry Creates a Social Media Pattern at Fashion Week



Cisco

Cisco connects and collaborates through their Social Media Listening Center

Cisco Systems designs, manufactures, and sells Internet Protocol (IP)-based networking and employs more than 65,000 employees in over 80 countries.

Challenge

Cisco wanted to discover what kind of business problems people were looking for technology to solve, while finding ways to build solid relationships with their online community. They could better understand their customers through social listening, but with over 70 Facebook pages and 100 Twitter accounts, Cisco needed a way to quickly route social conversations to the appropriate product teams for action.

Our ultimate goal in social media is to enable the totally engaged enterprise.

– Charlie Treadwell, Social and Digital Marketing Manager, Cisco

Approach

With Cisco’s Social Media Listening Center, a six touch-screen centralized command center powered by Salesforce Marketing Cloud, the company can monitor brand mentions, trending topics, influencers, as well as public reception of new product and campaign launches.

Results

Thanks to Salesforce Radian6, Cisco has successfully scaled social across their enterprise; 240 employees rely on Radian6 to manage the growing volume of conversation opportunities on the social web. Cisco triages 5,000 social posts every day, allowing them to identify leads, solve service issues, and improve overall engagement with its customers.

Learn More	
 Featured Videos	 On the Blog
Cisco Social Media Listening Center	Cisco Transforms Social Media Monitoring with New Listening Center
Webinar: Why Real-time Marketing Isn't Fast Enough for the Internet of Everything	How Social Media Listening Shapes Marketing

City of San Francisco

City of San Francisco uses real-time social listening to hear the public

San Francisco is a culturally diverse city of 805,000 citizens and home to some of the most tech-savvy and innovative people in the world.

Challenge

The City and County of San Francisco currently monitors 33 Facebook accounts, 39 Twitter accounts and 16 YouTube accounts. Since each social account is managed by their respective department, they needed a solution that would unify their social listening and engagement strategy.

We provide all our departments with social analytics so we can be better communicators with the public

– John Walton, CIO, City and County of San Francisco

Approach

The City and County of San Francisco counts on Salesforce Marketing Cloud to help them effectively track conversations across social channels. They use Salesforce Radian6 data to analyze public sentiment and concerns, as well as identify top influencers and produce valuable reports for decision makers. Using social analytics, they discovered that 25% of their social media community doesn't live within the city and some don't even live in country.

Results

Social data from Radian6 allows the City and County of San Francisco to better understand their audience so they can engage appropriately and hone the relevancy of their content. Multiple city departments now actively use Marketing Cloud including the Mayor's Office, Department of Technology, San Francisco Municipal Transit Authority, and Department of Emergency Management.

Learn More		
 Featured Videos	 In the News	 On the Blog
Connected Nation: City and County of San Francisco	10 Social Media Lessons from the City and County of San Francisco	How Cities Handle Social Media During Crises



Commonwealth Bank

Commonwealth Bank is changing the way banking happens through social

Commonwealth Bank of Australia is a multinational bank with businesses across New Zealand, Fiji, Asia, USA and the United Kingdom and more than 800,000 shareholders.

Challenge

Commonwealth Bank wanted to bring back some of the intimacy people once had with their financial institutions. Social media presented the perfect opportunity to humanize their brand and make the bank accessible to clients via their preferred channels, but they needed a way to leverage it effectively and securely.

Radian6 enables the narrative of the business to be captured and shared.



– Andy Lark, Chief Marketing Officer, Commonwealth Bank

Approach

Salesforce Marketing Cloud allows Commonwealth Bank to collect and share social data in a secure area which can only be accessed by those with permission; however, those who can view the data can access it anywhere through cloud-based technology. This has helped the bank not only connect with its customers, but also connect as an organization so that they are aligned on business priorities.

Results

Commbank was one of the first banks in the world to have a real-time banking core. Salesforce Radian6 is the collaborative social platform on which their social business now runs. It's given them the opportunity to change the customer experience and make it personal and relevant, all while building trust, transparency and their customer base.

Learn More	
 Featured Videos	 In the News
Commbank's Social Story	Commbank, Spotify, Vodafone turn social

Con Edison

ConEdison responds to service outages in real-time

Consolidated Edison Company of New York (Con Edison) is a regulated utility providing electric service in New York City and most of Westchester County.

Challenge

Hurricane Sandy was one of the most devastating storms to hit the northeastern U.S. in 40 years, plunging parts of America's largest city into darkness. Once Sandy subsided, Con Edison started the massive job of restoring power to more than one million customers. The utility knew their customers would be engaging online and they needed to manage these conversations and provide quick responses.




Approach

Con Edison saw their Twitter followers jump from 6,500 to 23,200 in the weeks following the storm. The social team watched the volume of mentions spike and increased their social listening capabilities by adding four additional users to their Salesforce Marketing Cloud account. These employees tracked conversations online and responded in real-time with information on the recovery effort.

Results

Con Edison's hard work paid off during a turbulent time. The company knew they may face some criticism, but they were open and transparent during this challenging time, and they found that the social conversations were mostly fair and balanced. Con Edison continues to expand their reach via their Twitter account which is full of green tips and links to energy efficiency programs.

 In the News	 On the Blog
How Con Edison uses Social Media to Personalize Customer Service	Behind @ConEdison: The 27 Year-Old Preventing Panic, One Tweet At A Time

Cycle for Survival

Cycle for Survival uses Marketing Cloud to raise awareness and funds for rare cancer research

Cycle for Survival is the high-energy, indoor team cycling event that raises crucial funds for rare cancer research at Memorial Sloan-Kettering Cancer Center.

Challenge

Cycle for Survival was created as a tangible way to fight rare cancer. In 2007, the first event took place and raised \$250,000. Today, Cycle for Survival has become a national movement; the 2007-2012 events raised a total of \$17.5 million and the 2013 event took place in 10 U.S. cities. Even with the event’s rapid growth, more awareness was essential, so the charity turned to social and Salesforce Marketing Cloud.

Together we are fighting to make a true difference in the lives of rare cancer patients—and social media is helping us.

– Katie Kotkins, Director, Cycle for Survival

Approach

Armed with Salesforce Buddy Media, Cycle for Survival began creating Facebook tabs and social media content optimized for its community. They found that their largest demographic on social was made up of women between the ages of 30-40 and that their engagement levels were much higher in the evening, so they quickly adjusted their social strategy to maximize impact.

Results

At the height of Cycle for Survival’s 2013 event season, they had 7,500 Facebook fans. Its active community helped spread awareness and its weekly reach climbed to over 200,000 people. During this time, Cycle for Survival’s Facebook impressions numbered more than one million, and one of its rare cancer fact images was shared 117 times. Cycle for Survival raised a record \$14 million dollars with its 2013 events, almost doubling the total amount raised to date—over \$31 million dollars—in just one year.

Learn More



On the Blog

[How Cycle for Survival Raises Awareness with Social Media](#)

Dell

Dell uses Marketing Cloud to identify sales leads and engage in global conversations

Dell Inc is one of the largest technological corporations in the world, employing more than 103,300 people worldwide.

The intelligence we've gathered through social media monitoring has been invaluable.

– Geoff Knox, Global Operations Community Team, Dell

Challenge




Dell wanted to empower team members to get more involved in social media, but needed to do so in the right way. The company saw social as a way to promote their brand through an authentic dialog instead of a one-sided, meaningless marketing monologue.

Approach

Salesforce Marketing Cloud helps Dell monitor over 25,000 conversations each month in 11 different languages. When they find customers talking about going back to school, needing a new laptop, or talking about server requirements, they engage with consumers to find out what they are looking for, send them coupons, or direct their request to the right people within their organization.

Results

Salesforce Radian6 has allowed Dell to gain a better understanding of the marketplace and build long lasting relationships with customers. Their proactive social strategy has also fueled sales leads. In their first year of experimentation alone, Dell generated approximately \$6.5 million sales through social media.

Learn More		
 Featured Videos	 In the News	 On the Blog
Introducing Dell's Social Media Command Center	Dell To Launch Social Media Listening Command Center	Dell's Social Media University

Dunkin' Brands

America runs on Dunkin' Dunkin' runs on 10+ million fans.

With almost 120 years of combined franchising experience, Dunkin' Brands is home to two of the world's most recognized and loved brands: Dunkin' Donuts and Baskin-Robbins.

Challenge

Dunkin' Brands' goal is not just to sell product, but to become an integral part of its customers' daily lives—even after they've finished their morning coffee. But with a Facebook fan base roughly the size of Hong Kong and many posts happening outside that popular social network, Dunkin' needed a solution for effective social listening at scale.

Approach

Dunkin' uses Salesforce Marketing Cloud to monitor and participate in conversations about its brand and get to know their fans. Their people-first philosophy is evidenced by their Twitter bio which reads, "America Runs on Dunkin'. @DunkinDonuts Runs on You." By taking care of its customers, Dunkin' believes its customers will take care of its brand.

It's not just time to make the donuts—it's time to go social.

– John Costello, Chief Global Marketing and Innovation Officer, Dunkin' Brands

Results

This philosophy has led to phenomenal growth on Facebook; Dunkin' Brands now has an active fan base of over 10 million fans and counting. But being social is not just about winning fans and followers. It's enabled the company to effectively drive word-of-mouth, build brand awareness, and generate the kind of loyalty that results in repeat business and referrals.

Learn More	
 Featured Videos	 In the News
Dunkin' Donuts Uses Social Media to Improve Customer Relationships and Experiences	How Dunkin' Donuts Uses Social Media

GNC

GNC builds a healthy online community through social outreach

GNC (General Nutrition Centers) is the world’s largest vitamin and supplement retailer with more than 8,200 locations.

Challenge

GNC knew that consumers were using social media to get product recommendations, answers to their health and wellness questions, as well as to share their fitness experiences. The company wanted to help people find the information they needed, without them necessarily having to come into the physical store.

Approach

GNC uses Salesforce Marketing Cloud to listen for point-of-need conversations that relate to the products they offer, as well as for posts mentioning health and wellness plans. In response to these posts, GNC recommends health products and offers customers encouragement. They even give in-store credit to those who are not happy with particular products.

It is truly amazing that we have a chance to connect with our customers on this level.

– Chris James, Director of Social Media, GNC

Results

Salesforce Radian6 has helped GNC build a strong social presence that empowers consumers to make informed decisions as they adopt a healthier lifestyle. Social listening and engagement allows GNC to promote their brand by sharing inspirational weight-loss and body-building stories from their customers, helping GNC increase word of mouth product endorsements.

Learn More



On the Blog

[Social Media Q&A with GNC](#)

[Building Healthy Participation](#)

H&R Block

H&R Block uses Radian6 to help tax payers on the social web

H&R Block is one of the world’s largest tax services providers; they’ve prepared 500 million tax returns since 1955.

Challenge

Thousands of people have already joined H&R Block’s Get It Right Community, but not all tax-related questions are asked within this community; a good portion of the conversation lives outside these walls. H&R Block wanted to offer the expertise of their tax advisors to the greater online community, but they needed a social listening solution that could help them monitor a variety of touch points.

Approach

Salesforce Marketing Cloud allows H&R Block to field product inquiries and company-specific questions, as well as contribute advice to the larger online community discussion regarding tax preparation. Salesforce Radian6’s trend analysis capabilities and workflow functionality helps them tag, assign, and respond to comments and questions around the web quickly and without confusion in order to keep the conversation moving.



Results

Despite being a financial services provider in a highly regulated industry, H&R Block is finding appropriate ways to engage in social media to help tax payers and grow their client base. Through social listening, H&R Block can make sure that the content they’re creating is fresh and relevant to the overarching online conversation, and work to establish a more social form of customer service.

Learn More	
 In the News	 On the Blog
Bigger Financial Institutions Need Better Social Media Tools	H&R Block Preps for Company-Wide Social Media Outreach

Honda Motor Europe

Honda Motor Europe scales social across their European offices

Established in 1948, Honda has grown to become the world's largest motorcycle manufacturer and one of the leading automakers.

Challenge

The team at Honda was managing social presences across many European countries, each with their own campaigns and objectives. Honda Motor Europe wanted an integrated, consolidated social media strategy that allowed them to gain social data and engage with customers in real-time.

Radian6 allows us a great combination of data, direct customer interaction and internal collaboration.



– Simon Nicholson, Social Media Manager, Honda Motor Europe

Approach

The company counts on Salesforce Marketing Cloud to streamline their social media efforts across departments, especially Marketing, PR and Customer Service teams. Their community managers use Salesforce Radian6 to monitor thousands of brand mentions, distribute these posts to the right stakeholders in the organization, and seamlessly collaborate with colleagues.

Results

Access to live social data in-house allows Honda Europe to track the effectiveness of campaigns, increase their PR reach, and gain a better sense of how they stack up against competitors. This unified approach has helped Honda Europe improve customer response times and reduced their community team's workload by automating parts of their everyday workflow.

Learn More	
 In the News	 On the Blog
Interview with Simon Nicholson, Social Media Manager, Honda Motor Europe	Honda Motor Europe Uses Salesforce Marketing Cloud to Social Company Wide

Jamie Oliver Food Foundation

Jamie Oliver Food Foundation uses Marketing Cloud to campaign for healthier food

The Jamie Oliver Food Foundation is an education charity on a mission to share their love of food and keep cooking skills alive.

Challenge

Jamie Oliver’s Food Revolution Day is a global day of action for people to make a stand for good food and essential cooking skills. The goal is to get individuals in communities around the globe to cook together and share their kitchen skills and food knowledge. With this lofty objective, the Foundation turned to Salesforce Marketing Cloud to not only spread the word, but also to respond to feedback and strengthen their online community.

Approach

The social team used Salesforce Radian6 to spread the word about the event and listen to real-time feedback. As social posts appeared, sophisticated workflow capabilities assigned a message to the right person. Radian6 also allows for extensive reporting and pinpoints the biggest influencers so that the team can reach out to them with a specific Tweet or link to be shared.

Results

The 2013 campaign received 150,000 online posts surrounding the topic of Food Revolution Day. On Twitter alone, the campaign reached more than 70 million users via the hashtag #FRD13, and attracted 90,000 new followers to the @jaimeoliver Twitter account. The team also found that regions of the world became involved through social media that would not have been reached through a more expensive and targeted traditional media approach.

We had people joining in from Kenya, Romania, Chile – 74 countries across the world that we’d never have reached without social media.

– Jo Creed, Social Media and Food Policy Manager, Jamie Oliver Foundation

Learn More	
 In the News	 On the Blog
Jamie Oliver's Food Revolution	Jamie Oliver Food Foundation Campaigns for Healthier Food
	Jamie Oliver's Food Revolution Day – A Engagement Case Study for Nonprofits

JetBlue

JetBlue sees a huge return on investment with Salesforce Buddy Media

JetBlue Airways Corporation is an American low-cost airline that offers 800 daily flights to more than 75 destinations in the continental U.S., Bermuda, the Caribbean, Mexico and Latin America.

Challenge

JetBlue has always relied on word of mouth to deliver its message to customers. The airline started experimenting with social-media based sweepstakes a few years ago, but it wanted a more streamlined way to manage promotions so they could act more quickly on engagement opportunities while maintaining a consistent brand voice.

Approach

JetBlue deployed Salesforce Marketing Cloud to create flexible social media marketing campaigns. Moving to a standardized social publishing tool enabled JetBlue to increase productivity, spend less on routine campaign development and execution fees, focus its agency investment on more strategic activities, and gain better visibility into the relative success of various social media marketing campaigns.



Results

JetBlue's use of Salesforce Buddy Media has helped them better execute on promotions and track their success across social. It's increased employee productivity by 15% and manager productivity by 10%. Bringing creative in-house has also drastically reduced the costs associated with outside agencies, resulting in a 140% ROI and an average annual benefit of \$72,916.

Learn More		
 Featured Videos	 In the News	 On the Blog
JetBlue Connects with Customers on Social with Salesforce Buddy Media	JetBlue's ROI Soars on Social Marketing	JetBlue Achieves Annual ROI of 140% with Salesforce Buddy Media

L’Oreal

L’Oreal empowers salons to drive sales through social publishing

L’Oreal USA develops and manufactures haircare, haircolor, skincare, color cosmetics and fragrances for consumer and professional markets.

Challenge

L’Oreal USA Professional Products Division wanted to increase brand awareness and product sales in beauty salons. They wanted to help salons better promote both themselves and the L’Oreal brand through engaging social presences.

Approach


L’Oreal empowered 5,000 professional salons throughout North America to connect with customers through its Salon Facebook Program. L’Oreal provided salons access to Salesforce Marketing Cloud’s sophisticated social publishing suite to enhance their Facebook pages with content like how-to videos, online appointment booking services and, most importantly, information on the various L’Oreal brands available at the salon.

Social Media has transformed the way we leverage brand awareness and loyalty to drive growth.

– Kelly Solomon, VP Interactive, Active Cosmetics Division, L’Oreal

Results

The customized Facebook pages created by Salesforce Buddy Media allowed L’Oreal to track ROI of their partners’ social marketing efforts. Using this technology, they increased product revenue per store by \$4,000, netting a \$20 million increase across all of their partners. The innovative Program increased brand awareness and loyalty, earning L’Oreal a Forrester Groundswell Award, along with 21 million impressions and 2.2 million engagements.

Learn More
 In the News
L’Oreal Teams Up With Buddy Media To Help Local Salons Market on Facebook
L’Oreal Wins Prestigious Social Media Award for Nationwide Salon Program

Lorna Jane

Lorna Jane nourishes customer relationships with Marketing Cloud

Lorna Jane is Australia's leading activewear and sportswear label designed for women by women.

Challenge

Lorna Jane sells fashionable exercise clothing and has the largest fashion brand following in Australia. Keeping close to customers is why Lorna Jane retails through a network of privately owned stores, rather than impersonal department stores. It's also why social media plays such a vital role in the way they do business.

Our strategy is to consistently give our customers what they want and then a bit more as an added surprise. Salesforce makes that easier to do in this digital age.

– Lorna Jane Clarkson, Founder and Chief Creative Director, Lorna Jane

Approach

Salesforce Marketing Cloud helps Lorna Jane track social conversations, reveal likes and dislikes, and determine how designs are performing in the real world among real, active women. They use this feedback to improve their product line. They use Salesforce Radian6 to speak to customers about what their brand represents and identify additional sources of profit.

Results

Lorna Jane is finding that authentic, daily interactions aimed at building long-term relationships transcend more costly traditional marketing campaigns. Social is a hugely valuable communication channel and Radian6 is helping them leverage this technology. Lorna Jane is currently building its strategy into the U.S. market off the back of social media with Salesforce as a partner.

Learn More	
 Featured Videos	 In the News
Lorna Jane listens to customers with salesforce.com	Delivering the digital experience at Lorna Jane

Mindshare UK

Mindshare UK gets their clients' content in front of the people most likely to click

Mindshare UK is a media agency that offers advanced analytics and strategy, elegant creative solutions and smart media investment.

Challenge

Mindshare UK's client, Three, the U.K.'s fastest growing mobile network, wanted to roll out a fun, sharable advertising campaign to celebrate the trend of sharing silly stuff online. They turned to the Wieden+Kennedy Agency who created a plucky dancing pony video, but Three wanted to effectively promote it on the network's social media channels too.

Approach

Mindshare UK was confident social advertising would drive people to the PonyMixer, a YouTube App where visitors can create their own dancing pony and share with others for even greater brand exposure. The social team at Mindshare UK used Salesforce Marketing Cloud to buy promoted Tweets for #DancePonyDance and Twitter Promoted Accounts, as well as social ads on Facebook to amplify engagement.

Marketing Cloud has absolutely been the correct tool to use on this campaign.

– Colin Schabert, Head of Biddable Social, Mindshare UK

Results

Salesforce Social.com™ empowered Mindshare UK to make informed social ad spending decisions and shift budgets as necessary based on real-time analysis of performance results. Powerful paid amplification through social ads combined with earned engagement helped Mindshare UK reduce the cost of driving users to the Pony Mixer by 55% through Facebook ads. To date, #DancePonyDance has over 35,000,000 impressions on Twitter and Facebook and over seven million people have watched the dancing pony video on YouTube.

Learn More		
 Featured Videos	 In the News	 On the Blog
Three's Dancing Pony Video	Mindshare UK Gets Their Clients' Content in Front of People Most Likely to Click	#DancePonyDance Offers a Lesson in Social Media Ad Campaigns

New Jersey Transit

New Jersey Transit uses social to connect with customers in powerful ways

New Jersey Transit is America’s largest state-wide transportation provider, servicing nearly 223 million passengers annually and 900,000 each day.

Challenge

Getting people to their desired destinations in a timely fashion is New Jersey Transit’s business. But with so many moving parts, they had to find a way to streamline vast amounts of customer feedback so that it was consolidated all in one place, making it actionable.

Salesforce has revolutionized the way we handle customer feedback.

– Anthony Grieco, Senior Director of Customer Service, New Jersey Transit


Approach

New Jersey Transit integrated Salesforce Marketing Cloud and Salesforce Sales Cloud to track and engage in online conversations. The transit provider uses social listening to detect what’s going on across the system, from the most talked about trains to the most popular bus routes. By integrating these clouds, New Jersey Transit can more effectively listen and respond to these social conversations. Whenever social feedback is discovered, it can easily be incorporated in their CRM and the customer receives a response via their preferred social space.

Results

Passengers have come to rely on the transit system for public transportation and now know that they can count on NJ Transit to provide timely social updates. New Jersey Transit’s dedication to social makes the service provider a pioneer in the public sector. They’re collecting more data than ever; previously they processed 8,000 customer cases a year, but that’s now up to 55,000, fueling ideas for a better transit system.

[Learn More](#)


Featured Videos

[NJ Transit: Moving the Needle One Ride at a Time](#)

New York Life

New York Life modernizes their 167 year old company through social media

New York Life is a U.S. based mutual life insurance and investment company with over 12,000 agents.

Challenge

New York Life's CMO was seeking to modernize the company's way of communicating and better reflect its customer centric values while embracing social technologies. By connecting with more people online, New York Life can offer financial services to those who are publicly celebrating life milestones, while helping the brand find new sales leads.

Social media has really changed our business model.

– Dipayan Gupta, Director Social Media Marketing, New York Life

Approach

New York Life started using Salesforce Marketing Cloud for social listening, brand management and prospecting three years ago. They use Salesforce Radian6 to actively listen to customers and monitor for life event changes like retirement and the birth of a child, special moments indicative of different insurance needs. Agents then connect with clients on Facebook, Twitter and LinkedIn. With the launch of New York Life's "Keep Good Going" campaign, they also rolled out Salesforce Buddy Media to create customized Facebook tabs to drive new customer relationships.

Results

New York Life now has the largest social media following in the insurance industry. They're currently evaluating options to enable agents to manage their own social accounts while ensuring consistent messaging with Corporate Marketing. They're also expanding to YouTube properties and experimenting with social listening for agent recruitment.

Learn More



On the Blog

[Words of Wisdom from Financial Services Social Media Experts](#)

Playboy

Playboy Magazine uses social to entice readers with a sneak peek

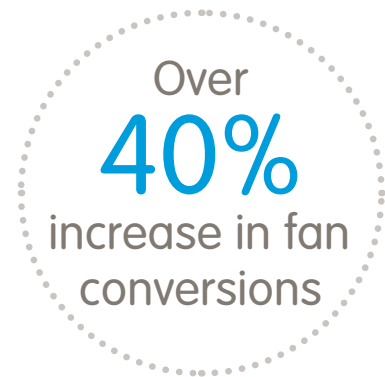
Playboy Magazine was founded in Chicago in 1953 by Hugh Hefner; it is published worldwide with a total circulation of over 1.5 million.

Challenge

Playboy Magazine has attracted a large, loyal readership over the years but, like any publication, they strive to keep their content fresh so their audience stays interested. They saw social media as an opportunity to accelerate fan growth and build relationships with their readers.


Approach

In the spirit of keeping things exciting, Playboy decided to reveal the cover of an upcoming issue exclusively to their Facebook fans—for the first time in their history. Using Salesforce Marketing Cloud’s social publishing tools through Salesforce Buddy Media, Playboy launched a customized tab on their Facebook page. New visitors were prompted to ‘like’ the page prior to being able to view the cover.



Results

Using Salesforce Buddy Media, Playboy Magazine doubled their Facebook fan base from 1.3 million to more than 2.7 million. After they launched the fan-gating overlay, Playboy saw over a 40% increase in fan conversions (the people who became fans after visiting their Facebook page), proving readers can’t resist alluring social content.

Learn More
 In the News
How to Improve Engagement on Your Brand's Facebook Page

Royal Canin

Royal Canin gains new customers with Marketing Cloud and Social Hub

Since 1967, Royal Canin has been a forerunner in premium pet food nutrition tailored to dogs and cats based on breeds, size, life stage and special needs.

Challenge

Because Royal Canin products are sold primarily in veterinary practices and specialty pet stores, the team at Royal Canin knew they needed to reach out directly to new pet owners to engage them in health nutrition conversations. Social media offered them a great way to connect with new prospects, but Royal Canin needed the technology to capture these leads.


500
comments per day, 40% offer opportunity for engagement

Approach

Using Salesforce Marketing Cloud and Salesforce Social Hub, the team at Royal Canin is able to push online conversations about a new puppy or kitten to the Salesforce Service Cloud. The Social Hub automatically adds post tags to online posts, allowing Royal Canin further analysis and outreach capabilities, and gives them the ability to quickly triage customer care issues.

Results

The automated power of Salesforce Social Hub has drastically reduced manual workflow processes, allowing the team to focus on other priorities. Royal Canin can now capture and track online conversations involving a new pet so that they're constantly create new leads and sales opportunities. The communications team is currently seeing upwards of 500 comments per day, with about 40% of the mentions offering opportunity for engagement or interaction.

Learn More
 On the Blog
How Royal Canin Uses Salesforce for Social Media Engagement

Southwest Airlines

Southwest Airlines recognizes employees thanks to social feedback

Southwest Airlines is America's largest low-fare carrier, operating more than 3,300 flights a day to more than 100 million customers each year.

That's the transparency, authenticity and personal touch you can get through social media.

– Paula Berg, Manager of Emerging Media, Southwest Airlines

Challenge

For many people, air travel is a common occurrence. Equally common is for people to share their in-flight experiences on the social web, such as one mid-flight Tweet from a man raving about their Southwest flight attendant, Holly. The passenger pledged, if the airline rewarded her upon their arrival at the airport, he'd exclusively fly with Southwest Airlines. Naturally, Southwest saw great value in finding these posts in real-time, so they could let their online audience know that they actively listen.

Approach

Luckily, Southwest Airlines was using Salesforce Radian6 and the social team sprang into action. When the passenger tweeted, he likely didn't expect such a quick response. Before the plane landed, Southwest had arranged to greet him and Holly at the gate with a big cake, a "contract" and a sash. This helped convey the company culture at Southwest. In addition to collecting passenger feedback, Radian6 also helps Southwest inform customers of flight delays and weather issues.

Results

If Southwest Airlines had not been listening to what was being said about their brand on social in real-time, they would have missed the opportunity to earn a customer for life. That simple Tweet was the perfect opportunity for Southwest to turn passenger feedback into a fantastic experience for an employee, which also made for a positive PR story.

Learn More



On the Blog

[Southwest Uses Paper Airplanes to Connect with Customers](#)

[Social Media Storms: Crisis Management through Natural Disasters](#)

Volvo

Volvo uses Marketing Cloud to gather consumer data and bring authenticity to their brand

Volvo Car Corporation was founded in 1927 and has since grown to approximately 2,300 dealers from 100 national sales companies worldwide.

Challenge

Volvo’s dedicated fan base loves discussing their Volvo experiences on social media. But the company lacked the necessary tools to listen and engage in these online conversations. The team also found that their antiquated community page was not built to promote brand dialogue. They wanted a page on their website that tied together their social audience with their non-social audience and so they turned to Salesforce Marketing Cloud.

Approach

Volvo used Salesforce Buddy Media’s social publishing capabilities to transform their community page so that it features feeds from all of Volvo’s social accounts, customer polls and the latest product releases. This makes content accessible, even to those who are not active on social media. The team also uses Buddy Media to inform content creation and gather direct customer feedback that they share during product meetings.

Up to
1,400
likes and 100
comments on
typical Facebook
post

Results

Salesforce Buddy Media has enriched Volvo’s social presence, successfully increasing interaction across their social channels. Brand enthusiasts are responding to polls, Q&A forums and other unique social content. A typical Facebook post receives up to 1,400 likes and 100 comments and sentiment around each comment generally reflects a celebratory mood. Volvo’s Twitter following is now 83,000 strong and the brand is committed to honouring their “Designed Around You” strategy through new social initiatives.

Learn More
 On the Blog
How Volvo uses Social Media to Drive Customer Engagement



Wiley Publishing

Wiley uses Marketing Cloud to track and promote top performing content

Wiley’s Scientific, Technical, Medical, and Scholarly (STMS) business, also known as Wiley-Blackwell, is the largest publisher for professional and scholarly societies.

Challenge

Specializing in both traditional and online publishing, Wiley was quick to see the value that social media could bring to their organization. Since a great deal of their marketing efforts focus around conferences, they were looking to gain more insight into what people were saying around these events. Wiley was missing important online conversations because the manual approach they were using made it difficult to identify trends and nearly impossible to engage with users in a timely manner.

Approach

Wiley deployed the full Salesforce Marketing Cloud: Radian6 for social listening, Buddy Media for social publishing and Social.com™ for social advertising. This helps them track what topics are trending amongst conference delegates, measure top-performing content and create Promoted Tweets targeted at those using key hashtags on Twitter. The real-time nature of Marketing Cloud allows them to adjust their positioning based on the flow of conversation.

4,000
new subscribers
as a result of
Wiley’s new
Twitter handle

Results

Wiley’s use of Marketing Cloud has generated substantial new book revenue, far exceeding initial expectations. Their new Twitter handle set up for conference purposes (@molecular) attracted 4,000 new subscribers and saw 280 retweets with 80 unique replies. Each business unit within Wiley’s organization now regularly uses Marketing Cloud as they continue to create new and exciting social content ideas to engage the academic community and strengthen their online presence.

[Learn More](#)

 **On the Blog**

[How Wiley Publishing uses Marketing Cloud for Social Media Engagement](#)