

CISCO Influencer Engagement Program based on Electronic Customer Relationship Management (eCRM) Campaign

OBJECTIVE:

- Was To Filter out CISCO influencers and nurture them by regular Engagement.
- Was to Touch Base CISCO Influencers via various sources and convert them into prospects.

CHALLENGES:

- To map the audience sentiment of the Cisco Social Media Community of 20,648 followers.
- We were presented with the herculean task of monitoring the CISCO Social Media spectrum to find the most influential followers and find out the most talked about hash tags.

Outreach via...

Twitter

Mentions: 250+
Re Tweets: 267
Influencers: 300+

E-mail Marketing

Open Rate : 19%
CTR : 14%

Tele Touch

Conversions : 100+

THE E-CRM ARCHITECTURE RIBBON

1
Motivation &
Listening

Gathered Information about what interests and motivates CISCO influencers



Influencers were touch based through Twitter and customized e-mails at regular intervals.

2
Action

Communicated with the Influencers in a Personalized way for higher response and participation

3
Building Loyalty

Communicated regularly with Influencers via various sources like e-mails, Tweet touch and Tele touch.

Influencers were converted to Prospects by personalized Tele touch.

4
Out Reach

Reached out to these influencers and converted them into prospects of CISCO Products



New Delhi

Kolkata

Mumbai

Influencers Extracted were mostly from the top Metropolitan cities with a major segment from New Delhi

Demographic Analysis



55%

Male Brand Advocates took a lead in the Campaign



45%

Female Influencers were also highly positive about CISCO products and community.

Targeted Campaign Outcomes



Maximum Number of Leads were generated by Tele Calling.



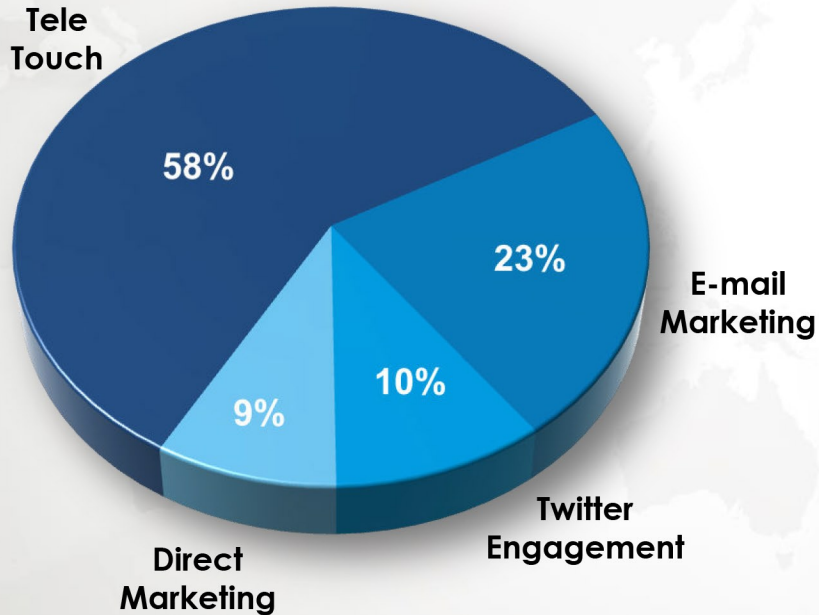
23% of the Leads were generated by E-mail Marketing



10% Influencers were generated by direct messaging on Twitter.



9% Leads were generated from Direct Marketing

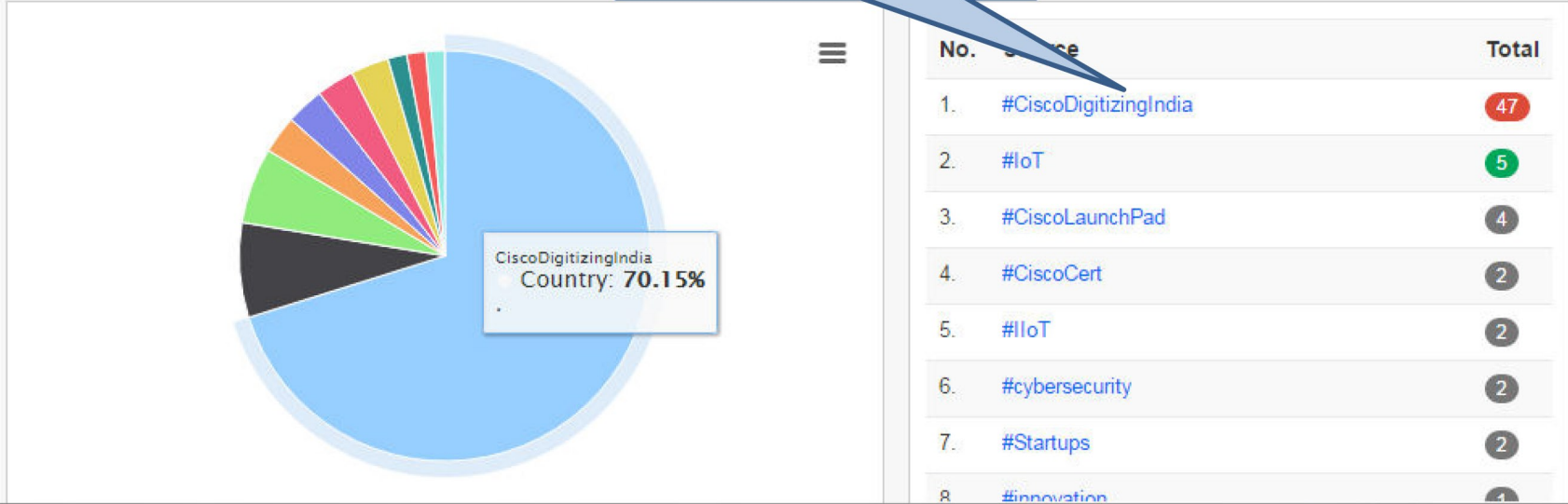


Prime #Hashtags

HASHTAGS MOST USED

Top 10 hashtags most used.

#CiscoDigitizingIndia
Tag was used the most number of times over the mentioned period of time.



ABOUT US

ADG Online Solutions is an award winning Digital media Outfit that specializes in formulating digital lead generation strategy and conversions led plans for a large chunk of blue chip accounts.

The Company specializes in social media marketing, measurement, monitoring and listening, conversion driven media planning and buying, CRM Centric Analysis Multimedia and Creatives, Performance Driven Mobile Marketing, Direct marketing coupled with Tele Touch.

Cisco is the worldwide leader in IT that helps companies seize the opportunities of tomorrow by proving that amazing things can happen when you connect the previously unconnected.

Cisco Global Development Center is in Bangalore and is the largest outside the US. It houses Cisco's Research and Development (R&D), IT, Services and develops disruptive business models for Cisco to create new go-to-market channels, markets, processes and technologies for emerging markets.



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