



# CASE STUDY

## CHALLENGE

A national direct to consumer brand wanted to engage with consumers more directly through their online social media channels but did not have in-house expertise to manage these marketing channels effectively.

## OBJECTIVES

The client sought to:

- Increase engagement through social media channels to turn prospects into customers and customers into brand ambassadors
- Build loyalty and drive revenue

## APPROACH

IntelliShop recommended:

- **Social Media Management**  
Monitor social media conversations in real time and receive detailed, actionable insights on how to properly engage online with target audiences and build a community.
- **Experienced Consultants**  
Our team of world class consultants will listen to the voice of your customer, to understand your audience and deliver insights that benefit your bottom line.

## The Solution

A detailed, comprehensive review was developed by IntelliShop to evaluate social media conversations, identifying trends at a store, regional and company level. Additional analysis was conducted to identify positive and negative sentiment expressed in social media conversations.

IntelliShop's team of experts also managed responses to social media posts, as a key strategy to build a 1-1 relationship with consumers online and create a community of engaged online followers.

Access to this detailed analysis was made available to the client in real-time through the review management dashboard. Monthly performance summary reports were also delivered to the clients including reputation trend and performance analysis, and insights into action recommendations.

## The Results

The client gained immediate visibility to better understand customer sentiment expressed through social media conversations, as well as the ability to create a 1-to-1 relationship that engages and interacts with their customers.

Using IntelliShop's online reputation management platform and social media responding, in just 60 days store locations increased Facebook reviews +60% and average star rating +44%. Within just 90 days, the company went from 0% responding to an 80% response rate.

The company was able to quickly cultivate a direct relationship with customers online. This also enabled the company to use social media as a powerful tool to understand VOC across all major social channels in one solution to form a single source of truth for their online reputation.



**+44% Average  
Star Rating**



**+60%  
New Reviews**



**Top of Near Me  
Search Results**

When enterprise locations reply to at least 32% of reviews they achieve 80% higher conversion rates than businesses that reply to 10% of reviews (Gcommerce, 2020). Brands that respond, capture and leverage unsolicited customer feedback from social media are discovering data to help improve operational performance, enhance customer experience and increase sales.

People buy from those they trust. Are you ready to manage your online reputation? Schedule a complimentary consultation with IntelliShop today.