



Case Study: Vision Critical

Get Connected at Global Conferences

Customer intelligence software leader [Vision Critical](#) was given the opportunity to host three thought leadership panels at [SXSW Interactive 2014](#). Discover the roles that [Hootsuite Enterprise](#) and [Mobile](#) played in preparing for the conference, sourcing influencers, engaging their live audience with trending content, and spreading brand awareness.

Vision Critical

Vision Critical provides a cloud-based customer intelligence platform that allows companies to build engaged, secure communities of customers they can use continuously, across the enterprise, for ongoing, real-time feedback and insight.



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Well attended 2013 SXSW Interactive sessions, including one that trended on Twitter in the US



140%

Increase in website traffic from Twitter YOY



118%

Increase in Twitter followers within one year

What They Did

Vision Critical's goals on social media are to increase brand awareness globally, stay on top of current business trends and create related marketing content, and connect with industry influencers to partner or collaborate with. These goals became a top business priority when South by Southwest (SXSW) Interactive 2014 conference invited Vision Critical to drive the conversation around the growing importance of gathering customer intelligence through an online community-based approach.

An event of SXSW Interactive's size, scale, visibility, and importance has the potential to elevate the business into a globally recognized and influential brand, if approached correctly. That's why Vision Critical's social media team relied on Hootsuite Enterprise and Hootsuite mobile app before, during, and after the conference.

How They Did It

Vision Critical's social media team uses the Hootsuite dashboard and mobile app on a daily basis to help streamline workflow and support the rest of the organization, such as customer support and HR, with their social media efforts.

When preparing for SXSW Interactive, however, the team relied most on:

Listening features:

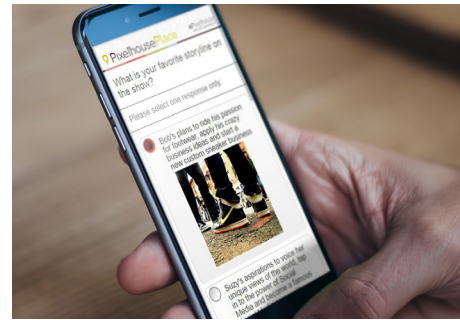
- **Dashboard Streams and Twitter Lists:** Vision Critical's social media team monitored conversations, industry keywords, hashtags, and key influencers through Hootsuite and set up Streams and Lists to monitor them. For example, by monitoring #SXSWi or a Twitter List of other panelists participating in the event, they got a better understanding of what the audience expected and what other influencers would be discussing. They also used these features to source great marketing content, new ideas, and stay on top of industry trends to highlight during the event.

Engagement features:

- **Scheduler:** Vision Critical hosted three separate panel discussions and played a major role as industry experts at SXSW Interactive. Using the dashboard Scheduler allowed them to stay connected, but in an organized and strategic capacity. By collaborating with their panel speakers, the social media team could schedule Tweets right down to the minute in relation to each panel discussion—all ahead-of-time.
- **Manage multiple social networks:** In order to build brand awareness, build momentum around the conference, and display their industry expertise, Vision Critical's team had to build an engaging presence on social media. Hootsuite allowed them to manage all of their social networks and conversations from one dashboard.
- **Connect with Influencers:** By setting up Twitter Lists Streams, they listened to and built relationships with influencers, including other panelists, thought leaders, and brands attending SXSW.

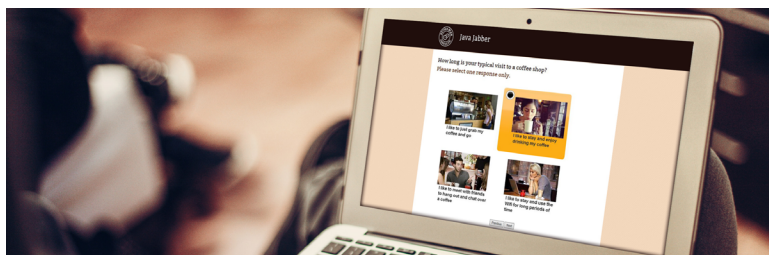
Collaboration features:

- **Assignments:** With so many conversations taking place around the brand, customer service, and industry, having teams to assign messages to helps them stay organized by filtering out the noise and focusing on real-time, event-related conversations.



“Before Hootsuite, our marketing strategy relied heavily on word of mouth, which isn’t conducive to global growth for a software company of our size. Hootsuite gave us the visibility that increased our chances of getting in touch with influencers and sourcing great content. And, has ensured our success with greater brand and industry recognition.”

*Alexandra Samuel, VP of Social Media,
Vision Critical*



During SXSW Interactive, the team relied most on:

Hootsuite mobile app features:

- **Compose and Publish:** Using the mobile app allowed them to easily move their efforts from the dashboard and continue engaging on-the-go. Composing and publishing social messages at the event allowed them to engage with the audience and other brands in real time, while having the flexibility to shift event schedules easily.
- **Search Streams:** Over the course of the conference, the team became aware of new hashtags and thought leaders. They were able to keep up with the conversations by adding new streams via mobile.
- **Scheduler:** As event schedules change, the previously scheduled content should change accordingly. Likewise, over the course of a panel, so many topics are discussed that if Vision Critical wanted to share ideas over social, scheduling them apart helped avoid bombarding followers online.
- **Push Notifications:** Events move quickly, making it hard to keep up with the constant flow of content. Push Notifications notified Vision Critical's on-the-ground team of any new mentions, direct messages, new followers, RTs, or favorites. This helped them stay highly engaged online, without constantly checking their smartphones.

Hootfeed:

- As Samuel moderated one of their SXSW Interactive panels, she used a two-screen solution to project a live stream of audience Tweets that mentioned @VisionCritical or the panel hashtag, #smdata. By scheduling her own Tweets to coincide with the discussion, she could engage her audience both on and offline.

The Results

2013 was the first year that Vision Critical's marketing team was invited to SXSW Interactive. In 2014, they hosted three sessions on the collaborative economy, big data, and social media analytics—collaborating with industry thought leaders and solidifying their competitive positioning in the space. These goals were met because they had built a strategy around all possible outcomes and organized their social engagement tactics.

“Using Hootsuite, we were able to monitor conversations about our panels at SXSW Interactive and engage influencers and attendees before, during and after the conference.”

Kelvin Claveria, Social Media Marketing Assistant, Vision Critical

“I’ll schedule Tweets to sync with my presentation and project them in a live Hootfeed onstage. It’s funny to see the audience reaction at my speaking and tweeting at the same time.”

Alexandra Samuel, VP of Social Media, Vision Critical