Case Study: Xchanging

Xchanging refreshes its social brand with Hootsuite

They increased leads gathered in two months on Twitter from the Xchanging 2015 Global Procurement Study campaign by 1800%, compared to when previously outsourced.

Xchanging wanted to improve its online brand presence and reach a broader audience across more industries. Having originally outsourced all social media activities, the decision was made to bring it in-house, managed by a newly appointed team with the help of Hootsuite Enterprise—resulting in immediate growth in brand awareness, leads, and traffic.

Active in 48 countries, Xchanging plc is a business technology and services provider. Serving customers across a wide range of industry sectors, with particular specialisms in insurance and financial services, the company offers a wide range of solutions including business processing, procurement, infrastructure and application services, and software products.
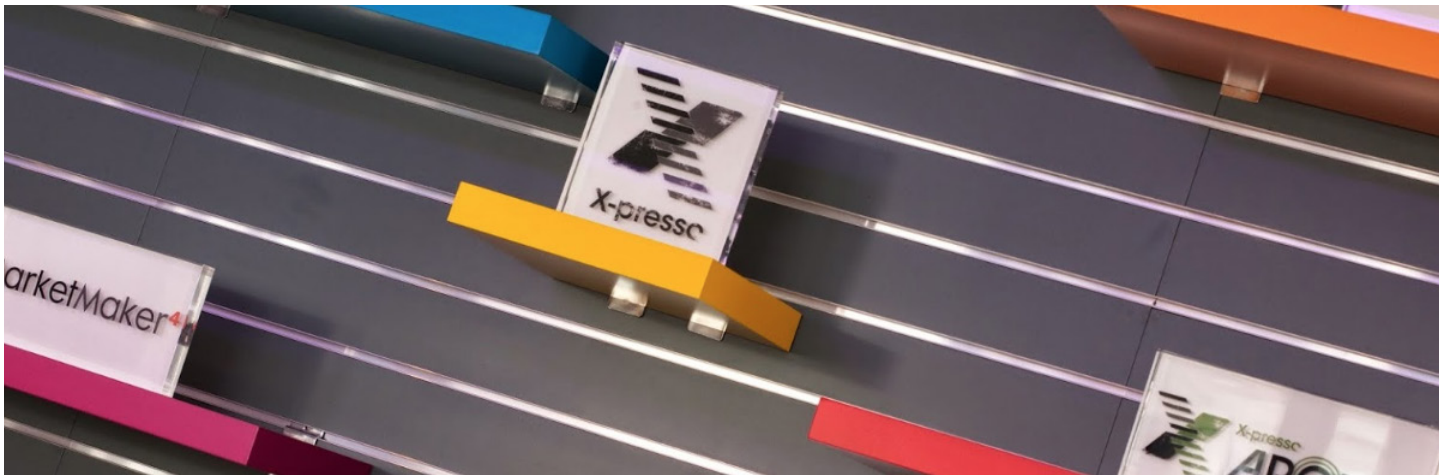

2114% increase in Twitter following

1800% increase of leads gathered in two months on Twitter from the Xchanging 2015 Global Procurement Study campaign compared to when previously outsourced.

200% increase in social media engagement

Hootsuite   **Xchanging** inspiring innovation

What they did

### Using social media to refresh Xchanging's brand presence

The teams behind Xchanging had five objectives for refreshing the brand on social media:

1. Raise brand awareness and use content as a key point of differentiation

2. Generate new leads

3. Engage new and existing customers

4. Increase website traffic

5. Establish the company as a thought leader in multiple industries

Xchanging's decision to bring social media in-house effectively meant starting afresh. For example, the majority of content shared on social was originally very targeted towards particular markets. But Xchanging provides a variety of products and services across many industries and geographic regions. The company needed to engage a wider audience through relevant content, but still in a targeted and strategic way. Likewise, content marketing needed to move away from stereotypical corporate sharing, to engaging and inspiring new followers.

Adding to the complexity, Xchanging already had a large social media footprint. With 58 social accounts in many languages across multiple networks, the social media team faced the daunting task of applying new branding and strategies to many profiles.
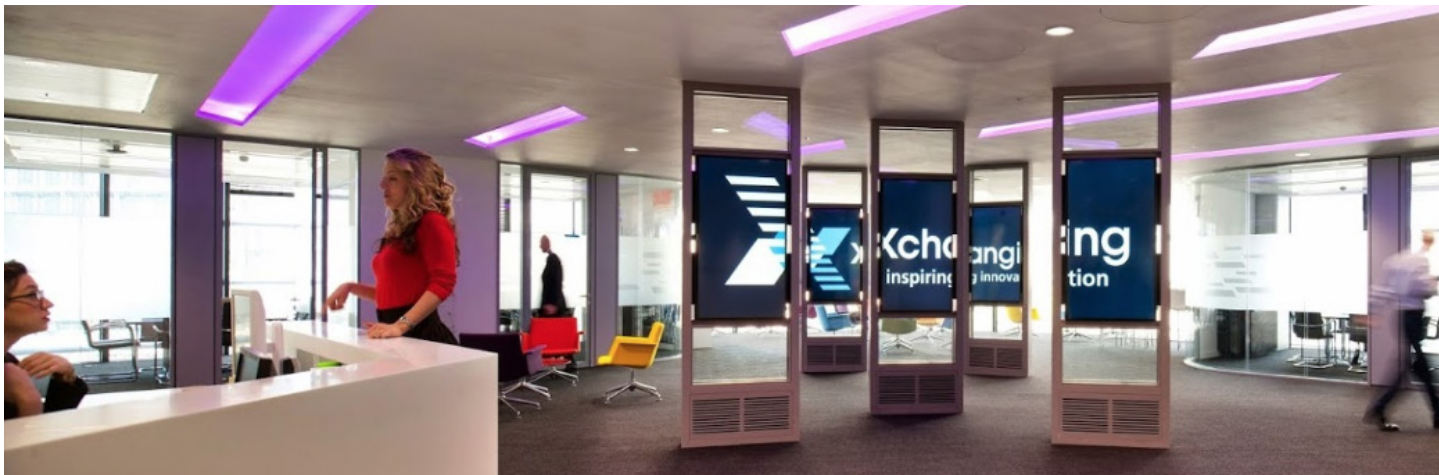
How they did it

Expanding business reach by finding industry influencers

Sophie Barnes, Social Media Manager, and her relevant global support team, turned to Hootsuite Enterprise to expand the business's target audience. Through Hootsuite's listening and search streams, Barnes mapped out each of the different industries and related keywords that professionals were using.

This enabled her to uncover people talking about services related to Xchanging's business, such as "insurance software," or "procurement outsourcing," and assess whether they were relevant or not. As a result, her team could be more proactive in **engaging potential customers who were already discussing key business topics**.

Once Barnes better understood the conversations taking place within each target market, she found **three key influencers within each relevant industry**. Following them, engaging with the content they shared, and listening to their followers, provided an entry point into new communities that Xchanging should be part of. Sparking conversations with these **key influencers helped expand the company's potential reach**.

Understanding what content works best for different audiences

In order to demonstrate Xchanging's expertise and thought leadership, Barnes and her team needed to produce and publish large volumes of original, high-quality content. This requires a lot of time and effort, as well as a working knowledge of multiple industries, and an understanding of the latest developments within them.

Through finding, listening to, and engaging with influencers, Barnes developed a better understanding of **what content to share, and what would best engage various audiences**. Hootsuite's geo-targeted messaging allowed her to share location and service-specific content, segregating marketing efforts for improved results.

> "Segregating content for various audiences with Hootsuite's geo-targeting is probably the biggest factor behind our recent social media success."
>
> *Sophie Barnes,*
> *Social Media Manager, Xchanging*

Improving social media workflow

Understanding the importance of collaboration for an efficient social media workflow, other departments and teams across the organisation have access to Hootsuite and are notified when they need to jump in. The ability to assign tasks, moderate, and review social media updates from one central and secure dashboard gives Xchanging a competitive advantage and reduces time and resources needed to manage it all.

For example, **Xchanging's chosen thought leaders, service experts, and the talent aquisition team are also active in Hootsuite**, this helps Barnes listen for brand-related conversations and respond to comments in record times. Barnes oversees the social media outreach, Hootsuite enables the team to take action quickly, without needing an additional layer of time-consuming administration.

Likewise, at the beginning of every week, Barnes schedules her content calendar for the week into Hootsuite, sharing news, PR coverage, blogs, event details, and campaigns. By pre-planning all social content, she has time to **collaborate more effectively with teams, providing a superior customer experience internally and online**.

The results

Since integrating Hootsuite, Xchanging has saved significant time and resources. By setting up the Hootsuite dashboard to pick up keywords, brand mentions, and influencers, all communications can be monitored and actions can be assigned to the correct team members. Pre-scheduling content calendars left Barnes with extra time to join conversations in real time, improve the brand's share of voice, and further position the company as a thought leader among key audiences.

On Twitter, Xchanging has experienced many impressive results such as increased click-throughs to its main website and each of its sector landing pages, and more effective use of visual content, reports, and earned media.

"I couldn't do my job effectively without Hootsuite. It saves me so much time, meaning I am able to focus on building a stronger strategy for Xchanging."

Sophie Barnes,
Social Media Manager, Xchanging

Hootsuite™

Xchanging
inspiring innovation
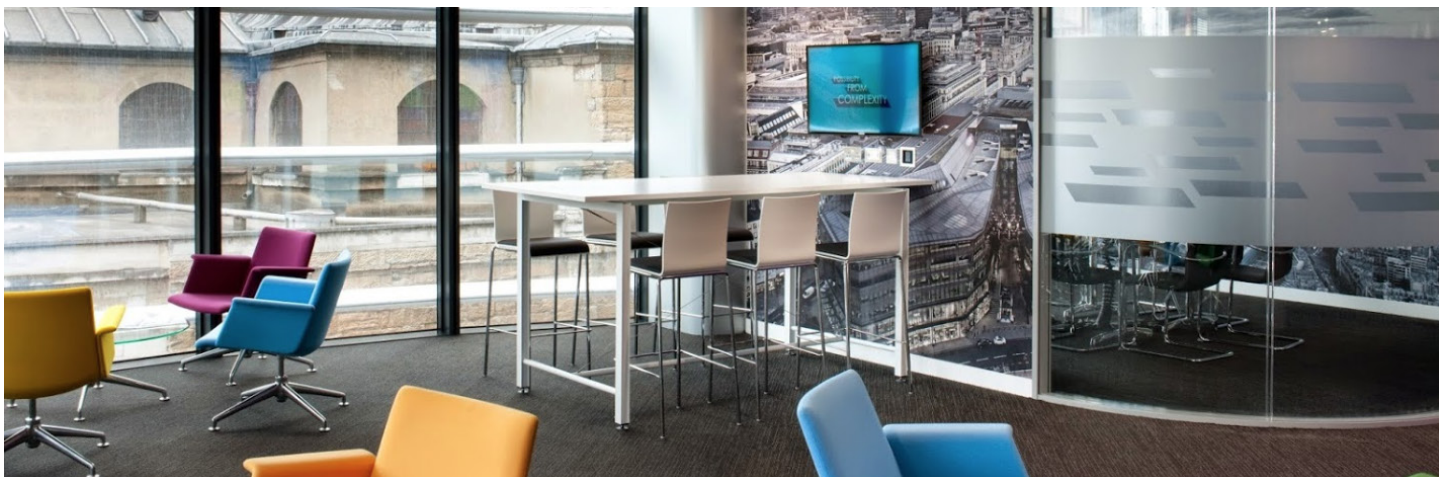
An example of how Xchanging's content marketing strategy is standing out is through the use of high performing online editorial stories, from Turtl.co a digital provider. These highly interactive and engaging digital stories have proven successful at differentiating the brand from the competition in a unique way.

Within the first year of Xchanging refreshing its social media strategy and integrating Hootsuite Enterprise, results include:

- 1800% increase in leads gathered in two months on Twitter from the Xchanging 2015 Global Procurement Study campaign compared to when previously outsourced.

- 200% increase in social media engagement through the new content marketing strategy

- 2100% increase in Twitter followers

- 3700% increase in LinkedIn followers

- 4 minute average response time for customer inquiries on Twitter alone

- 276,000 views on the company YouTube channel within a year of launching

Xchanging is now considered an industry leader on social media, standing out among significant competitors in terms of greater engagement and influence.