

Protecting clients and driving growth with crisis-response social strategy

collectively

INDUSTRY

Marketing

SPECIALTIES

Influencer marketing and social media strategy

CHALLENGES

Helping clients navigate cultural crises impacting social media spaces.

Gaps included:

- Data to validate strategic counsel regarding clients' social media content.
- Quick brand-health insights into clients.
- Information about how other agencies and brands responded to cultural crises.

SOLUTIONS

- Infegy Atlas

RESULTS

- Used Infegy data to create a crisis monitoring methodology and data-backed pause recommendations.
- Expanded social listening insights as an offering for clients.
- Supported client relationships and business growth through 2020 and 2021.



“Our clients trust us. Our relationships with them have grown stronger.” It’s a claim few agencies can boldly make. Collectively is one of them.

When agencies and businesses across the globe scrambled for footing during the back-to-back crises of 2020, the award-winning influencer marketing agency didn't waver. Instead, they jumped to create solutions to proactively inform advertising pause recommendations to protect clients.

Referencing the cultural upheavals of 2020, (the onset of COVID-19, the BLM protests, 2020 Presidential Elections, etc.), Associate Director of Strategy Allen Mao outlined what was at stake for their clients in their influencer community: “Social media feeds became the center for conversation and news during those moments of global and national uncertainty. Brands’ content on social channels were caught in between sensitive conversations, putting brand safety at risk.”

Navigating crises with data

When the first of these upheavals – the COVID-19 lockdowns – occurred, the team used Infegy Atlas for insights into the response within their key markets (the UK and US). They monitored key trends, hashtags and sentiment in the conversations, and then surprised clients and influencer communities with proactive recommendations for how to proceed regarding sponsored content: whether to pause or continue, and recommendations for when to resume.



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“We were able to reinforce ourselves as true partners for our clients. When no one really knew what was going to happen or what to do, we were able to anchor them with concrete, quantitative data we pulled from Atlas Infegy queries.”

Cait Marron, VP of Creative Strategy

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"In a time where no one had any clear answers, being able to look at black-and-white data and make a decision based on that was really critical," explained Cait Marron, VP of Creative Strategy. "We started the monitoring and recommendations practice that very first week of lockdowns, and ended up using it many more times over the course of 2020 and beyond."

Marron shared how vital it was for the team to have data to both protect their clients' brands and also leave room for conversations to happen as these moments of upheaval took over social themes in 2020.

Creating benchmarks with Infegy Atlas analytics

Marron is no stranger to Infegy and its consumer intelligence solutions: she's used Infegy Atlas extensively since 2011. "I have always been impressed by the service and relationship that we're able to build with the team. The true partnership is why I frequently recommend Infegy and have brought [them] along over multiple jobs in my career," she added.

Mao expanded on the technical value-add of Infegy Atlas. "The data from Infegy Atlas is the primary resource for determining our content pause recommendations."

After building queries to analyze sponsored content and crisis-specific conversation trends, he used a few key metrics within the platform to grasp how social media shockwaves from the BLM protests and Presidential Elections impacted the landscape around each of their influencer clients – Trends for Post Volume and Sentiment, and Top Topics, to name a few.

Honing in on the platform's historic dataset, he says, "the ability to analyze conversation data from months and years is incredibly helpful. It allowed us to build benchmarks or comparison points that fuel our decision-making."



"The availability of historic data that goes back years, paired with what's more or less real-time data, allows us to quickly make well-informed, highly-crucial business decisions as it relates to crisis management."

Allen Mao,
Associate Director of Strategy



The team also shared that the platform's array of pre-built filters, especially filters for Followers, Channels, and Shares, was key to identifying sponsored influencer content and to ensure they were pulling relevant data.



"Infegy Atlas is a critical tool and really drives so much effective decision making in our social media work."

Cait Marron,
VP of Creative Strategy

Client-centered action prompts growth

After experiencing Collectively's proactive crisis-monitoring recommendations, clients soon learned that they could rely on the agency for social listening solutions and insights going forward; this allowed the agency to expand their client offerings.

Additionally, as the team leaned on Infegy for quantitative data, they also learned to tap into the platform for qualitative insights, specifically insights into how other brands and agencies responded to situations that impacted social media spaces. Querying similar brands in their clients' spaces, they found data that alerted them to missteps other brands and their agencies were making; this provided cautionary qualitative data for the team. "Infegy Atlas is a critical tool, and really drives so much effective decision making in our social media work," emphasized Marron.

Most importantly, the crisis-monitoring and content-pauses recommendation methodology Collectively created to protect their clients drove growth through 2020, and even bigger growth in 2021. It will come as no surprise however, that when asked how they measure their achievements through the turbulence and the years since, their team unequivocally celebrated one thing: the strength of their client-relationships, and the trust they built.