



Sacred Heart  
UNIVERSITY

John F. Welch College of Business

Department of Marketing

**MK-689 Digital Marketing Capstone Project**

**Dr. David Taylor – Spring 2015**

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Capstone Internship 2015:

## **Digital Marketing: The INSIGHT Group**

Social Media Strategy & Implementation



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# The INSIGHT Group: Social Media Internship

Social Media Strategy & Implementation



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## Executive Summary

Change is not new, not really, ideas and technology that drive change, *this* can be new, they force individuals, groups, companies to adapt, reimagine, or fail, yes ideas are new, but the one thing that has always been constant in human existence is change.

When it comes to marketing, new technologies and platforms have always been developed and they will continue to evolve the industry. Companies slow to adapt begin to feel the pressure, or need to test the water and utilize resources otherwise unexplored or deemed “unnecessary” prior. Social Media was originally believed to be a platform that only worked for B2C companies, or businesses that simply could not afford to pay for a “real” website to reach their clients. Recent case studies and other research shows that this thought might not be entirely true; some B2B businesses have in fact found success in the social media realm. This success can be attributed to many things, but the biggest factor might be a growing change in the traditional approach to marketing being that you need an instant and measurable return on investment. For a B2B company, client acquisition and retention is the make or break for success, these companies seek long-term relationships and that being said brand loyalty is key.

So the question then becomes, how does a services based B2B company create relationships that go deeper than that of a traditional business to business level?

The INSIGHT Group tasked me with attempting to find an answer to this question, they recognized that other B2B service companies have found success with social media, specifically the social network for business professionals, LinkedIn, and believed that they too might grow their network by becoming more “social”.

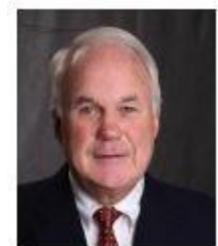
The following section will describe The INSIGHT Group as a company, why they reached out to Sacred Heart University for an intern from the Digital Marketing program, their goals and objectives, and how we addressed these obstacles while simultaneously attempting to create a cultural change within a company composed of senior individuals not entirely sold on the idea of social media being a viable tool for client acquisition.

## Introduction

The INSIGHT Group is a management consulting firm founded in 1996, specializing in developing operational service and solution strategies, and business plans that help clients move to a high growth services and solutions business. They are composed of highly skilled executives who have had success as business managers in Fortune 50 environments, they have extensive experience in running large scale product and services businesses, a deep understanding of industry best practices and process-driven methodologies that address all the essential elements of a business strategy, operation plan and management system. The internship nomination form outlined the company's statement of purpose for seeking out a Sacred Heart Digital Marketing intern as follows:

“The INSIGHT Group is in the process of expanding our use of social media to increase sales and enhance our client support. The SHU intern would work closely with several INSIGHT Group partners to develop and implement a companywide social media strategy.”

The original goals, and duration of the internship were outlined as well (*Appendices 1*), however over the course of the internship, much like most company objectives, this approach too evolved to better suit the companies needs as well as capabilities. The INSIGHT Group's Social Media and Website team was composed of four managing partners who planned to take responsibility for the continued maintenance and ongoing content creation for this project following my suggestions, implementation, trainings, and eventual departure. Mike Byrnes (*Figure 1*) was my primary point of contact week to week throughout the internship, he is The INSIGHT Group's Chief Marketing Officer, the one that initiated and oversaw this entire project, built the team, outlined the details, conducted my initial interview and after offering me the position, was also the biggest supporter of my work and this whole social media venture. It was with his assistance and input that we redrafted and finalized the goals and approach for the project and developed the social media action plan consisting of a “Five-



*Figure 1 Mike Byrnes*

Element Strategy” and timeline (pg. 6).

This report will address in detail, the purpose and goals of this internship, the research conducted, implemented strategies, analysis of the companies LinkedIn business page and website, how data was collected and utilized, original content creation and sharing, and how individuals of The INSIGHT Group were taught and trained to best use social media. I will also report the tools used in this research, how data was collected, metrics measured, monitored and analyzed, and finally my own thoughts, suggestions, and managerial implications following the completion of my spring 2015 internship with The INSIGHT Group.

## **Research Purpose**

The purpose of this research is to benchmark industry best practices and traits of B2B companies currently using the social networking site LinkedIn to best set in place guidelines and practices for managing partners at The INSIGHT Group to model after. In doing so, The INSIGHT Group will be able to better train its own employees as how to best use LinkedIn to build awareness and drive traffic eventually resulting in new client leads and possible acquisitions. The goal of this project as determined by The INSIGHT Group’s social media project team is to get more LinkedIn connections and potential business leads to follow The INSIGHT Group’s LinkedIn business page and also visit the company website, by creating and sharing interesting and useful content via the LinkedIn business page. By leveraging The INSIGHT partners and their own LinkedIn connections, we can potentially open a dialogue between possible new clients and The INSIGHT Group and its managing partners.

Implementing a viable social media campaign that utilizes owned content and articles created by INSIGHT Group employees, we will be able to monitor and measure specific deliverables and analyze important variables and metrics that will then be assessed by the project team. Using the *Five-Element Strategy* (pg. 6) as a guide we plan to conduct and document a preliminary analysis of the current state of social media use by The INSIGHT Group and its individual managing partners, create unique and owned media content, followed by the monitoring and analyzation of our social media campaigns, engagement levels, and finally assess employee proficiency levels and participation.

## ***A Five-Element Strategy***

1. **Individual Partners LinkedIn Page** - *Every partner should follow the INSIGHT business page, have an effective personal page, and know how to manage it.*
  - Develop and communicate to the partners a user guide for LinkedIn usage, support, and content sharing **(4.21.15)**
  - Provide one on one coaching or Q&A on how to improve or better utilize one's own individual LinkedIn page for any partners interested **(4.30.15)**
2. **The INSIGHT Group's LinkedIn Business Page – (4.24.15)** *The business page will be up to date with current interesting and useful content provided and shared for LinkedIn followers.*
  - Side by side comparison of the INSIGHT business page to a best in class page to make recommendations and make changes where necessary to improve the current state
    - o Make the initial improvements and modifications to the INSIGHT business page
  - Define the roles and responsibilities of the owner of The INSIGHT business page in order to maintain and keep the page up to date
  - Gain commit for an owner of the business page
  - Maintain the LinkedIn business page
3. **The INSIGHT Group's Webpage – (5.7.15)** *The URL webpage will link to the LinkedIn business page, and vice versa.*
  - Make recommendations/suggestions on linkage between IG business page and website as well as how to change or improve upon The INSIGHT webpage, (social media support, functionality, esthetics, etc.)
  - Maintain updates, posts, and linkage destinations
4. **Social Media Mini Campaigns –** *There will be a standardized approach to a campaign and they will be organized and launched in a timely manner.*
  - Develop guidelines with recommended elements of a mini social media campaign **(4.24.15)**
  - Develop and produce the first social media campaign (*Mentoring*) with Jake's support
    - o Monitor and analyze results of first campaign upon completion **(4.30.15)**
  - Develop and produce a possible second social media campaign **(5.15.15)**
  - Develop an actionable six month schedule **(5.30.15)**
5. **Measurements, Analytics, and Monitoring –** *There will be a set of measurements that will be incorporated into monthly conference calls and conversation.*
  - Develop a set of measurement criteria's and develop a baseline to better monitor success of a social media campaign **(5.15.15)**
    - o *Google Analytics*
    - o *LinkedIn Analytics*
    - o *Simply Measured Analysis*
  - Review and discuss monthly to make necessary changes or improvements

## Research Method

### Units of Analysis

#### Preliminary/Current Situation Analysis:

- LinkedIn
  - o Business Page
  - o Individual Page
- The INSIGHT Group’s Website
- Phone interview data
  - o Quantitative
  - o Qualitative

#### Social Media Campaign Analysis:

- Impressions
- Clicks
- Interactions
- Engagement
- Likes
- Comments



The purpose of having two distinct sets of analysis is to address the two characteristics of the project, first to see where the company and its employees currently stand regarding social media usage, comfortability, and support for or against social media as a lead generation tool. Secondly, the social media campaign analysis is to utilize the built-in LinkedIn metrics tool so we can monitor interactions, engagement, etc. of the articles and content we post to The INSIGHT Group’s business page. The research method and procedure for the “Current Situation Analysis” and “Social Media Campaign Analysis” are laid out in the following two sections, the findings and interpretations of said analysis will be further detailed in the corresponding “Results and Interpretations” section below.

### Current Situation Analysis

The preliminary analysis consisted of analyzing The INSIGHT Group’s business page and comparing it to a similar company, specifically one which we would like to model our own after. (This analysis and comparison can be found in *Appendices 2: Business Page Analysis & Competitive Benchmarking*)

The INSIGHT Group’s home website was analyzed purely to check functionality as it would be the host for all the content created and shared via LinkedIn. Any and all adjustments

to the website over the course of the internship was enacted by the company's web designer, and not directly handled by myself or the social media projects team, although some simple to minor suggestions were made and put in place.

Phone interviews took place over a week span, and consisted of a simple quantitative questionnaire for each of the ten managing partners contacted, followed by a more informal qualitative line of questioning to further help determine The INSIGHT Group's current state. The purpose for these questions was to conduct an environmental analysis of current social media usage as a marketing and lead generating tool for The INSIGHT Group in hopes to identify areas for potential growth and future client acquisition. (The codebook relating to the quantitative portion of the phone interviews can be found in *Appendices 3: Preliminary Interview Codebook*, and further, the raw data results of the interviews can be found in *Appendices 4*). As stated earlier, the qualitative portion of the interviews were rather informal, however some questions were specifically developed and asked so partners might have an opportunity to better explain and voice their opinions regarding this project. The following are the questions asked:

1. Do you think investing more time in social media, specifically LinkedIn, would be beneficial to the INSIGHT Group and will generate new leads and grow the business?  
Please elaborate
2. Are there any specific topics/clients/information or areas of the business you think would make an interesting social media campaign? (Is it enough interesting content that would work in a blog scenario? Posting more in-depth content to the company website?)
3. Do you think your own personal LinkedIn account is satisfactory? Or do you think it could be improved upon in any way?
4. Would you be interested in working with me one on one to address anything regarding your own LinkedIn profile? How to use LinkedIn? Or any other general information?  
Y      N  
If "YES", in what areas?

### **Social Media Campaign Analysis**

Following the *Five-Element Strategy* we had addressed steps one, two, and three of the current situation by analyzing the business page, employee profiles, and the website respectfully, and now find ourselves at the fourth step (ahead of schedule), which we believe to

be the most crucial point in the project, and ultimately the culmination of all our hard work. The concept of a social media-mini campaign is to create content regarding a specific area of expertise by one or more of the partners at The INSIGHT Group, and for that content to be posted and shared via the LinkedIn Business Page. Ideally a theme revolving around said content should be developed by the author and Business Page Owner to appropriately respond to comments, answer questions and link articles which support the topic. A standardized approach and guidelines to creating content and writing articles for the LinkedIn campaign was created and shared amongst INSIGHT partners (*Appendices 5: The Social Media Campaign Guide*). Each campaign was monitored, analyzed, and data recorded daily by using LinkedIn's built-in analytics tool, and reported to managing partners. The measurable variables being:

Impressions – The total number of times the article was seen by LinkedIn members

Clicks – The number of clicks on the article, the link, the logo, and/or business page

Interactions – The total number of times the article was liked, commented, or shared

Engagement – The # of interactions + the # of clicks / the # of impressions

Likes – Total number of likes

Comments – Total number of comments

## Results and Interpretations

### Current Situation Results

The INSIGHT Group's use of social media was determined to be in a very early stage and has not had a visible impact on business. The INSIGHT Group's LinkedIn business page was at the time dormant, unmaintained and difficult to discover when searched (*Appendices 2*). Furthermore, following phone interviews with managing partner's (*Appendices 4*), it was found that they all have personal LinkedIn accounts with contacts ranging from 100 to over 500 unique connections, and they also all follow The INSIGHT Group's business page. There was a variety of levels of comfort and knowledge regarding best practice with one's own LinkedIn page. The majority of partners interviewed agreed that addressing and acting upon this subject

could be beneficial to The INSIGHT Group. Some partners believe that potential lies within the ability to create and share interesting content along with leveraging individual’s personal LinkedIn connections to gain new followers for The INSIGHT Group’s business page, and even generate new business leads.

Based on these results, it was determined that we could also identify key influencers based on a few metrics including, number of connections (above 300), individuals who expressed most interest in assisting or being involved with the social media campaigns, and also who stated that they have ideas for future campaigns. These key influencers were informed of their status post-phone interview, and those that expressed interest and wanted to participate, or even write their own articles, were given several weeks to gather their thoughts while I continued to provide support and assistance to the partners.

During this time, I spent most energy supporting individual partners, answering questions, creating “help guides” (*Appendices 5*) and FAQs, training a successor to take ownership of the business page, and updating the LinkedIn page to be more relevant, accurate, and visually pleasing before the launch of our first campaign. Business page improvements included, rewriting the company description and defining areas of expertise, creating a header photo, and improving the current logo as it was small and difficult to see.

### **Social Media Campaign Results**

The first social media campaign launched was. *10 Keys to Leading a Strategic Account in the New World of Providing Value Added Solutions* by Mike Byrnes on April 28<sup>th</sup>, 2015 (*Reference 1*). This campaign was extremely frustrating, but also a real eye-opener as it gave us our first real world test in seeing just how supportive or comfortable the partners actually were. The results from the first 24 hours, listed below showed that many partners did not help bring awareness to the article, and it was later determined that while many initially stated being comfortable with LinkedIn, most did not know how to use it properly.

Impressions -	84	Engagement -	13.10%
Clicks -	6	Likes -	4
Interactions -	5	Comments -	0

These concerns were addressed at the following business meeting, and more training and support took place before the second campaign was released. *The Top 10 Traits of*

*Collaborative Leaders* by Bob

Giacometti (*Reference 2*) was posted to LinkedIn on May 13<sup>th</sup>, 2015.

Fortunately, this article was almost a complete turnaround compared to the first in that we had more support and involvement from INSIGHT employees, and to our delight, even new followers of the group. It may not seem like much, but for a small company like this, the data found within the first 24 hours was a promising and welcome improvement over our first (*Figure 2*).

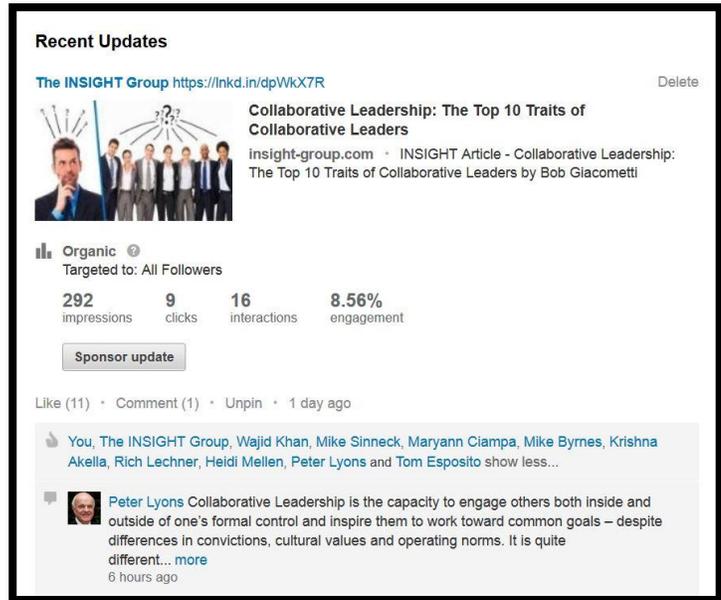


Figure 2 Snapshot Update

As my internship with The INSIGHT Group came to a close, I spent most of my time training and creating a responsibilities and help guide (*Appendices 6*) for the managing partner who would ultimately be taking the role, owner of the LinkedIn business page. Two more articles were released via LinkedIn (*Reference 3*) while I was still working with The INSIGHT Group; however I took a backseat to the content design, posting, and monitoring in order to assist the new business page owner. With the creation and release of our own content on LinkedIn, along with the updates to the business page, and training partners at The INSIGHT Group, we were able to more than double the amount of page followers, effect the “People also Viewed” algorithm to better reflect our business, and even spark community and employee engagement (*Appendices 7*).



## Discussion of Results

The *Five-Element Strategy* (pg. 6) was created to help address the main areas of focus during this internship before proceeding with implementing a social media strategy for a company that had no idea what they actually wanted. The process when addressing each point was slow, and frustrating at times, but when all was said and done, every element of the strategy was addressed properly and with satisfaction. Thanks to extremely detailed and simplified help guides I created as well as providing assistance and training to all the partners, individuals learned how to support and share content over LinkedIn, the business page was updated appropriately, and social media friendly articles and content have, and continue to be created and shared, all while the number of business page followers continue to grow.

The goal of this internship was to get more LinkedIn connections and followers of The INSIGHT Group's business page by creating and sharing content with potential clients and partners. Based on the campaign results, compared to where The INSIGHT Group began, and regardless of how slow the process might have been, those goals have been met and I believe, even exceeded.

I continue to follow The INSIGHT Group on LinkedIn today, several months after the internship ended. I am comfortable that I did a good job, and left them in the best possible situation, set for success. Since my handing over the reins, they have been able to grow their audience by another ten unique followers, additionally they have added five newly created articles, and even shared some from other sources. At this rate, it would not surprise me to hear that they have even generated new business leads or potential clients by now.

## Managerial Implications

Before I left The INSIGHT Group, I put together a four component list containing suggestions, opinions, and ideas that I had developed during the internship and that I believed would assist INSIGHT Group partners as well as the future success of the LinkedIn business

page. The four key elements contained in my final departing email to The INSIGHT Group are listed below:

The first recommendation I had is probably the most important, and that is simply continued **support** of coworkers and in turn the business page. I wanted to emphasize that hard work, thought, and time has been put in to the creation of the content and articles, and that those who came up with them genuinely cared about what they had created, who comments on it, and the discussion that follows.

**Gaining followers** and the different approaches to do so can be done over various mediums, and environments, whether that is over email, social media, or even word of mouth. As long as you are genuine, transparent, and you truly feel that someone would benefit or enjoy the content created by The INSIGHT Group. Growing the network is key in using LinkedIn as a tool to discover and reach new business leads.

**Communication** is such a simple concept, but one that I felt was at times overlooked and must be addressed, nothing will ever change, be fixed, or learned from if questions or concerns are never brought to the attention of the group. Lack of communication was the downfall of our first social media campaign, and something that could have easily been avoided.

Finally I asked all the partners of The INSIGHT Group to **develop good habits**, to attempt to make a change to their daily approach in using LinkedIn as a business tool. Making it a priority to check LinkedIn and spend some time going through the news feed, liking content and sharing articles is a simple yet affective way to boost visibility and even grow the network.

The success and/or failure of The INSIGHT Group's social media campaigns will be a direct result of the amount of followers of the business page, partner's support and involvement or the lack thereof. Gaining more followers will increase the amount of prospective views of each campaign, as well as our potential to gain a larger social media reach and connect with new people. In time as the number of our followers and reach grows, so too will the business grow as we connect and interact with potential new clients.

## Conclusion

Digital Marketing, the courses, and professors at Sacred Heart University have taught me many things that I can attribute to the success of my own academic career, and in turn allowed me to apply this knowledge in my internship with The INSIGHT Group. This internship quite literally showed me that the courses and material I studied through the Digital Marketing program had paid off, not only was I able to teach and perform, but I was able to pass along what I had learned to others. Regardless of the fact that the main focus for this internship was only a small sliver of the otherwise large and encompassing social media and digital marketing umbrella, I feel that the approach and route taken for this internship was the best fit for their business model and allowed us to reach the most appropriate audience online.

This internship experience along with my education at Sacred Heart University makes me so excited to join the professional marketing world. I feel that I now have the confidence to know that not only am I capable of performing in the highly competitive field of marketing, but that I will also succeed over others because of my education and experiences.

Thank you to Sacred Heart University

The INSIGHT Group

& especially Dr. David Taylor



# Appendices

## Appendices 1: Goals, Objectives, Duration, and Approach

**Scared Heart University  
INSIGHT Group Internship Nomination**

**Goals, Objectives and Duration**

The overall goals and objectives of this internship are:

- To assess the firms current use of social media and develop an enhanced strategy
- Communicate and train the firms partners on the new strategy
- Assist with the implementation of the new social media tactics

The duration of the internship would be the spring semester 2015.

**Approach**

- Jointly develop a overall work plan for the project
- Meet weekly to review progress and update the weekly plan
- Potential actions
  - Review the current use of social media by IG
  - Interview 4 - 6 IG partners to identify their recommendations
  - Define the current state of social media in the firm
  - Research available social media approaches and capabilities that are available to companies like the INSIGHT Group
  - Develop recommended new social media strategy for the firm
  - Assist with the implementation of the new strategy

INSIGHT Group

## Appendices 2: Business Page Analysis & Competitive Benchmarking

### The INSIGHT Group Current Business Page Analysis

Our current logo is too small making it hard to read or see in search results, it is extremely basic and boring, and has no real clear markings or anything that creates an association to the company as a whole.

10 Followers who are not "employed" by The INSIGHT Group

Lack of a stock photo or "attractive" image for a header = boring Business Page

Is every partner that is on LinkedIn actually following the Business Page?

No headquarters location specified makes it difficult to locate the page in searches.

People are obviously having difficulty finding our Business Page. We want this category to be filled with other clients Business Pages.

No updates or recent activity speaks for itself, and is why nobody remains on the page or follows us currently

The screenshot shows the LinkedIn profile for 'The INSIGHT Group'. The page includes a header with the company name and logo, a description of the company as a management consulting firm, and sections for 'The INSIGHT Group employees' (19 employees) and 'People Also Viewed' (listing other companies like Nova Optima and Insight). The callout boxes point to the logo, the header image, the company description, the employee count, and the 'People Also Viewed' section.

THE INSIGHT GROUP

## Xerox Business Page Benchmark Analysis

The image shows a screenshot of the Xerox LinkedIn business page. Several callout boxes with red lines pointing to specific elements on the page provide analysis:

- Recognizable, easy to see image, with recognizable logo associated with the brand.** (Points to the Xerox logo)
- 500k followers compared to 50k employees on LinkedIn.** (Points to the follower count: 514,018)
- Visually pleasing photo, may not have anything to do with the brand, but it is attractive.** (Points to the aerial cityscape photo)
- 53,786 Employees on LinkedIn.** (Points to the employee count)
- All categories are filled in appropriately. 30 second pitch, specialties, headquarters, etc.** (Points to the company description and 'Specialties' section)
- Showcasing affiliated companies.** (Points to the 'Affiliated Company Pages' section listing HP, Google, and UPS)
- Posting interesting content, with link and photo – receiving likes, shares, and comments.** (Points to a recent update post about '7 Ways To Get Noticed At Work')
- “People Also Viewed” – High profile companies who are affiliated with Xerox and might also generate business leads** (Points to the 'People Also Viewed' section)

At the bottom left of the screenshot, the logo for **THE INSIGHT GROUP** is visible.

## Appendices 3: Preliminary Interview Codebook

Measured Variable	Category	Value
<b>Primary Focus</b> Investment	LinkedIn is not worth investing time	0
	LinkedIn is worth investing time	1
Commitment	Does not want to assist in future S.M. campaigns	0
	Does want to assist in future S.M. campaigns	1
<b>Social Media</b>	Presence on S.M.	0-1
	LinkedIn (LI)	0-1
	Facebook (FB)	0-1
	Twitter (Tw)	0-1
	Other	0-1
<b>LinkedIn</b> Connections	Total (Sum)	#
	Current Business Client/Partners	0-1
	Prior Business Client/Partners	0-1
	Membership	
Following	Basic Membership	1
	Premium Membership	2
<b>Engagement</b> Posts/Endorsements/etc.	Does not post and/or endorse	0
	Has posted and/or endorsed	1
Lead Generation	Has not linked to potential clients	0

S.M. Campaign Ideas	Has linked to potential clients	1
	Does not have topic/info for S.M. campaign	0
	Does have topic/info/idea for S.M. campaign	1
Training	Not interested (no need) in LinkedIn training	0
	Wants LinkedIn help/training	1
S.M. Level	Has little to no experience	1
	Has some experience	2
	Is more experienced	3

#### Appendices 4: Phone Interview Raw Data

Name	Date (Phon	Social M	Faceook	Twitter	Instagra	LinkedIn	Connect	Member
Michael Byrnes	03/17/15	1	1	0	0	1	170	1
Maryann Ciampa	03/18/15	1	1	1	1	1	290	1
Peter Del Rio	03/18/15	1	1	0	0	1	74	1
"T" Thomas Esposito Jr.	03/12/15	1	1	0	0	1	223	1
"Bob" Robert Giacometti	03/13/15	1	1	0	0	1	85	2
Rich'ard Lechner	03/13/15	1	1	0	0	1	500	1
Peter Lyons	03/17/15	1	1	0	1	1	243	1
Ed'ward Petrozelli	03/13/15	1	0	0	0	1	352	1
Michael Sinneck	03/16/15	1	0	0	0	1	471	1
Carol Stafford	03/16/15	1	1	0	0	1	328	2
Per (%) yes / Average	N/A	100%	80%	10%	20%	100%	273.6	20%

Name	Following	Linked (C	Linked (	Engage	Leads F	Investr	Comm	Level
Michael Byrnes	1	1	1	0	1	1	1	3
Maryann Ciampa	1	0	0	1	1	1	1	3
Peter Del Rio	1	0	0	0	0	1	1	1
"T" Thomas Esposito Jr.	1					1	1	2
"Bob" Robert Giacometti	1	0	0	1	0	1	1	2
Rich'ard Lechner	1	1	0	1	1	1	1	3
Peter Lyons	1	1	1	1	1	1	1	3
Ed'ward Petrozelli	1	0	0	0	0	1	1	1
Michael Sinneck	1	0	1	1	0	0	0	2
Carol Stafford	1	0	0	0	1	1	1	3
Per (%) yes / Average	100%	33%	33%	56%	56%	90%	90%	50%/30%/20%

- 100% on Social Media & LinkedIn
- 100% of partners (interviewed) are following The INSIGHT Group business page
  - o 28 total followers (19 employees)
- 273 Average number of connections
- 56% have engaged (contributed to a conversation) on LinkedIn
- 56% have used LinkedIn to try and generate leads
- 90% of partners (interviewed) are willing to help in some way

## Appendices 5: The Social Media Campaign Guide

The goal of a social media mini-campaign is to gain website traffic and/or attention through interesting social media friendly web content. For the mini-campaign, this content should be:

- Visually appealing/catch the individuals eye in both title and picture
- Contain a “call to action”
  - o Bring reader to [www.insight-group.com](http://www.insight-group.com)
  - o Bring reader to LinkedIn business page
    - Get reader to follow the business page
  - o Make reader want to find more about the topic
- Short, easy to read and digest articles, or posts
  - o Lists, short paragraphs, etc.
- Released on a relatively punctual timeline according to a predetermined editorial calendar (i.e. once or twice a month, lag will cause people to lose attention or unfollow)
- Article should be commented on, “Liked”, and/or shared by partners on LinkedIn
  - o Key Influencers – Rich L., Peter L., Carol S.
- Author of the content and/or Business Page Owner should respond to questions or comments generated by the post
- Authentic and Helpful
- FREE

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## Appendices 6: Business Page Owner Guide

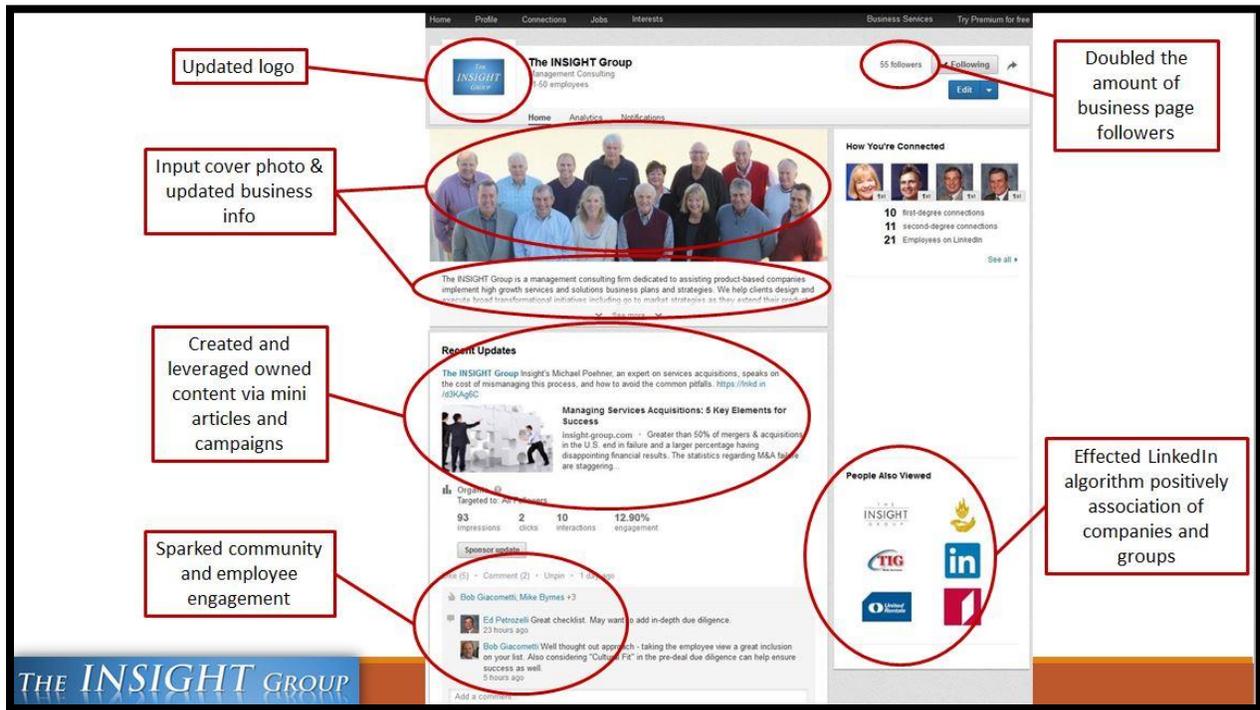
First step is to assign or volunteer a partner as the owner and main contact for the LinkedIn Business Page, someone willing to be “in charge” of the basic maintenance and responsibilities, as well as assisting individual partners.

Responsibilities are expected to change or evolve over time, but will likely include and are not limited to:

- Web Content (one of the following should be done ideally once a week)
  - o Uploading INSIGHT’s owned content to the webpage and linking/sharing to the Business Page
  - o Sharing interesting articles found on the web pertaining to the business via the Business Page
  - o Posting updates – (statements, accomplishments, posing questions for followers of the page, etc.)
- Assisting in the development and adaptations of owned content to be shared
- Communicating with partners
  - o Informing partners when new content has been published to the Business Page

- Seeking out partners to assist in creating and writing new content that will be shared via LinkedIn
- Monitoring and Analyzing the Business Page, social media campaigns, and traffic

## Appendices 7: Business Page Update



## References

Reference 1:

<http://www.insight-group.com/documents/10-Keys-to-Leading-a-Strategic-Account.html>

Reference 2:

<http://insight-group.com/documents/The-Top-10-Traits-of-Collaborative-Leaders.html>

Reference 3:

[https://www.linkedin.com/company/the-insight--group?trk=top\\_nav\\_home](https://www.linkedin.com/company/the-insight--group?trk=top_nav_home)

Reference 4:

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