CBD MARKETING USES NETBASE TO TURN B2B CLIENT INTO VALUED INDUSTRY RESOURCE

Accurately assessing consumer mindset informs fact-based decision making and avoids guesswork and supposition.

At a Glance

Industry-wide regulatory changes for B2B industrial building material manufacturers can affect consumer opinion and, subsequently, sales. One such manufacturer wanted to get ahead of an expected new regulation, so they turned to CBD Marketing (CBD), who used NetBase to get a handle on consumer reactions to the upcoming regulatory change. Armed with insights, CBD got in front of the issue and positioned their client as a resource for how to prepare for the transition, keeping sales and sentiment strong.

Challenge: Getting Ahead of a Potential Problem

B2B industrial building material manufacturers have a unique business challenge. Being subject to regulatory issues from agencies like the Occupational Safety and Health Administration (OSHA), they must often adapt to mandated industry-wide changes.

These regulations can address issues like the sustainability, quality and safety of building materials. Discussion of these regulations can churn up negative social media commentary. Manufacturers must keep a close eye on how social audience segments like competitors, trade groups, attorneys and activists react to newly proposed and passed regulations – as these voices can sway consumer opinion and potentially impact sales.

One large manufacturer wanted to prepare for potential consumer backlash surrounding an upcoming OSHA rule meant to protect construction and manufacturing workers from exposure to a common component of many building and construction materials. The rule being passed could result in social conversations negatively affecting their brand reputation, providing customers with a reason to consider purchasing competitive products.

The manufacturer tasked their agency, CBD, with monitoring social and other online conversational themes around the topic before the OSHA decision came down.

Solution: Don’t Guess When You Can Rely on Real Conversations for Fact-Based Insights

To formulate a strategy for their client, CBD had to quickly understand the extent of audience sentiment on the themes surrounding the topic of the new OSHA rule. Manually combing through these conversations would take days, so the agency used NetBase to set up topics to gather insights in real-time. Actions based on this intel were suggested to their client through weekly reports.

The agency also set up keyword alerts in NetBase – which brought to their attention a tweet claiming the rule they were monitoring would pass in the next 48 hours. If this tweet was accurate, and sparked a large reaction, CBD wanted their client to be ready. They worked closely with their client to prep all necessary messaging and press release materials that might be needed.

RESULTS:
• $40k in annual savings
• Research time down from 1 day to 2 hours
• No decline in sales for their client
• Maintained positive brand sentiment for client

“The accurate real-time insights surfaced in NetBase allowed us to steer our client in the right direction and avoid overacting to an issue that wasn’t affecting them. Instead, we were able to position them as a valuable industry resource in a sea of misinformation and prevent consumers from switching to competitive offerings. We did this while saving both time and money in the process. You can’t beat that.”

— Sarah Flagg, CBD Marketing, Sr. Account Executive – PR and Social Media

CUSTOMER:
CBD

SOLUTION:
NetBase social analytics platform
The claim was true and the rule had indeed passed, but before springing into action based on anticipated negative reaction, the agency used NetBase to evaluate social conversations in the moment to get a sense of where sentiment was in actuality.

They discovered the magnitude of conversation was smaller than expected and had no impact on brand sentiment. Social data also revealed competitors making false claims about the effects of the rule, as well as industry attorneys claiming businesses would need to hire special consultants if the rule passed. This created an opportunity for their client.

Results: Applying Real-Time Insights Offers Opportunities to Best the Competition

CBD recommended their client not respond to the ruling, as the volume of conversation was small. Instead they advised distributing a customer readiness packet in advance of the compliance date - to address the false claims by competitors and attorneys and offer a roadmap to aid customer compliance. Because of this, the client maintained both sales and positive brand sentiment throughout the ruling change.

Using NetBase has cut CBD’s research time down from one day to two hours at most, saving the agency the agency 18 hours a month or over $40k in billable hours a year on social research across several clients. This time savings has also allowed CBD to maximize the number of weeks of reporting available to the client based on their budget.

The NetBase Solution

NetBase enables progressive brands and agencies to see their brand through the eyes of their consumers and take a data-driven approach to support their most important business initiatives. Recognized as a leader in enterprise social listening by Forrester, NetBase is proven to increase revenue, reduce cost, improve productivity, and manage risk. With the NetBase platform:

- Instantly surface global insights across the social web, spanning 199 languages from over 200M sources
- Understand every post in real-time, surfacing sentiment, emotions, behaviors, and much more with NetBase Patented Language Processing
- Make instant and accurate decisions by integrating social media data with business KPIs in real-time NetBase LIVE Pulse dashboards
- Manage risk by being the first to know and quick to respond with the most comprehensive Alert Suite
- Receive best in class on boarding, support, and consulting services across your entire organization

NETBASE BENEFITS:

- Leader in Social Analytics - according to Forrester
- 99.5% customer satisfaction rate
- 9X faster than competitors
- 70% more accurate than competitors
- Fastest growing social analytics company