CUSTOMER:

Stance

At a Glance

Sock innovator Stance wanted to capitalize on the interest of their initial audience – the skate, surf and snow crowd – to boost promotional efforts in the social realm. Without the advertising budget of larger companies, it made sense to choose social as their primary channel, and let their enthusiasts spread the word about their brand. By building relationships with those mega-fans, they extended both their promotional and customer service capabilities, while also growing their audience and keeping tabs on overall brand health.

Challenge: Extending Brand Reach Smartly with a Limited Budget

As a challenger brand, Stance doesn’t have the marketing budget of its larger competitors – like, Nike, Adidas, and Under Armour. Without the resources to dominate in other media realms, they chose social media to connect with fans, drive conversation, and create organic, authentic relationships.

Knowing influencers would extend their reach, they wanted to use social media to source brand advocates for their Punks and Poets program – a partnership between Stance and the athletes and celebrities who love their socks.

They knew breaking through the noise of competitors with greater resources would require the most passionate voices to drive conversation and interest on social media. It wasn’t about finding “the best” skaters, or the most popular NBA players – it was about finding the ones who could most positively impact the conversation.

Their current process was labor intensive, so they needed something more streamlined. At the same time, they wanted to be sure they could easily track their influencers to be sure the conversations stayed positive and wouldn’t pose any reputational risks.

They enlisted NetBase social analytics to guide their efforts.

Solution: Social Analytics Streamlines Influencer Vetting Process

In the past, Stance hadn’t always played it safe when selecting influencers. They like influencers with distinct points of view – but know such voices can be polarizing. This made it crucial to understand emotional drivers, including the breakdown and passion of social conversations.

RESULTS:

• #1 Share of Voice
• 800k Instagram followers
• 200M+ Impressions/month
• 90+ Brand Sentiment

"NetBase has changed not only the way we find influencers, but the quality of influencers we bring into the Punks and Poets program. Without the marketing budget of our larger competitors, the Punks and Poets program has been crucial in building brand loyalty and making Stance the leader in the sock industry."

— Brett Sirianni, Social Associate Director of Social Media, Stance

CUSTOMER:

Stance

SOLUTION:

NetBase social analytics platform
Results: Sentiment Analysis Identifies Best Influencers and Gauges Overall Brand Health

Using NetBase, Stance maximized social ROI in a number of ways. By identifying the most effective Punks and Poets they increased their brand reach – even seeing their influencers step in on customer service issues. Active monitoring shows them the effect of influencers on brand health, while also allowing real-time risk management. And using social data to source influencers has saved time and increased productivity, while building the Punks and Poets program to more than 90 brand ambassadors.

Additionally, leveraging these insights, along with patented language processing, allows Stance to monitor influencer conversations and ensure they are managing risk around passionate opinionated influencers.

They understood someone with a Net Sentiment breakdown of 10% hate and 90% love would better serve the brand from an enthusiasm standpoint than someone consumers were indifferent to.

They used NetBase’s sentiment analysis tools to surface insights on emotions and behaviors and reveal these ideal influencers. They calculated Net Sentiment (ratio of positive conversation to negative conversation), and Passion Intensity (the degree of consumer passion) to find the social users who are really passionate about Stance. Only the most enthusiastic influencers are hand-picked to participate in Punks and Poets.

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

NETBASE
Enterprize Social Analytics
NetBase is the award-winning social analytics platform that global companies use to run brands, build businesses, and connect with consumers every second. Its platform processes millions of social media posts daily for actionable business insights for marketing, research, customer service, sales, PR, and product innovation.

NetBase Clients Include:

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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