Social@Ogilvy Blog

https://social.ogilvy.com

social@Ogilvy

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Social Business Producer
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Summary

In February of 2012, Ogilvy & Mather announced the launch of Social@Ogilvy, a worldwide practice connecting all of the agency's social media experts to deliver solutions across all areas of business. Social.Ogilvy.com was part of a rebranding effort after the social media practice began seven years ago at Ogilvy & Mather. Social@Ogilvy's blog is a symbol of Ogilvy & Mather's evolution in blogging, content strategy, and community management.

In order to quickly emerge as being a top thought leader in the social and digital space, we created the website/blog Social.Ogilvy.com. Social.Ogilvy.com is our corporate blog focused on thought leadership, which has been strategically built to reflect the top social and digital trends, to maximize social sharing, and to cultivate online conversation across different platforms.

In 2012, we published 157 blog posts and received 82,550 unique visitors. To put this into perspective, Ogilvy.com received 90,608 unique visitors (Compete.com). Social.Ogilvy.com has featured content around social networking innovation, platform innovation, B2B content strategy, measurement and analytics, community management 3.0, and much more.

Our content has been featured or linked to by **The New York Times, Adweek, Mashable, Business Insider, TechCrunch, Harvard Business Review, PRWeek,** and over 100 other websites.

Cision listed the Top 50 PR and Marketing blogs; Social@Ogilvy is currently ranked #14, accompanied by some of the most influential people/companies in the PR and marketing industry. To put this into context, Chris Brogan ranked #1, Brian Solis ranked #7, and Social.Ogilvy.com outranked Media Bistro's PRNewser at #20.

Social@Ogilvy has the largest global network of social media strategists and we have activated this network to foster contributors from the United Kingdom to Belgium to the United States to China.

Challenge

The social media practice has been evolving for seven years and in 2012 was rebranded as Social@Ogilvy. Social@Ogilvy then launched a new corporate blog, which not only exhibited evolution but needed to go beyond the accomplisments of the original. The focus had to be in line with new business solutions, and it needed to become a thought leadership publishing powerhouse, with the overarching theme of marketing and growing the share of voice for the newly launched Social@Ogilvy brand.

Social@Ogilvy's blog had to be a model for visual storytelling, shareable content, and provide an extraordinary experience across a range of platforms (iPhone/Android, iPad/Android tablet, desktop, TV).
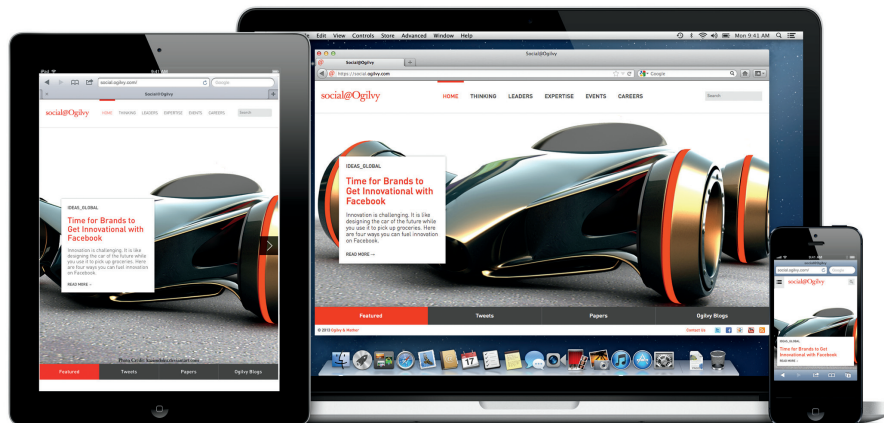
Strategy

Social.Ogilvy design and infrastructure

Social.Ogilvy.com was built based on responsive design that effortlessly serves several mobile platforms, as well as desktop and large-format displays on the users' side, serving up relevant content, and formatting based on their respective devices.

This translates into a highly customized WordPress implementation on the back-end. Social.Ogilvy.com is a low barrier to entry for staff, and a way to optimize content sourcing, management, editing and publishing across the agency's global network/markets.

It is supported by enhanced HTML/CSS/Javascript. The user interface is designed to cater to the variable input mode requirements created by the range of platforms being addressed (iPhone/Android, iPad/Android tablet, desktop, TV).

Content strategy and community management

With a dedicated Community Manager, the goal is to not just publish content and hope people find us (although we have an SEO strategy for that); we focus on sharing the right content, in the right way, and on the right platform, to maximize the exposure and drive traffic to the blog. At the same time, we work closely with Ogilvy Public Relations to pitch specific posts to media.

For each blog post, we source custom visual images for Facebook and Pinterest, tailor tweets and create presentations that live on SlideShare.

Content topics covered on Social.Ogilvy.com include:

- Social networking innovation

- Platform innovation

- B2B content strategy

- Measurement and analytics

- Community management 3.0

- And much more

Social media publishing strategy

As we have seen among our competitors – they typically write blog posts, and as an example, share the link on Facebook; that's not the most effective social strategy. Each of Social@Ogilvy's social media platform functions differently, being that various audiences demand different types of content.

Therefore, we create custom content for each platform, and have built up our social platforms to further increase engagement and drive traffic to the blog.

We added the most effective share function buttons, to increase engagement across social platforms. This allows readers to share the blog post with their social networks. As a result, we have seen over 1,700 Likes and 4,200 Tweets from Social.Ogilvy.com from readers.

How content is shared and the top referring Websites

Our social ecosystem and community management was a salient force in driving traffic.

Key social media highlights:

- Social@Ogilvy has the most engaging and fastest-growing Facebook page among all competitor sets. (Data from Zuum.)

- Social@Ogilvy has the most engaging and

fastest-growing Twitter handle among all competitor sets. (Data from Wildfire.)

- Social@Ogilvy has the fastest-growing Pinterest page among all competitor set

Top referring Websites:

- Facebook has driven over 12,500 visits.

- Google has driven over 18,600 visits.

- LinkedIn has driven over 1,100 visits.

SEO – Outbound and inbound links

We focused on SEO ("search engine optimization"). We have a dedicated page on the blog titled "Ogilvy Blogs" to not only highlight all the different blogs from Ogilvy & Mather across the globe, but we did this as a way to boost our SEO and outbound links. Inbound links come from external websites and social media sites.

Driving share of voice

Social.Ogilvy.com has also been an outlet and centerpiece for all of Social@Ogilvy's content and marketing strategy, which drives growth in overall share of voice for Ogilvy & Mather among the general Web and our 200 top influencers.

We access our growth by the number of mentions of Ogilvy & Mather and Social@Ogilvy in the social media/digital context, compared to our competitors.

The chart below is an example of our share of voice growth among our PR competitors from our 200 top influencers (i.e., Mashable, etc.).

Trended Share of Voice for Ogilvy and PR competitors, Feb. 2012 - Dec. 2012
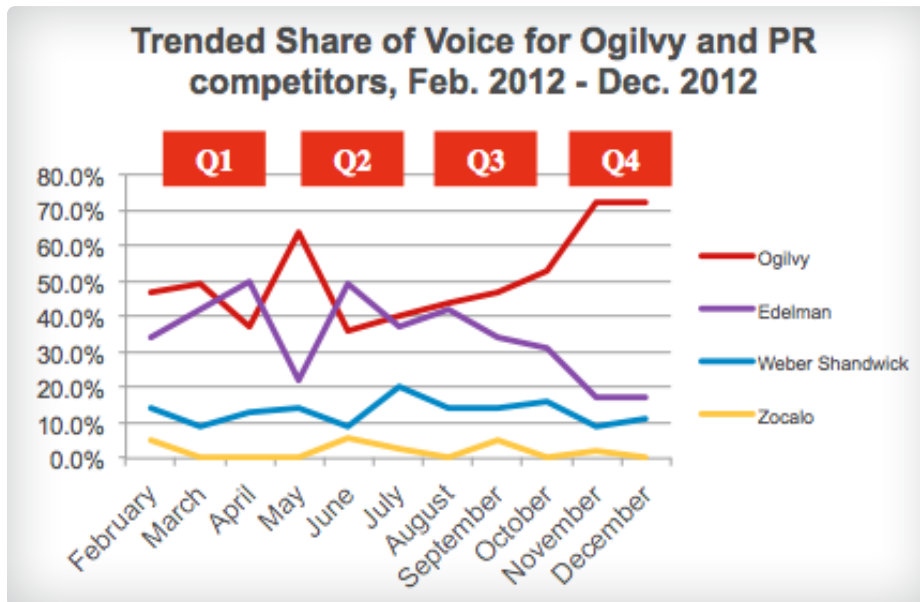
Blog entries in 2012

Number of posts in 2012

157 blog posts were published to Social.Ogilvy.com in 2012.

Here are some of the top blog posts of 2012.

Encourage social sharing using buttons positioned to live on Social.Ogilvy.com in strategic places.

Hungering for a Content Strategy: Why Content Is the Ultimate Strategy

2,128 unique visitors to blog post

Thinking Social / Value

Top 5 Trends from 2012 Cannes

Posted on June 22, 2012 It has been quite a busy few days here at the 2012 Cannes Lions with numerous seminars, inspirational speakers, and lots of conversation online.

So we thought we'd take a moment to look at the conversation – both online and offline.

Key Trends on the Ground

Creative Relevance: Going back to basic human behavior, your message needs to hit home and resonate with the audience because it's relevant.

Go Offline: In a world of hyper-connectivity, there is an increasing need to disconnect, so as to tune in to the world around you. This helps to recharge your creativity and get perspective.

Back to Basics: With new technologies emerging daily, the basic principles of human behavior still remain. The challenge is to identify how these new technologies can be used to cater to basic human instincts.

Mobile Makes it Easy: It's not a standalone, but mobile makes it easier to connect, take action and further your experience in real time (e.g., the second screen).

Youth Crave Connections: Millennials want to be connected, they want to feel like they are part of something bigger and have a voice. Social media and mobile are part of their daily lives, and is the easiest way to stay connected to everyone and everything.

Volume of Conversation

- Over 50,000 mentions were made online around 2012 Cannes Lions between June 17-21, 2012.
- Ogilvy takes up 4% of that conversation, with approximately 10 Twitter handles across the globe which was being used to cover the Festival live using the #OgilvyCannes hashtag.

Written By

Kristin Parrish

POSTED IN: Ideas

REGION: EAME

TAGS: 2012 cannes, cannes lions, cannes top trends, creativity, Infographics, Mobile

REACTIONS:

Tweet 121   Like 21

Top 5 Trends from 2012 Cannes

1,894 unique visitors to blog post.

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Volume of Conversation.

51,689
conversations online around
2012 Cannes Lions (between June 17-21, 2012)

Cannes Conversations **95.5%**
Ogilvy **4.5%**

> Accompanied by an Infographic, which was shared across the social Web to drive traffic to the blog post.

Thinking Social / Value

The Hidden Implications of Facebook Timeline for Brands

Posted on March 01, 2012 Yesterday, Facebook announced updates to Pages at their first ever Facebook Marketers Conference in New York City. The big story, as expected, was the roll out of Timeline for brands. And the corresponding big headline, as expected, was, *"Brands are multimedia storytellers!"*

But, there's much more to it. The brand world will soon be divided into those who fully "adopt" Timeline, and those who simply "migrate" their old strategy and ways of working to the new feature set. Brands looking to adopt must consider and prepare for the hidden implications of Timeline – reallocation of resources, increased creative involvement, a reset of content process, the new profile of community managers and more.

Check out the SlideShare below for a summary of the Pages changes and the hidden implications of Facebook Timeline for brands.

Facebook Timeline for Brands | Changes & Hidden Implications

Written By

Kaitlyn Wilkins

POSTED IN: Practice

REGION: EAME

REACTIONS:

Tweet 60   Like 22

Facebook Timeline for Brands

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Kaitlyn Wilkins | EAME Regional Director
February 2012

Get in touch

slideshare   1 /21

View more presentations from Social@Ogilvy

Embeded the SlideShare presentation and told the story in two different ways to enhance the readers' experience.

The Hidden Implications of Facebook Timeline for Brands

1,814 unique visitors to blog post.

Thinking Social / Value

Yes, Social Does Impact Sales

Posted on September 28, 2012

Written By

Irfan Kamal

POSTED IN: Value

REGION: North America

TAGS: ChatThreads, Forrester, forrester sales, social media, social purchase

REACTIONS:

Tweet 115   Like 20

Bottomline business content that impacts ROI from social media exhibits real value in Social@Ogilvy's content strategy.

Yes, Social Does Impact Sales

1,284 unique visitors to blog post.

Time for Brands to Get Innovational with Facebook

1,057 unique visitors to blog post.

Facebook's Facebook Studio page linked to the post , which provided credibility to Social@Ogilvy's blog and at the same time it drove visitors to the post.

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Social@Ogilvy
Blog Credits
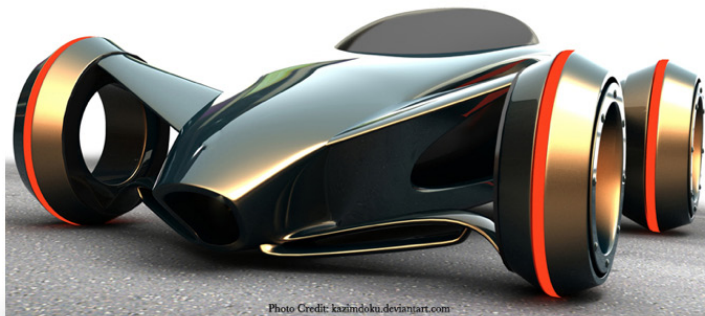
John Bell - Global Managing Director
Steve Cooper - Account Supervisor, Digital Strategy and Research
Catherine Glover - Director
Chris Heydt - Account Director, Digital Strategy
Ashley Hurst - Business Development/Account Director
Irfan Kamal - Senior Vice President, Product & Services
Adam Kornblum - Social Business Producer
Sam Kramer - Digital Copywriter
Arthur Law - Senior Systems Engineer
Michael Mangi - VP, Interactive Technology
Michael Olshan – Proofreader
Jose Martinez Salmeron - Executive Creative Director
Jessica Solloway - Account Director
Scott Springer - Information Architect, User Experience Group
David Urbano - Associate Director of Project Management
Unison - Development team
Mike Wolf - Senior Systems Engineer
And of course a big thanks to all of our great contributors

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