

2015 Content Marketing Award Nomination

Distribution – Best Topic Specific Video

[Charting the social universe](#)

The challenge:

Encouraging enterprises to think strategically about social

As a leader in social business, IBM often encounters some common misconceptions about the use of social technology. At some companies, “social” just means tweets, posts and other social media. While other companies are eyeing more sophisticated applications, the possibilities can be overwhelming.

And that was our challenge: how can we help companies chart their social journey? How do we inform, inspire and enable them to move more confidently toward using social to achieve their business goals?

The approach:

Making social accessible to the enterprise through video

To figure out how companies were adopting social, the [IBM Center for Applied Insights](#) surveyed 372 companies worldwide. The study findings were revealing. Now we could provide decision makers with insights on key entry points for social aimed at accomplishing specific business goals – from employee collaboration to customer engagement to overhauling business processes. And we could arm IBM marketers and sellers with the facts to easily engage new buyers about the power of social.

We had a big story to tell and video was the best channel to start the conversation.

The creative concept for the video sought to quickly and succinctly convey some of the high-level findings from the study. Using the universe as a metaphor, possible social entry points for customers, or “social ambitions” as we called them, were colorfully illustrated as constellations. And we playfully posed a simple challenge to our audience “Feeling ambitious?”

Our message to buyers and users of social was focused and clear. You don’t become a social business overnight. It’s a journey. From studying the experiences of pioneers already pursuing social ambitions, other companies can get insights on how they might approach that particular step in their social business transformation.



The results: Stimulating client conversations

With the shift to more digital consumption of assets, a short intro video was a smart choice to help promote the study. Our story resonated with many companies struggling to establish social strategies to get the most value out of their investments. The video captured attention on Twitter, YouTube and other social channels. And ultimately it drove interest in the study and what IBM has to offer.

[Charting the social universe](#) was viewed more than 10,000 times, making it one of the most popular videos on the IBM Social Business YouTube channel. In addition, it was featured on ibm.com, IBM and third-party blogs and at live events.

For IBM, the video helped to accomplish the goal of raising market awareness of the benefits of social business; it attracted potential new audiences through digital channels; and it allowed us to develop meaningful relationships with social experts, influencers and enthusiasts who then helped to carry out our mission.



Internally, the video enabled IBM marketers and sellers to understand the world of social business, and it opened doors for them to reach new customers and help them embark on their social journey.

Snapshot of results:

- 28.1 million Twitter impressions from 4,300+ mentions, including tweets from key social influencers such as Ann Tran, Brian Fanzo, and Bernie Borges.
- 47 blogs and podcasts by IBM and third-party experts, which in turn attracted more than 90,000 visits
- Over 20,000 web page visits on ibm.com



IBM Center for Applied Insights

Discover and apply new ideas

Sparking social influencer conversations



Ann Tran

@AnnTran_



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