

HOW TO: SOCIAL STUDIO:

Set Up Social Listening

A more informed perspective pays.

In this era, knowing what is being said on social channels about you, your competitors or your industry can make a huge impact. This Accelerator equips you to leverage the Marketing Cloud's capabilities to monitor all relevant conversations to deliver the insights you need to succeed.

What it can do for you

- Increase campaign effectiveness
- Increase actionable visibility into marketing KPIs

How it works

A Certified Specialist will guide you through the process via three-four calls totaling 4 hours over 2 to 4 weeks.

Discovery

- Identify business use cases and obstacles
- Review current implementation
- Develop identifiable quantifiable success criteria

Analysis

- Compile insights
- Summarize discovery and present recommendations

Outcomes

- Setup of 1-3 topic profiles (depending on use case complexity)
- Setup of 1-3 Analyze dashboards
- Data analysis working session in workbenches

ADDITIONAL INFORMATION

Premier or Signature

Time you will spend on this Accelerator: 4 hours

GOAL

Gain business insights.

INTENDED USER

Users who have a specific use case for using social listening and need help getting started with topic profiles, dashboard configuration and best practices. Use cases include social customer service, lead generation, campaign/event monitoring and more.

PREREQUISITES

- Must have Marketing Cloud licenses and Marketing Cloud Premier Success Plan
- Access to Social Studio Analyze and Social Studio Engage
- Technical Marketer willing to own profiles, as well as Admin with Super-User permissions

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To schedule your 1-on-1 Accelerator, [visit our Help Portal](#), or contact your account executive or success team today!

Corporate Headquarters

The Landmark @ One Market Street
Suite 300
San Francisco, CA 94105
United States
1-800-NO-SOFTWARE
www.salesforce.com/services-training/add-ons/accelerators

Global Offices

Latin America +1-415-536-4606
Japan +81-3-5785-8201
Asia / Pacific +65-6302-5700
EMEA +4121-6953700

