



Revolutionizing Social Media Performance:

How A Leading Stock Exchange is
Utilizing Konnect Insights to Drive
Customer Engagement and Gain a
Competitive Edge

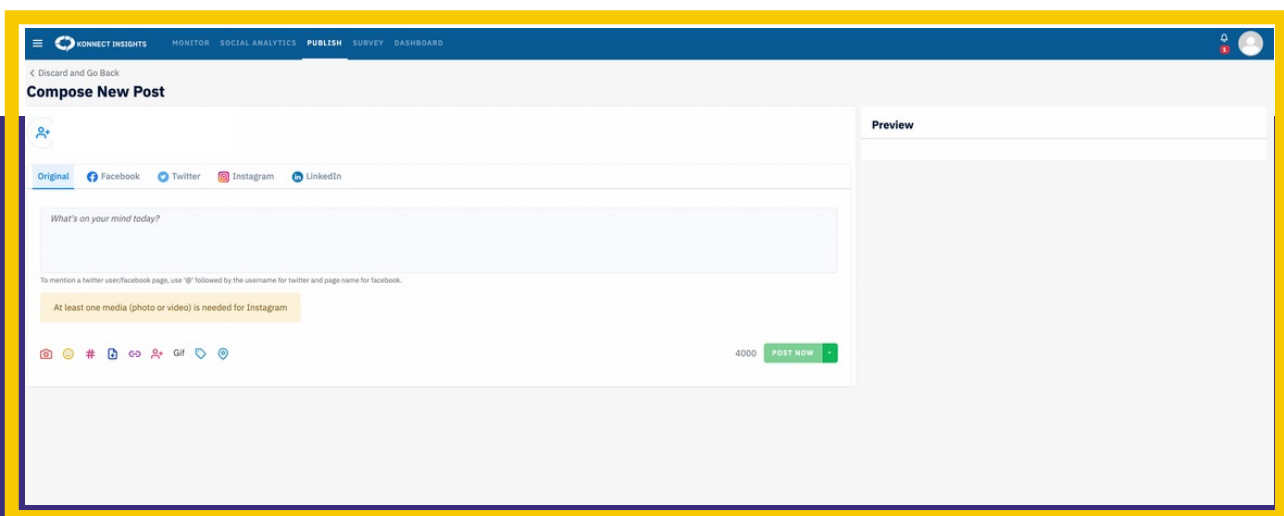


About The company

With a market value of more than 2 trillion USD, the stock exchange is one of the biggest stock exchanges in the world and the biggest in India. Being a significant participant in the financial market, the organization understands the value of interacting with its stakeholders and clients on social media platforms.

The brand's primary focus is to publish about the financial markets on social media channels and educate its customers. Thus, social media management becomes an important aspect for their team because they have to ensure the right content goes out at the right time on their social media handles, daily.

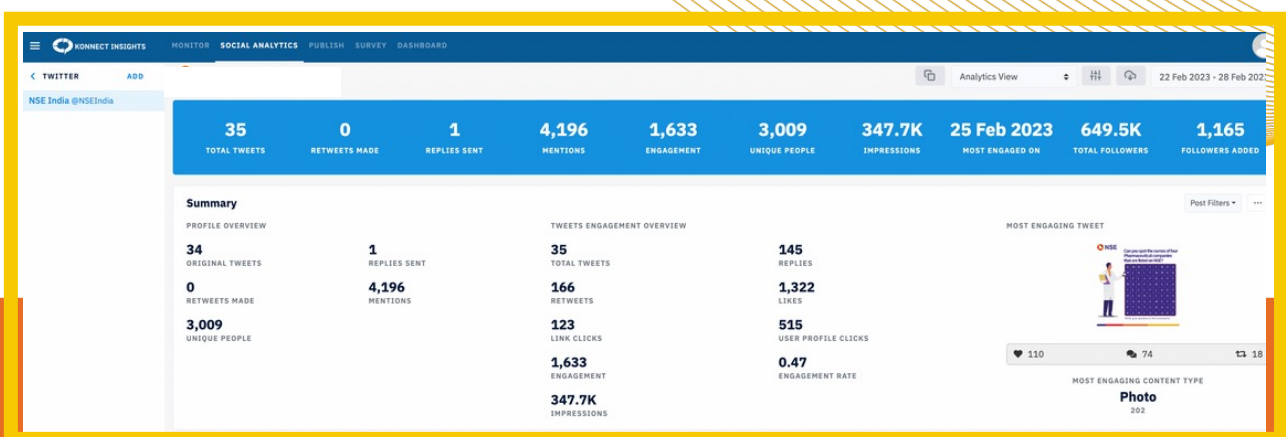
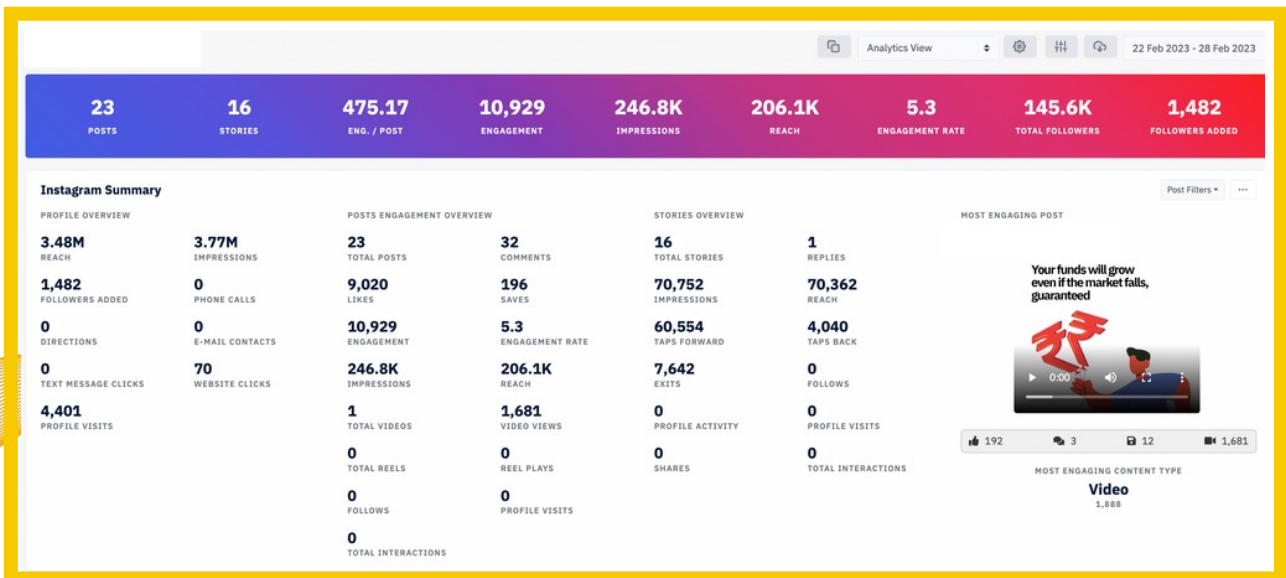
With a large follower base across their accounts, it is necessary for them to also be very proactive when it comes to engaging with the audience.



About the company

The organization relies on Konnect Insights' social media publishing module to take care of their social media postings.

They also leverage social listening and analytics in the platform, which aids them in monitoring, analyzing, and responding to conversations occurring on social media and web channels, to get insights that will help them manage engagement on social media and enhance consumer interaction.



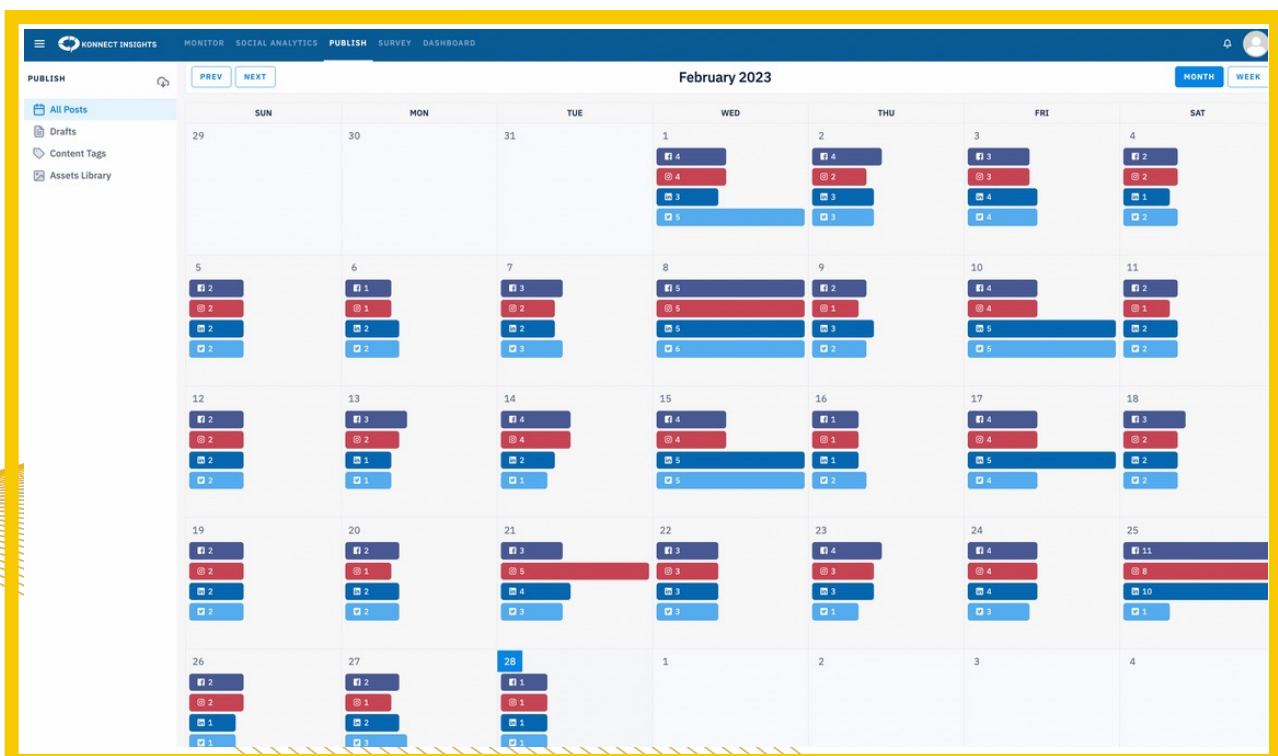
KONNECT INSIGHTS' SOCIAL PUBLISHING

The publishing module of Konnect Insights is feature-rich, and the brand uses it to ease social interactions. Let's take a look at some of the critical features they use.

CONTENT PLANNING AND SCHEDULING

The brand can plan its social media content in advance and schedule posts to be published at optimal times, ensuring that its content reaches the right audience at the right time.

The organization is quite active on its social media channels and has multiple posts going on all its social profiles on a daily basis. This feature enables the brand to schedule posts almost a month in advance, depending on the rate at which the agency readies them.



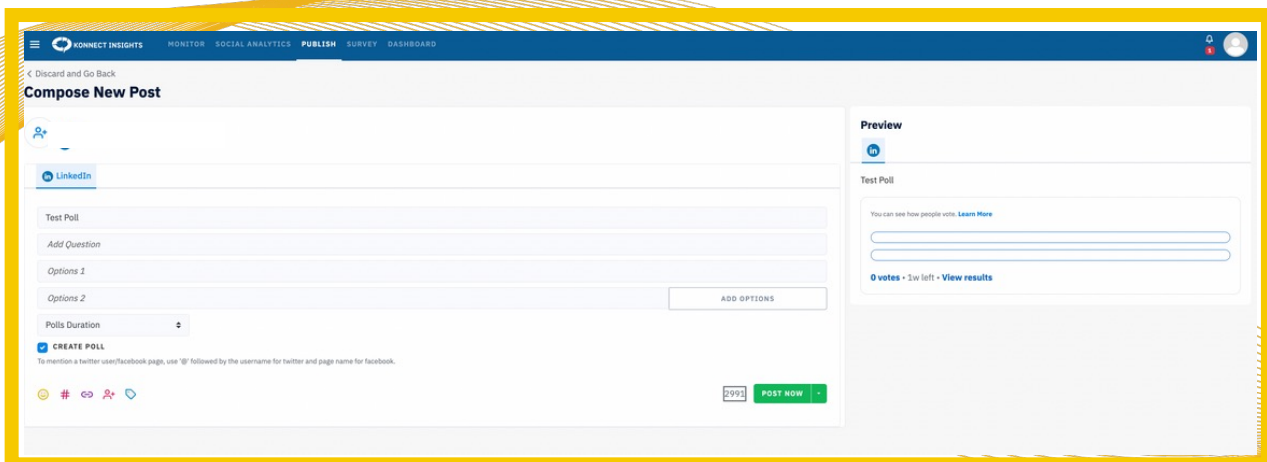


CONTENT CURATION

The platform provides the organization with the ability to suggest content recommendations, allowing it to stay on top of industry trends and deliver relevant content to its audience.

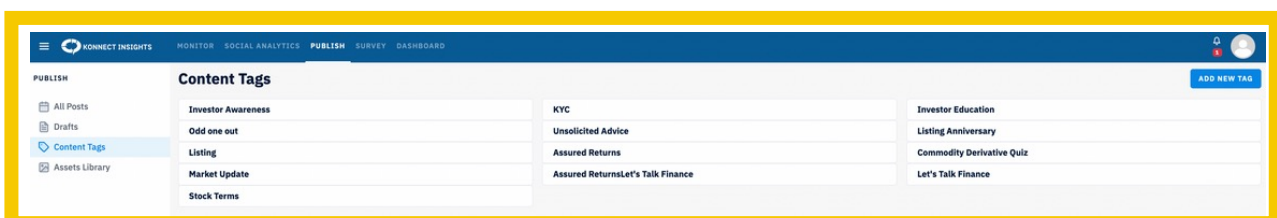
Another way the brand uses the publishing module is by posting polls from the Konnect Insights platform. Everybody posts 1-2 posts on a daily basis. To stand out from the crowd, brands need to find new and innovative ways. On LinkedIn, one of the latest trends to promote engagement is posting polls.

Konnect Insights enables the brand to generate LinkedIn polls from within the publishing module, so they only have to use one platform for all their publishing needs. Additionally, these polls also allow the brand to track the overall sentiment regarding the entire industry and the stock market as a whole.



It also makes extensive use of the **content bucketing feature** in the publishing module. This feature enables the brand to effectively track its social media campaigns and work on KPIs to improve overall engagement for current and future campaigns.

The brand is able to **make tags for each unique campaign**. These campaigns can then be used to monitor the progress of various campaigns.



COLLABORATION AND APPROVAL WORKFLOW

Konnect Insights allows the organization to set up a workflow for content approval, ensuring that all content is reviewed and approved before it is published on social media channels.

While the posts are created by their agency, it is the brand's team that approves them before going live. If they so wish, the brand can also make changes to the content before approving the posts.

This helps to maintain the quality and consistency of the content. The brand very effectively makes use of the approval function in the publishing module to ensure that posts go live only once they are approved

PERFORMANCE TRACKING AND REPORTING

The platform provides the stock exchange with real-time performance analytics and reporting, allowing the organization to measure the success of its social media campaigns and make data-driven decisions to improve customer engagement.

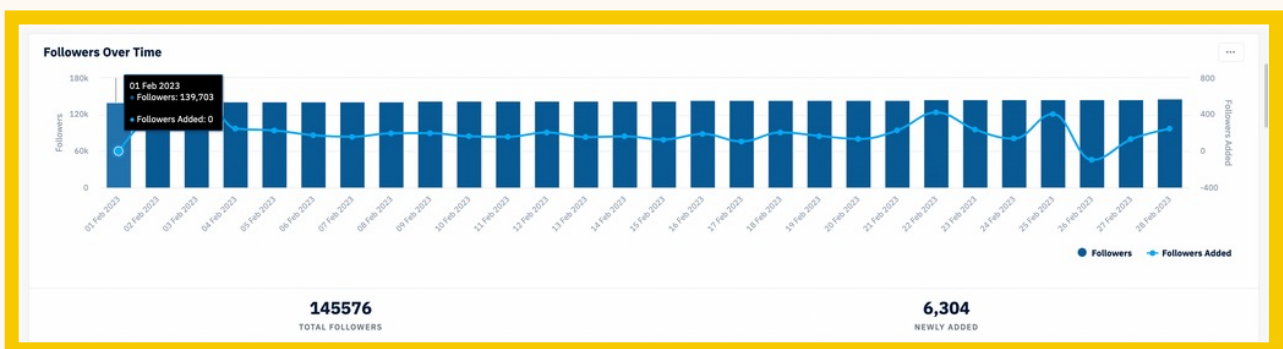


BUSINESS BENEFITS WITH KONNECT INSIGHTS

The advantage for the brand is that they use multiple features of the Konnect Insights platform, like **Social Listening, Online Reputation Management, Publishing, Social Analytics, and Dashboards**. This allows the brand to streamline its social media management as well as customer experience management within one platform.

This in turn has helped the brand save a lot of time, become more efficient, and, most importantly, increase productivity and effectiveness. Using a single platform has also empowered the agents and employees to better collaborate.

By utilizing the Publishing module of Konnect Insights, the brand has been able to achieve significant improvements in its social media performance and customer engagement.



4%

increase in its social media followers

5.3%

increase in customer engagement on social media channels

Moreover, the organization has improved its brand reputation and customer loyalty by keeping up with industry changes and delivering timely, relevant material to its audience.



CONCLUSION

The brand's usage of the Konnect Insights Publishing module is an excellent illustration of how businesses can employ social listening and analytics to raise consumer engagement and social media performance.

By implementing this module, the entity has been able to produce pertinent and timely information, manage its social media operations, and gather insightful data about its audience and social media performance. This has aided the brand in maintaining its engagement and ensuring world-class customer engagement and satisfaction.

