

VeriSign and Voce Communications: Joining the Conversation

Business case: online reputation management

The Opportunity

As a leader in internet infrastructure services, VeriSign has been helping their customers engage in trusted communication with their customers for over a decade. So when they and their agency partner, Voce Communications, decided that they needed to be paying attention to their own online reputation, they turned to Radian6 for help.

The Web moves fast, and with it, the sentiments and opinions of consumers online. VeriSign realized that people were talking about their company, and that they needed to be part of the conversation about their own brand. In a traditional industry, VeriSign was faced with the need to start their social media engine and get involved in the community.

Initial analysis by Voce and VeriSign uncovered that much of the feedback surfacing online about VeriSign was neutral or negative in tone. The companies saw this as a prime opportunity to not only monitor their reputation, but to learn who their industry influencers were, and respond to issues and concerns from their customers and leave a positive, progressive impression of their work.

The Approach

Radian6's platform monitors blogs, forums, online news, rich media, and networking sites and helps clients analyze the impact of comments, views, and links in real time.

Voce and VeriSign's initial approach involved careful setup of topic profiles on the Radian6 platform targeting important keywords for their company and industry. Voce set up an innovative process for internal updates and reporting.

"We set up an internal blog for the VeriSign team that communicates our findings each week," explains Mike Manuel, Director, New Media Programs at Voce Communications. "Our team analyzes all of the Radian6 monitoring results and regularly pulls out items for action and escalation for VeriSign's SSL, authentication, and domain registration business groups. It's a strategic and timely way to keep the VeriSign team informed about emerging trends, issues, and learnings that are important to their overall communication strategy."

The posts include, among other things, a summary of recommended actions for the VeriSign team, including how and where they should respond. Voce spends time analyzing important data from the influencer widgets, including which posts are receiving the most comment or bookmarking activity, to maximize the impact of VeriSign's participation in the conversations.

"Internally reporting the results from our social media monitoring has been valuable to our team, especially our sales force," explains Karen Snyder, New Media Program Manager for VeriSign. "By staying in tune with what's being said about our industry and our company across the web, our sales team is making better use of their internal meetings. They're strategizing about new opportunities, and actively uncovering sales leads as well as taking the pulse of the buzz around our brand. That kind of intelligence is invaluable."

Voce and VeriSign also execute project-specific monitoring with Radian6. Recently, Voce and VeriSign used influencer analysis to determine who on the Web was immersed in the rich media space in preparation for a new domain offering. Once they identified their target audience, VeriSign was able to better customize their messaging about this domain offering to appeal to the needs and interests of these potential customers.

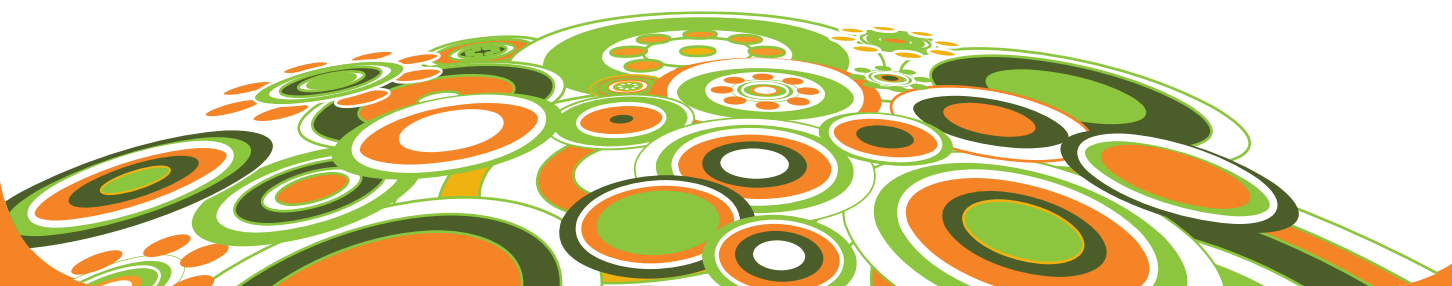
The Results

Monitoring social media with Radian6 has delivered several success stories and new opportunities for VeriSign and Voce Communications.

A compelling example surfaced at a recent technology conference, during which Voce and VeriSign were carefully listening to the buzz around the company. In addition to hearing what was being said specifically about their brand, VeriSign was able to stay on top of trends and buzzworthy topics that conference-goers were taking about. That provided their on-site representatives with great conversation starters.

"One specific blogger mentioned a token issue he was having during the conference, and we immediately uncovered the issue and forwarded it to the team," says Manuel. "The VeriSign team was able to track him down almost immediately to resolve the issue. The blogger – who also happened to be a key influencer in the industry – blogged again, this time about the response and VeriSign's quick resolution, turning a potentially negative situation into a positive, relationship-building opportunity."

Monitoring has uncovered other key outreach opportunities for VeriSign, including the ability to correct misinformation about their products and services. Their marketing department uncovered a key white paper that mentioned VeriSign and provided a powerful case study and rich market information for their messaging and positioning.



“That white paper was discovered through monitoring on a wide breadth of keywords, some of which were added after an initial analysis of our online reputation,” says Snyder. “We never would have found the document unless we had been monitoring with Radian6.”

The VeriSign team has also been hard at work with Voce Communications to further integrate the intelligence they gather into their overall corporate communications strategy.

“The intelligence we’ve uncovered through our social media monitoring with Voce and Radian6 has established the credibility and importance of online reputation management within the company,” Snyder explains. “We’re solidifying the value of social media outreach as a sound marketing strategy. It’s changing the way we do business.”

