

## Case Study

## Campbell Ewald

Talk to the folks at [Campbell Ewald](#) about social media, and you're talking to people who have been in this game for a while.

2009 represented the third year of the agency's dedicated social media practice. Back in 2006, the firm was engaged on a project that was heavily focused in online channels, and David Linabury – now the agency's SVP and Social Media Director – was convinced That interactive and social communications were going to play a significant role in the future of his industry.



## Engaged

“We were lucky to have some early wins in 2006, like a campaign that engaged over 50,000 participants,” he explains. “To us and to our client, it was proof that these social tools had immense potential to not only further communication initiatives, but build solid relationships with the customers in our communities. that was powerful.”

Linabury and the leadership team even integrate social media into their strategic planning, both for their agency and their clients. While many agencies rely heavily on traditional consumer research, Campbell Ewald sees social media as one of the most powerful ways to tap insights among community and consumers.

## Listening with Radian6

Listening and monitoring with Radian6 plays a significant role in their efforts, too. For their own company, Linabury's team monitors industry chatter across the blogosphere, and uses what they hear to help drive new strategies for them and for their clients. For example, while they learned that paid search wasn't generating the results they wanted, they discovered that social tools like Flickr, podcasts, and LinkedIn were really providing traction for their efforts online, so they were able to redirect their efforts where they'd have the most impact.



For their clients, Campbell Ewald creates detailed ecosystem maps of online conversations using the data they glean from Radian6 reporting. They help their clients overlay keywords and topics with sentiment, influencer, and feedback trends so they can adjust their communication strategies accordingly and make the most of the conversations happening about them online.

## ROI is really about relationships

“The ROI for us in social media is really about relationships,” says Linabury. “Listening and engaging across the social web lets us measure the impact of those relationships in real time, and the Radian6 platform allows us to break down and analyze the data we get to incredibly granular levels. Other tools just weren’t scalable or customizable enough for us, and we needed something that could keep up with the pace and volume of today’s social web.”

Want to learn more about Campbell Ewald and their social media practice? Visit their website [here](#) and check out some of the projects they’ve tackled. And if you’d like to check out Radian6 for yourself or your agency and see how we can help you too, sign up for a demo [here](#).