

## CASE STUDY

# HEARTBEAT HELPS NESTLÉ PURINA BUILD AN ENGAGED COMMUNITY WITH CATTITUDE

Nestlé Purina Canada uses Heartbeat, powered by Sysomos, to monitor its Feed the Cattitude campaign and nurture customer engagement by delivering relevant content.



### CHOOSING THE BEST TOOL FOR SOCIAL MEDIA INTELLIGENCE

Nestlé Purina Canada prides itself on innovative and engaging marketing that leverages pet owners' excitement about their pets.

A top priority for Gabriel Mederos, Nestlé Purina Canada's Manager of Public Relations and Corporate Affairs, was to improve the way that the company used social media to promote Purina brands. He found that Heartbeat best provided what the team needed: monitoring, comprehensive analysis, and detailed reports.

Reliable regional data mining was a big differentiator. Mederos says, "We want to identify Canadian pet heroes. Other social media monitoring tools combine all of North America and aren't good at differentiating Canada."

### CREATING A COMMUNITY WITH CATTITUDE

Nestlé Purina Canada's brand team started using Heartbeat to monitor Feed the Cattitude, an integrated campaign involving television spots, a landing page, a mobile app, and a Facebook page. Purina hoped to use Heartbeat to immediately tap into conversation trends on the Feed the Cattitude Facebook page and on other social media venues.

Heartbeat showed the team what topics generated the most conversation and engagement. Heartbeat's sentiment engine helped ensure the tone stayed positive. When the brand team encountered a few customer service issues, it passed them to the right department so they could be addressed quickly.

With Heartbeat, the team monitored industry trends and competitors and

listened to relevant conversations. It then integrated these trends into the upcoming editorial calendar, creating content aligned with users' interests and needs.

### **ENGAGING COMMUNITIES WITH UP-TO-THE-MINUTE CONTENT**

By creating relevant content, engagement levels grew compared with global Nestlé pages, even when the communities were small. Feed the Catittude rose to the top five most-engaged Facebook pages, as measured by SocialBakers.

## **Heartbeat helps maximize Nestlé Purina Canada's paid search investment.**

Use of Heartbeat extends beyond the Feed the Catittude campaign. Heartbeat helps maximize Nestlé Purina Canada's paid search investment by aligning search terms with current conversations and customer interests. Reporting from Heartbeat goes to the entire marketing team. Using data from high-level Heartbeat reports, managers can do a deeper dive into their specific Nestlé Purina Canada brands and inform future campaign strategy.



Heartbeat, powered by Sysomos, is a cost-effective real-time social media monitoring solution that provides constantly updated snapshots of social media conversations and online news. Nestlé Purina Canada finds Heartbeat's reporting, multi-user and role-based access capabilities particularly helpful. The company uses the tool for monitoring, comprehensive analysis, and managing its social media campaigns.

### **LEADING SOCIAL MEDIA ENGAGEMENT BY EXAMPLE**

"We've been extremely happy with Heartbeat," says Mederos, "so much so that we're starting to be ambassadors for it with other Nestlé companies." Many of Nestlé Purina Canada's brands identify social media as a tool they want to use more in the future.

The Public Relations department issued a mandate for the coming year: no brand will launch a social media program without listening to the conversation first. For instance, Purina applied what it learned from the Feed the Catittude campaign to re-launch the Purina National Dog Show Facebook page.

Using Heartbeat to listen to conversations about dog shows gave Purina insights to incorporate into future Facebook posts.

"Heartbeat gives us so much of the functionality we are looking for," says Mederos. "It's been a very efficient and effective tool." He predicts that in the future Heartbeat will play a big role in enabling other Purina brands to launch their social media presence, making it easy for them to identify the content and tone that the brands should create to drive sales and engagement.



### **SITUATION:**

Nestlé Purina Canada's marketing department needed to improve its brand's social media presence in Canada, create successful promotions, and build an engaged community of fans. One of its main challenges was targeting and listening to Canadian customers on social media rather than all North America.

### **SOLUTION:**

Heartbeat, powered by Sysomos, reveals Canada-specific social media conversations, pinpointing the topics that generate the most interest and engagement. Nestlé Purina Canada uses these insights to integrate current, relevant content into existing and new promotions on Twitter and Facebook.

### **IMPACT:**

Nestlé Purina Canada increases the impact of its paid search investment by aligning search terms with customer interest. It also grows engagement measurably; Feed the Catittude ranks among the top five most-engaged Facebook pages.