



Agency POV

Client: Michaels

Date: 05/22/2015

Purpose: Coming out of the last meeting, the client asked for us too pick a new platform for contests and sweepstakes between the Curalate and Sprinklr social media management modules. The Agency believes that by using the strategies listed below, the Client can host successful contests and sweepstakes.

Observation: In recent years, big brands have hosted some of the most successful sweepstakes and contests and have generated awareness and social buzz from their audience. The predominate strategic approach is to create an integrated contest or sweepstakes that launches using social media as a barrier to entry. The platform that will be best will have an ability to use social media platforms such as instagram and pinterest to create UGC, which will act as the images, and data that will be used to enact the sweepstakes.

Product Overview:

Sprinklr

Sprinklr is an enterprise-level, social media management platform, used for customer care, engagement, community management, listening, publishing and analytics. About one-third of their customers are agencies. The rest cover several industries, but there is a technology focus, with computer software, computer networking, Internet and IT and services being the most represented industries. Many of their customers have more than 10,000 employees. Some of Sprinklr's customers include Microsoft, IHG, Samsung, and Citi. Used for Large-scale social media management operations that have custom needs.

Curalate

Curalate is a visual marketing platform for Instagram, Pinterest, Tumblr and Facebook. It helps organizations improve their brand's web presence with image analytics and user generated content. Curalate features image recognition technology, community engagement, social media analytics, user generated content, social promotions and contests, keyword analysis, pinterest analytics, & instagram analytics.

Pros & Cons:

Sprinklr Pros

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- Has the ability to create custom dashboards for different team members, as well as the ability to build custom workflow operations to allow the tool to do exactly what we need of it.
- Extensive availability of data, the visual presentation and the customizability of Sprinklr dashboards and reports. There is an availability of integration with other tools, such as Google Analytics.
- Sprinklr allows us to handle a high volume of Social activities efficiently. Sprinklr has a workflow, governance and approval processes, as well as a custom user permissions level
- The support team is very helpful, both in terms of resolving technical issues as well as training and setting customers up for success

Sprinklr Cons

- Interface could be more intuitive.
- Some time and training will be required to fully take advantage of tool.
- Constant product updates, this reflects the innovation of the vendor, but also can lead to occasional load time issues and other glitches.
- Given the power and customizability of the product, it can take some time and require some assistance to implement properly.
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Recommendation: The Agency recommends consistently participating with other relevant Twitter chats (but not in direct competition) to the brand 1-2 times a week. Chats to consider:

- #CakeTalk hosted by Food Network's SugarStars co-host Yolanda Gampp every Wednesday, 2-3pm EST
- #CBloggers hosted by Creative Bloggers group every Thursday, 4:30-5:30pm EST
- #HandmadeHour hosted by Handmade Nation every Wednesday 2:30-4:30pm EST
- #HandmadeHourUSA hosted by Handmade Nation every Wednesday 7-8pm EST
- #CraftHour hosted by Etsy every Sunday 2-3pm EST

Create integrated campaigns that reach consumers 3-4 days prior to event, include additional promotion collateral, and conclude with gratitude as outlined in the strategy section.

Next Steps:

- Client feedback/approval on strategy and tactics - **5/29**
- Agency to utilize approved tactics to build integrated campaign for Brand Sale in August – **TBD**