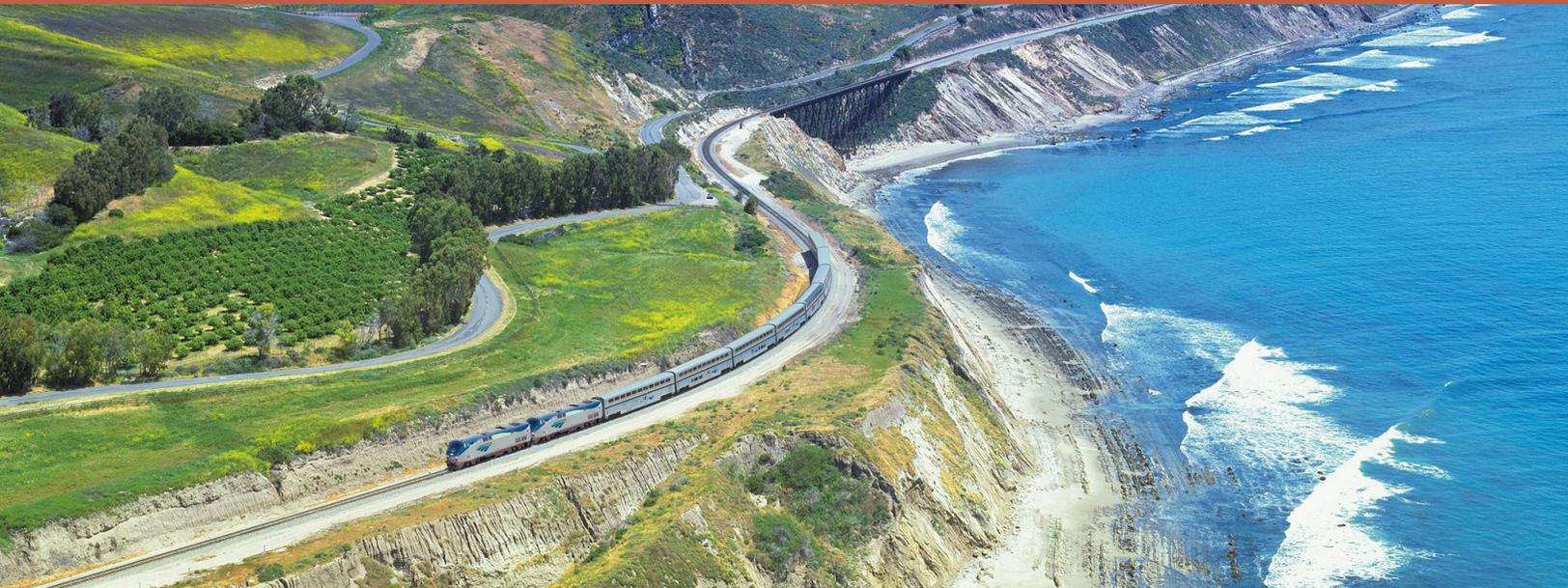




# Amtrak's Analytical Ally:

## How TrackMaven Helps Build the Case for Marketing Resources



"When I look at my team's time, I need to be able to answer, 'Is it still worth creating content that we're not going to put dollars behind? If it is, how do I prove that?' That's where TrackMaven comes in. What we have relied on TrackMaven for at a very top level is the fight for budget."

**Julia Quinn**, *Director of Public Relations, Amtrak*

In Julia Quinn's six years at Amtrak, social media has grown from being a portion of her job to her entire job to the focus of an entire team under her direction. In her current role as Director of Public Relations, she brings social and traditional media together.

Facebook, Twitter, and other platforms are now essential tools for this relatively traditional organization. Julia's challenge is helping other Amtrak leaders understand the value of those tools. That's why she turns to TrackMaven.

## **UNDER A MICROSCOPE, FIGHTING FOR BUDGET**

"I might be the most senior person who understands social at the organization," she says. "I get the opportunity to present a lot at a very senior executive level."

Those executives look to Julia's team for guidance on social and digital strategy. But as the importance of social media is rising, so too is the pressure to allocate more funds to it.

A train derailment in 2015 clarified the impact of social communication. "All of the news is breaking on social, live tweeting, and you're seeing the tweets pop up on CNN, MSNBC, in real-time," says Quinn. "I think it put social under a microscope."

Meanwhile, social media channels were increasing the costs of reaching users, requiring more paid promotion. "We came under a microscope and then I needed to up my game in fighting for our budget dollars at the same time."

Today, says Quinn, even excellent content won't reach many people if marketers don't promote it.

"It was great when you could have a beautiful piece of content that was highly curated and reach 60 percent of your audience because they agreed it was good. That's just not the case anymore. On average, brands are seeing three percent audience engagement, two-and-a-half percent, something like that. We average four percent."

Quinn — who wonders whether there's "even such thing as organic content anymore" — needs the money to succeed on social. TrackMaven helps her explain this to her board.

## **BUILDING THE CASE FOR MORE RESOURCES**

"We've always had an advertising budget. The budget is pretty fixed year to year, depending on how successful we are, and all of a sudden, I'm having to fight against traditional marketing dollars."

TrackMaven is central to that resource conversation, helping Quinn and her team look at lifestyle brands outside their industry to show executives that "none of it's happening for free, and here is how quickly they're ideating and changing."

TrackMaven helps Quinn in making that argument to senior staff. "When I look at my team's time, I need to be able to answer, 'Is it still worth creating content that we're not going to put dollars behind? If it is, how do I prove that?' That's where TrackMaven comes in. What we have relied on TrackMaven for at a very top level is the fight for budget."

## **AMTRAK'S ANALYTICAL ALLY**

Going forward, Quinn expects TrackMaven to fill a key role on her team. After all, six years ago, her board showed little interest in social data. Now, they're asking for bi-weekly dashboards.

"I think that that's the biggest challenge for all people managing brands: there's so much data. Who's helping me digest it? Because guess what didn't happen when I got a social team? I didn't get five analysts to crunch data for me. I had to look for things like TrackMaven to do that for me in smaller, digestible bites."

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