

"In most companies now, content is essential, but being able to communicate the value of content is equally important to the investment. We use TrackMaven to prove that value."

— Troy Janisch, VP, Social Intelligence, U.S. Bank

SUMMARY

What can finance learn from Facebook? What should a bank tweet after a tragedy? How does Instagram relate to interest rates?

It's Troy Janisch's job to answer those questions and more. He's the Vice President of Social Intelligence at U.S. Bank, an institution based in Minneapolis with over 3,150 branches.

At U.S. Bank, social media is about more than money memes. Janisch and his team oversee social monitoring, management, and benchmarking to provide their colleagues with actionable business insights.

"The social intelligence team that I lead is all about leveraging social data to create company insights," says Janisch. "A portion of that is looking at how our content performs by benchmarking against ourselves in the past and against competitors."

CONTENT IS CRITICAL — BUT MEASUREMENT IS MANDATORY

As Janisch tells it, "content is the foundation" for social media, digital marketing, search engine optimization, and competitive intelligence. U.S. Bank's content is often the first step to customer acquisition. Competitor content is often the sign of a new offering.

Gaining a content advantage, however, requires rigorous analysis. In an industry that depends on customer service, social data can help the bank understand the concepts and products that most resonate with its audience. "In most companies now, content is essential, but being able to communicate the value of content is equally important to the investment," says Janisch.



Founded in 1929, U.S. Bank is the fifth largest commercial commercial bank in the United States.

INDUSTRY

Finance

HQ

Minneapolis, Minnesota

URL

www.usbank.com

Overall, U.S. Bank needed a social analytics tool powerful enough to reveal each piece of content's true effectiveness, both for itself and its competitors. And for that, they turned to TrackMaven.

OPTIMIZING PERFORMANCE

The U.S. Bank content team relies on TrackMaven insights from the beginning of its creative process.

"If there's a topic and we want to see what's the best content that's been delivered or can be delivered, TrackMaven is that tool," says Janisch. "It helps us anticipate what type of performance we can get with the content we create."

Then, TrackMaven helps the team understand if the content "performs as well as or better than the content we published in the past, and other content that's been shared on the same topic."

WATCHING THE COMPETITION

The platform also helps Janisch and his colleagues direct their energy into tactics that have already worked for others. But monitoring competitors isn't just about discovering repeatable best practices.

Sometimes, a competitor's marketing can indicate more fundamental business shifts. Janisch says the bank's innovation team uses TrackMaven alerts for "keywords that are related to new innovations and product announcements in our field."

The result is a two-part advantage. "First, we can see what our competitors are doing from a product innovation perspective. Second, we can see how that content is being received by our target audiences on the other side."

QUICK REWARDS, WIDESPREAD VALUE

"TrackMaven provides quick rewards to its users," says Janisch. In fact, there are over 30 users inside U.S. Bank. "We have lots of users because TrackMaven is an easy tool that gives us meaningful results."

From a social intelligence perspective, TrackMaven factors in at the C-Suite level. "We use TrackMaven to provide daily, weekly, and monthly insights on our industry to our executives."

In fact, Janisch, says, his team's reporting has gained wider popularity beyond the C-suite. "Over time, these executive updates have gotten so popular, they've gained wider distribution across the company. People appreciate a daily glimpse of what's happening in the social environment in our industry."

Looking to the future, Janisch plans to use TrackMaven to gauge how updated branding in certain markets impacts engagement. He also plans to take advantage of TrackMaven's new Facebook Paid Content Detection feature, which allows users to see which content is promoted and which is not on Facebook — for their own content, and for the content of competitors, peers, and influencers.

Janisch says that he and his team are "in TrackMaven every day." It's a bedrock platform for the U.S. Bank's social intelligence team. "In our collection of tools for social media, a content-centric tool like TrackMaven really earns its spot."

TrackMaven