



LITTLE BIRD

CUSTOMER STORIES

Company: Iron Mountain

Initial Goal for Using Little Bird: Content Marketing

Ongoing Uses: Social Sales, Event Marketing

How Digital Records Management Company Iron Mountain Uses Little Bird for Their Content Marketing, Sales and Event Marketing Strategies

Summary

When digital records management company Iron Mountain wanted to ramp up its content marketing to existing and new markets, it turned to Little Bird to find opportunities and inspiration.

The team's previous efforts to discover social marketing opportunities in relevant verticals felt laborious, inexact and less scalable than they needed to be. Early success with Little Bird in content marketing is leading to adoption in multiple parts of the organization.



"I use Little Bird's Share and Engage page to discover hot conversations people are having and I comment on them. When my comments started getting traction, that really got people excited." – Karen Guglielmo, Content Marketing Manager

How Karen and Her Team at Iron Mountain Use Little Bird for Content Marketing

Karen Guglielmo, Content Marketing Manager at Iron Mountain, helps her team use Little Bird to find people online to read and engage with in their target markets. It was when she used the platform herself to start engaging online that she started stacking up the kinds of wins that really excited her coworkers.


Karen took specific examples of conversations she engaged in with target market thought leaders that got traction, showing her team which influencers replied and reshared her comments and then counting up the new aggregate audience she was exposed to as a result of those conversations.

"When I was able to show how Little Bird pointed me to a thread I could comment on and the resulting pass-along put me in front of 80,000 potential readers with just a few minutes of thought required to compose what I wrote—that got people really excited about Little Bird."

» Iron Mountain Content Marketing team members now use Little Bird to map, track and engage with thought leaders and conversations in a wide variety of markets where the company wants to build visibility with prospective buyers. You could say social engagement is the new SEO: a way to be discovered by surrounding yourself with high quality content and connections.

» From major content initiatives to everyday lightweight conversations online, Little Bird uses influential experts as a lense to filter the web, saving you time and helping you jump over the learning curve to create your own content online.

<Little Bird's Share & Engage from Report on HR Strategy>



HR Strategy



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Share & Engage

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How You Can Quickly Achieve “Content Traction” Using Little Bird

1. Bookmark the Share and Engage page from any report to easily check-in with dynamically updated content around your report topic.
2. Visit regularly to engage with, reshare, and add value to these conversations in order to build your own stature in a given field.
3. Reshare on several networks, including Twitter, Facebook, LinkedIn, Google+, Buffer and more.

How Iron Mountain Is Starting To Use Little Bird for Sales

» Iron Mountain's sales people are now starting to use Little Bird to help them get active in social media without the long, steep learning curve. **Conversations with industry leaders yield more sales leads by increasing your visibility and improving market perception of you as a credible, well-informed market participant.**

How Iron Mountain Is Starting To Use Little Bird for Events

» As Iron Mountain prepares to send its team to a key industry event, it's working with the Little Bird team to put together a set of reports and a strategy for focusing the company's feet-on-the-ground time on key influencers who will also be at the event.

Contact Little Bird

Little Bird customers can use online social network analysis to prioritize their offline outreach in sales and marketing. The Little Bird team would love to help your company do supercharged work like Iron Mountain. We can help you take your social media efforts to the next level, not just in marketing, but throughout your organization.

getlittlebird.com | sales@getlittlebird.com