



# LITTLE BIRD

## CUSTOMER STORIES

**Company:** Orchestrate

**Initial Goal for Using Little Bird:** Influencer Discovery

**Subsequent Uses:** Engagement and Content Marketing

### How Orchestrate Uses Little Bird to Identify Topical Insiders, Begin Their Engagement, and Create Content to Connect with Future Customers

#### Summary

When CEO Tony Falco founded Orchestrate, he and his small team needed to extend their deep knowledge of the database community out into more niche spaces, like the communities around API, Javascript, and other complementary disciplines online.

Their approach? Begin to create solid reports in Little Bird, and then use various elements within the Little Bird platform to take the next steps towards engagement and content creation.



*"We know all the leaders in the database community, but now we're building something that makes databases easier for people in the API community, the Javascript community, and other communities like that. We need to learn*

*who more of the leaders in those communities are, start building relationships with them and start creating high-quality content."* -Tony Falco, Founder/Orchestrate

#### Strategy

Tony and his team spent some well-used time thinking about the target communities online that make up their intended audience; people who pay attention to programming, open source, mobile apps, and so on.

» Once they run reports around these types of communities, Little Bird helps with actionable steps via **Daily Mission Emails** with suggestions on who to connect with on Twitter (and other social networks) each day, as well as relevant content to learn from and share.

» Next, they bookmark the **Share & Engage** pages for the reports they want to focus on to watch for interesting new developments in their new target markets.

» Also on their weekly radar are the **top blogs** associated with the Insiders of every report. They visit those blogs and see what kinds of topics leaders in their field are talking about. They take note how those topics are discussed too, so they can talk about them in a way that's consistent with how others do.

» For conferences they consider to attend and/or sponsor, Orchestrate runs a Little Bird report on that conference to see what the online community gathering around that conference looks like. They then use the **Discover Connections** tool to see who they are already connected to around the event, which greatly helps them make informed decisions with their precious conference budget.

Tony and his team have also provided us an invaluable feedback loop that has helped us focus on some of the items we need to improve upon (and are!) Things like:

- Instructional documentation and helpful User Guides to help current and future customers use the Little Bird platform
- Some focus on surfacing more relevant blogs

It is this type of partnership that we cherish. As we learn from each other, we are able to collectively refine our various tools and practices to make the internet a better place, in general.

### 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 Orchestrate. We can help you take your social media efforts to the next level, not just in marketing, but throughout your organization.

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