

# SOCIAL MEDIA AT



**A B2B CASE STUDY FROM:**



## **INTRODUCTION**

Compuware is the global market leader in application performance management. They provide software, experts and best practices to ensure applications work well and deliver business value. Compuware solutions optimize application performance across the Enterprise and the Internet for leading organizations around the world, including 46 of the top 50 Fortune 500 companies and 12 of the top 20 most visited U.S. web sites.

Compuware's culture of empowerment starts at the top, with CEO Peter Karmanos Jr, and his entrepreneurial spirit. Upon hearing the benefits that other leading technology companies realized through social media, Mr. Karmanos took an active interest in ensuring that his marketing team was effectively incorporating social media into their overall marketing plan.

## **ABOUT MAD PERSPECTIVES LLC**

MAD Perspectives is an independent consultancy providing strategic planning services to help B2B companies align, define and coordinate their use of digital media solutions. With the increasing volume of online solutions for storytelling, MAD Perspective helps clients sift through the myriad of online video, presentation sharing, micro-blogging and social networking platforms to select the platforms that help them fulfill their business goals.

MAD Perspectives is providing this case study to help B2B companies learn from their counterparts. MAD Perspectives has not nor does not currently advise or consult to Compuware on its use of social media. Compuware is not a MAD Perspectives client.

## EMPOWERMENT & INTEGRATION

Compuware's digital media strategy is led by Eric Kushner, Director Marketing Strategy. Eric's background in marketing and PR for start-ups and enterprise-class clients, uniquely positions him to develop and drive a fully integrated marketing strategy for Compuware. Employee empowerment and marketing integration are at the core of Compuware's social media strategy.

Compuware's culture is one of empowerment. During the hiring process, Compuware seeks to identify high performing, trust worthy talent and once identified, to put them in a position where they can succeed in delivering value to their clients, the organization and themselves. While they have an employee code of conduct, it has not been modified to specifically address social media. This reflects their belief that every individual hired is capable of representing the company in a professional manner in any situation: in person, on the phone or online. Compuware does not have an explicit social media policy, but they have recently developed and delivered a 'Social Media for Sales' curriculum. The goal is to teach their telemarketers and direct sales reps how to mine social networking platforms and web dialogue in order to create composite images of the organizations and IT environments that they are selling into. Compuware views social media as one of many marketing channels through which they can connect and communicate with their customers. When considered from this viewpoint, social media is simply another platform where customers can be found. There may be different platforms to leverage and there may be different styles of communication, but it's still about finding and connecting with Compuware's existing and prospective customers, as well as those that influence them.

Compuware's homepage, [www.compuware.com](http://www.compuware.com) reflects these various marketing channels, enabling customers to easily access the information or content they desire.



This ability to easily navigate to information provided in the desired format (i.e., summary, detailed, video) or to elect to “follow” Compuware via its social channels increases Compuware’s appeal to a broader set of potential customers.

## SOCIAL MEDIA INITIATIVES

Consistent with its stated goal for an integrated marketing strategy, Compuware leverages several social platforms to attract and inform customers. Compuware leverages its five person digital media team to support the social media discipline across the organization as part of their overall responsibilities. This team is responsible for providing guidance to employees who wish to leverage the various social networks and for building out and supporting the company’s presence on the social networks. They work with solution and campaign marketing to maintain an editorial calendar that maps their social media efforts with planned marketing initiatives and provide a coordinating function to ensure a steady stream of information.

Compuware is using the following social platforms:

### Blog:

Compuware’s blog, Performance Matters, is located within their website framework (<http://blog.compuware.com>). It is a found via the social media tab on the homepage. The blog is written by Compuware employees representing product marketing, product strategy, solution marketing and IT. Their posts reflect thoughts on performance management as it relates to trending topics, organizational challenges, specific applications, functionality basics, end user experience and more.



The blogs provide perspectives that are not evident in the standard brochures and case studies, thus augmenting the existing marketing materials. Compuware does post a disclaimer regarding blog authorship: “The individuals who post here are employed by Compuware Corporation. The opinions expressed here are the author's and are not reviewed in advance by anyone other than the individual author. The opinions do not necessarily reflect the opinions of Compuware.” Considering that Compuware does not have a social media or blog policy, the disclaimer provides clarity to readers as to the intent and integrity of the blog posts.

Navigation through the blog is simple and clear. It is possible to simply scroll through blog posts or to search by category or topic. Compuware has enabled easy navigation back to their home page while also embedding a twitter feed to see what Compuware's Twitter "Rock Stars" are tweeting about.

## Twitter:

Compuware is leveraging Twitter via several different identities: @Compuware, @compuwarejobs, @covisint, and @gomez\_inc. Compuware is the parent company of Covisint (identity management) and Gomez (web performance management). @compuware cross references both Covisint and Gomez on its Twitter page and re-tweets their posts. Each Twitter homepage reflects branding consistent with its corporate entity.



Twitter is used to reinforce existing marcom efforts and to listen to customers. Using Tweet Deck and Hoot Suite, Compuware is able to gain an immediate understanding of customer satisfaction. Issues are quickly escalated to customer support for resolution. In addition to listening to their customers, Compuware is using Twitter to reinforce product or industry announcements, presence at events, press releases and analyst and media engagement.

Compuware has used Twitter at events to drive attendees to their booth. They sent out tweets to target customers inviting them to come to the booth within a specific timeframe. The first employees from the target companies to show up would receive gift cards for music downloads. Once the customers were in the booth, Compuware could invite them to learn more about their products.

In addition, Compuware's Tweetstream reflects other aspects of the organizational personality including its ties to the National Hockey League and the local Detroit community. Compuware CEO & Chairman Peter Karmanos Jr. is a co-owner of the Carolina Hurricanes and longtime advocate for the revitalization of Detroit. While these interests are not direct Compuware responsibilities or investments, they are part of its corporate personality. By providing a view into Mr. Karmanos's, and Compuware employees', commitment to various community causes and events, customers gain an additional perspective on the company.

## Facebook

Compuware has a robust Facebook fan page, [www.facebook.com/compuware](http://www.facebook.com/compuware). The page reflects a holistic perspective of their social media channels. The wall features posts with similar content to their tweets. In addition, however, the page includes their RSS feeds from their blog and newsroom, YouTube videos, photos from industry and community events and announcements about upcoming events. Compuware, like many B2B companies, does struggle with the relevance of Facebook in the B2B market. That said their fan page is an extension of their corporate brand.

Another goal for Compuware's use of Facebook is employee recruitment. Compuware posts information about its employment practices, where they will be recruiting and how candidates can contact a recruiter. This approach provides prospective employees with an opportunity to learn about Compuware via a channel they know well. In addition, it makes Compuware more approachable.



## LinkedIn:

Compuware maintains a company page plus several groups. The Compuware Global Community focuses on connecting anyone with a professional relationship to Compuware. This group includes current and former employees, vendors and partners. The Compuware Connection Group is a community for alumni to connect and share stories.

Approximately 50% of Compuware employees are using LinkedIn. There is a company profile, which is branded as much as LinkedIn allows. Employees participate in groups related to Compuware's core competencies in application performance management, identity management or web performance management as well as industry groups around IT service management and ITIL.

Compuware uses LinkedIn for employee recruitment as well as for account and prospect intelligence training their sales force in how to leverage the platform to create composite images of the technology organization and environment in the companies that they are seeking to penetrate.

## YouTube:

Compuware has created YouTube 'mockumentaries', customer testimonials and animated conceptual presentations. Compuware has clearly thought about their use of the YouTube channel for informing, educating and attracting. They inform and attract customers about Compuware products and successes.



They attract potential employees by showing different facets of their corporate personality. While Compuware has serious products with market leading capabilities, their videos show their fun side and their ability to laugh at themselves. This is appealing to prospective employees.

Compuware is consistent in its goals to integrate its marketing channels. Compuware maintains the Gomez brand for web performance management, thus Gomez has its own YouTube channel. The Compuware YouTube channel draws attention to Gomez through 'favoriting' their videos. In addition, Compuware enables viewers to visit the corporate site by providing links to their website.

## MEASURING SUCCESS

Compuware's approach to social media is that each platform is another facet to their overall marketing strategy. While they do track links, Twitter followers and bit.ly clicks, they are not explicitly pursuing social media monitoring beyond audience listening, and response management tools. However, this will soon change as Compuware telemarketers and sales teams become more familiar with the various social outlets. These teams will be able to provide feedback on relevant metrics that a social media

monitoring tool should capture, with a focus on account intelligence and prospecting due diligence. These social metrics will be combined with current marketing metrics such as:

- Cost of customer acquisition
- Conversion rates
- Campaign success
- Event attendance & leads
- Marketing influence

Compuware continues to perform retroactive analysis of deals won to identify how customers interacted across campaigns. This is a traditional approach, which now incorporates the social media channels, to ensure that the company is touching the right people at the right points in the purchase process. As further data is collected, Compuware will be able to determine the level of impact from social media.

Compuware may consider a formal social media monitoring platform as they continue their use of social networks. Given Compuware's integrated approach, the best tool is one that can provide them with a holistic view of industry conversations and trends while correlating their campaigns and results.

## SUMMARY

Compuware has embraced social media as an integral part of their marketing strategy. They are using social networks to allow their customers to obtain content in whatever forum is most useful, accessible or relevant to them. They are regularly updating content on the various platforms, linking sites and reinforcing their brand. The numbers of fans, followers and subscribers across the social networks is rising, but the absolute numbers are low reflecting the business-to-business nature of their solutions. That said, Twitter mentions do increase around product announcements and events. For all users of social media, it's an evolution and the true value of social media for Compuware will unfold over time.

Given their culture of empowerment, collaboration and fun, social networks should provide Compuware with an opportunity to let their corporate personality shine through. Given the small size of Compuware's digital media team, it is impressive how they are actively thinking about how each platform will enrich their customer engagement. If an initial goal for any B2B company is to use social media to provide authenticity and transparency, Compuware is on the right path.