



# Nissan GB

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**Social Media Optimisation**



**Brave & Heart**

# The Challenge

It has been some time since Nissan GB started their journey in social media. Much has changed. People, priorities, budgets, tools and agencies.

Recently the team had focused on social advertising - leading to some great results in this area. The KPI's on social though told a different story - with decreasing awareness, conversations and reputation online. Nissan GB were asking themselves:-

Are we doing the **RIGHT** things?

Do we have the **CORRECT** organisation?

Are our agencies **OPTIMISED** for the future?

Enter Brave & Heart.

With deep experience in the reality of social and digital, a detailed understanding of automotive customer behaviour, and the ability to manage complex reorganisations we were **perfectly** placed to take up this challenge.



**“After 7 years managing social media we want to regain focus on what we are doing in social and why. How could we utilise online conversations to converse with our customers more effectively?”**

Leonie Tapley - Nissan GB

We started immediately with our bespoke **3D** process - an agile and rapid methodology focused on getting straight to the root cause of any challenge.

## DISCOVER

The most important part of the process - ensuring any actionable next steps were based on facts, not feelings.

Utilising a qualitative & quantitative methodology we sat with **ALL** the key people at Nissan **AND** their agencies to understand the current landscape.

What worked, what could be improved and what was the business trying to achieve?

## DESIGN

Then we worked closely with our expert team to design a number of solutions for the challenge.

We developed new organisational ways of thinking for multiple scenarios, created a new set of KPI's and MOST (mission, objectives, strategies and tactics) and developed job descriptions for all roles.

Using our "**Be Brave**" mindset we reframed thinking around the "Social Media" department and highlighted a new approach, recommending a mindset change to "Community & Influence".

## DELIVER

Finally we sat with Nissan and their agencies to deliver the new structure, taking all relevant staff through the updated organisation and their roles and responsibilities, ensuring a smooth implementation to the new way of working.

# The Results

Identifying **immediate** synergies we worked **quickly** with Nissan GB to put in place agency changes that streamlined the workflow, optimised expertise and enhanced quality.

These changes were **highly effective** - allowing the absorption of social activities into existing creative workflows at the agency, creating significant **cost and time efficiencies**.

The result was a resounding success, with at least **100K GBP** of cost optimisations expected in the first year alone.

Nissan GB will expand their expertise to enhance this new way of working, focusing the team on the task of creating advocates, developing communities and harnessing influencers.

With Brave & Heart support Nissan GB are on the path to **success** for 2019, focused on driving **positive** engagement **with** Nissan customers **for** the brand.



**“Brave & Heart quickly highlighted areas for optimisation, helping create cost savings and lay the foundation for a new way of engaging with customers for 2019.”**

Nicolas Verneuil - Nissan GB