# Case Study: Monster Worldwide Inc.

How Monster Worldwide grew its share of voice with social media listening

One of the world's largest employment websites, Monster Worldwide Inc., is now using social media to connect people and job opportunities around the globe. Find out how Monster uses deep listening to connect with job seekers and employers to build positive and lasting brand sentiment in a highly competitive market.

Monster Worldwide Inc.

Monster is a global leader in connecting people to jobs, wherever they are. For more than 20 years, Monster has helped people improve their lives with better jobs and employers find the best talent. Today, the company offers services in more than 40 countries, providing some of the most sophisticated job seeking, career management, recruitment, and talent management capabilities. Monster's global network sees 29 resumes uploaded, 7,900 jobs searched, and 2,800 jobs viewed every minute.
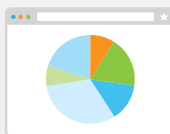
More than 30% share of voice among our four other largest competitors

80% less time and resources spent on producing superior results since Hootsuite

262% growth in Twitter RTs and over 300% increase in mentions when comparing last 3 months in 2014 vs in 2013

CASE STUDY: MONSTER WORLDWIDE INC.

What They Did

Building positive brand sentiment

With employers and job seekers having more opportunities to connect on Facebook, Twitter, and LinkedIn, companies like Monster have faced a need to expand efforts across the social web.

Integrating social media across an organization that's been around for nearly 20 years comes with its own challenges. Monster is a long-established organization in the job search space. Traditionally, people only search for jobs every few years, meaning Monster has to keep their brand top of mind over longer periods of time. With new competitors and niche solutions for different industries, Monster must be proactive in showing that their brand is still the dominant player in the marketplace.

Building positive brand sentiment and relevance while protecting the brand are essential to stay top of mind over longer periods of time. Monitoring for brand and competitive sentiment is a huge undertaking. Monster's growing social media team, headed by Patrick Gillooly, Director of Digital Communication and Social Media, is challenged to manage so many channels and conversations with finite resources.

How They Did It

Using Hootsuite and Brandwatch Analytics to develop lasting relationships

Monster uses both Brandwatch Analytics and Hootsuite to help build the brand and develop lasting relationships with job seekers. Hootsuite acts as a hub for all listening and engagement on behalf of the Monster brand. As a first step, they set up dozens of keyword, @mention and hashtag search streams to listen for various job- and employer-search signals.

For example, listening to #JobInterview or #LoveMyJob within Hootsuite might give them an opportunity to engage with job seekers or find great employers. People may not be talking about Monster per-se, but it gives them a chance to make a positive connection and stay top of mind.

Setting up Hootsuite listening streams for regional teams and their competitors allows Gillooly to grow and protect the brand, stay on top of industry trends and competitors, and monitor for conversation topics regionally. "Hootsuite allows us to stay organized and see conversations easily," he says. "Making highly personal connections online, which is essential to our business growth today, is that much easier."

> "Recruiters desire a connection with passive job seekers, either for currently open positions or to create a relationship down the road. Using Hootsuite lets us look for those who like or don't like their job or are going on an interview, giving us a chance to say 'good luck' or connect from a brand-level. We execute this strategy across more than 20 platforms today."

Patrick Gillooly,
Director of Digital Communication
and Social Media,
Monster Worldwide Inc.

Hootsuite™   MONSTER   Brandwatch

Deep listening with Brandwatch Analytics

Using Brandwatch Analytics within Hootsuite means that Gillooly can monitor and dig deeper into Monster's social brand presence across over 80 million online sources such as blogs, forums, news, and review sites, as well as social networks.

Monster created Boolean search Queries within Brandwatch Analytics, which determine the type of information Brandwatch Analytics will search for. Brandwatch Analytics then inspects every corner of the social web to find the specified data. Once the Queries were created, Monster's team pushed the information to Hootsuite, in order to manage all the social data from one unified dashboard.

This gives them insight into what customers are saying about them versus about their competition—meaning they can engage customers more effectively. It also shows Gillooly what kind of content and engagement tends to work best with each network's audience.

The Results

By gathering social intelligence, Monster is now more proactive in engaging customers and job candidates on social. They're able to turn various job-seeking signals into conversations that will help keep Monster top of mind the next time the job seeker is looking for a new opportunity. Using Brandwatch Analytics, they monitor third party validations such as what the market is saying about them, their competitors, and their customers—helping them to make more agile, strategic decisions.

And Monster is already seeing results. For example, in a comparison of the last three months of 2013 versus 2014, Monster saw 262% growth in Twitter RTs and more than 300% increase in mentions. "Increased listening has significantly impacted our reach on social and our knowledge of the market and competitors," Gillooly says. "While both our organic brand presence and positive sentiment is growing, our competitors' have not grown at the nearly the same rate."

And while Monster increases customer engagement, they are now five times more efficient in their social media activity because of Hootsuite and its third-party integrations—making their team of three more like a team of 15.