CUSTOMER STORY

ADVANCED ANALYTICS: A FEW SIMPLE CLICKS IS ALL IT TAKES.

Locowise provides advanced analytics to help social media experts make informed decisions, guiding their strategy from strength to strength. Our users are able to impress who they report to, and our agency users particularly find benefits in winning new business.

With the competitive advantage Locowise provides, understandably some clients would like to remain anonymous.

One customer recently shared some feedback that we just had to share.... anonymously, of course!

Brand excellence

With an ‘always-on’ approach, our client is active across all major social media platforms including Facebook, Instagram, Twitter, TikTok, LinkedIn and YouTube. The marketing and social media team maintains their excellent brand reputation by assisting customer queries and sharing content their audiences love.

“We onboarded Locowise to help create insightful and easy-to-distribute social media reports.” commented our customer. The beauty of Locowise is the ease with which professional reports are created, “these reports are beautifully crafted, and easy to run with a few simple clicks,” covering over 300 metrics of advanced insights to guide content strategies.

Locowise enables the customer’s team to generate in-depth and on-demand audits on content performance, account performance and competitor analysis. Expanding on the value of the Locowise audits to assess their competitors, “Locowise Social audits are particularly helpful for us to learn how others are navigating challenges we face in the industry.”

Locowise’s insights into competitor activity has proved invaluable, giving the company a clear competitive edge, adding “Locowise gives us access to unique competitor analysis. The ability to see, in one place, what our competitors are posting on their social media pages has given us a good steer on what successful content looks like in different markets around the world. Locowise has helped us build our competitive analysis capability.”

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Our customer can see what content is working well for them and spot opportunities to focus on specific content enabling the team to stay one step ahead. “Using Locowise, we’re able to measure our content performance and better understand what stories resonate with our customers. Locowise enables us to learn from our competitors too, by giving us insight into what content is working for them.”

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To level up your social media insights, find out how Locowise can help you. Just click here.