

CUSTOMER STORY

TEAM LEWIS, a global marketing agency, powered by Locowise's social media insights and reporting platform, drives remarkable social engagement, and effortlessly builds intelligent client results and reports.

TEAM LEWIS is a global marketing agency that delivers creative campaigns for commercial and community causes - from content creation, digital and paid media audits, to social media management. Their social teams, based in Singapore, Malaysia, Australia and Greater China Region are trusted to run several B2B and B2C client accounts.

With their work on content for clients across Facebook, Instagram, Twitter, LinkedIn, and YouTube, TEAM LEWIS needed to streamline many time-intensive tasks, and create capacity to increase the impact of their work. With particular challenges around manual reporting, TEAM LEWIS wanted to explore options to automate this process.

Analytics made easy

Locowise's analytic tool enables TEAM LEWIS to build automated client reports delivered straight to their inboxes, at their desired time and frequency. "Before that, we needed to log in and switch over to different accounts and platforms to get the data we needed, which is time-consuming," comments Cris Xiong, Senior Insights & Analytics Manager, APAC at TEAM LEWIS.

Working with Locowise for the last five years, TEAM LEWIS benefits from over 300 individual metrics for all their social media accounts in one place. From sentiment scores, impressions, reach, audience statistics, and paid media insights, Locowise presents the data within easy-to-understand charts and reports. Xiong and the team use this data for "month-on-month performance or yearly social audits."

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These are built using the Locowise Report Builder, with specific detail pulled from the Content Drilldown feature. The Industry Benchmark function is also utilized "to check our client's current position and KPI setting," notes Xiong. This enables clients to regularly stay up to date with content performance, with headline figures clear to see and context provided with industry insights included.

Turning insights into action

Since using Locowise, TEAM LEWIS has been able to put insights into action for their clients, resulting in "an increase in engagement and followers," boasts Xiong. This has been achieved by comparing cross-channel performance and discovering "a good time for engaging users and what formats resonate well with them," Xiong highlights, noting the value of intelligent insights from Locowise's machine learning functionality.

"An increase in engagement and followers"



"A good time for engaging users and what formats resonate well with them"

In a highly competitive and fast-moving environment, in order to go above and beyond for clients and maintain market awareness, TEAM LEWIS invested in Locowise to see what client competitors are doing. "We refer to competitors' well-performed content to give us new ideas on content topics and angles," this enables the team to stay one step ahead and produce content they know their audience resonates with.

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Competitor insights are equally as important in the value they provide in boosting new business. Xiong highlights the benefits of "competitor analysis in a new business pitch," as TEAM LEWIS can pinpoint aspects of a prospect's social media activity that needs improvement and gaps in their content. Winning new business is made easy!

"Competitor analysis in a new business pitch"

By transitioning from manual insight analysis to benefiting from in-depth data with Locowise, for both current and future clients, the TEAM LEWIS social media team has seen results grow and clients increasingly impressed. TEAM LEWIS can continue to provide a full-service PR approach while trusting Locowise to guide their social media strategies with intelligent insights, so there's no second-guessing for their clients.



To discover more about TEAM LEWIS, [click here](#) to visit their website. If you would benefit from advanced social media insights, [find out here](#) how Locowise can support you.

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