



**How Money.co.uk Built a Social Community from Scratch
Using Sprout Social**

69.6%

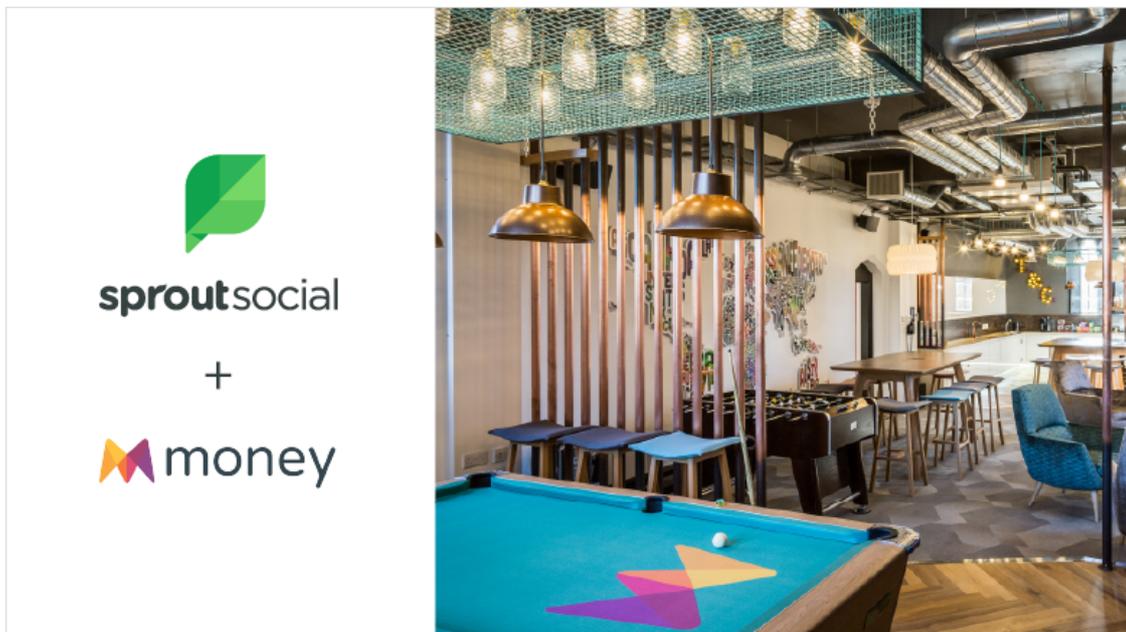
YoY increase in total followers

121.6%

YoY increase in total engagements

140.8%

YoY increase in total social messages received



[Money.co.uk](https://www.money.co.uk) is a free, online comparison service that helps people throughout the United Kingdom discover and compare thousands of financial products every day, from bank loans to credit cards.

And while making informed financial decisions is clearly important, it's not typically the type of subject matter that lends itself to viral success.

So how does a company specializing in free, online comparison tools for financial products build brand awareness and engage social media audiences?

By employing smart strategy supported by Sprout Social.

Over the course of a single year using Sprout, Money.co.uk increased its social engagements 121.6%, garnering 5 million impressions and more than 26,000 link clicks in the process.

Switching Up Strategy

Money.co.uk decided to take the leap into social media marketing in 2017, bringing on Social Media Specialist Thomas Davis in hopes of creating an engaged social community that would result in repeat site visits.

Davis' challenge? To build a thriving community from scratch.

After testing different platforms, he determined Facebook provided the best ROI for the company in terms of engagement and website visits, making it the organization's primary focus.

All he needed was the right tool for the job.

"As soon as I started I wanted to bring in Sprout," Davis said. "In my previous role, I used Sprout for a number of years. It's just the easiest, most appealing system on the market."

While Money.co.uk had used a different tool in the past, it hadn't inspired much confidence. Sprout's [reporting functionality](#) helped Davis convince his colleagues to make the switch.

"Sprout sold itself quite easily with all the automatic reports," Davis said. "Other platforms may be able to do that, but for thousands of pounds more. I did a whole comprehensive review just to prove I wasn't being biased toward Sprout, and it just came out on top for value and features. And since then, Sprout has added even more features."



"Reporting used to take me forever—going into each individual network, getting all the stats that I needed, putting them in a Google Doc. But now it takes me 20 minutes, and that's made quite a big difference in time saved. "

Thomas Davis
Social Media Specialist, Money.co.uk

Optimizing Operations

It didn't take long for Davis to build his workday around Sprout.

“I check Sprout and respond to people in the morning first thing, and I always have a Sprout tab open all day in the background,” he said. “I check what content is scheduled to go up for the day, making sure I can get on with other tasks and go to meetings without thinking I’ve got to be by the laptop all the time. And throughout the day I check and respond to comments. Then in the evening I’ll check up on things using the Sprout [mobile app](#). It’s great to just be able to quickly do that on my phone now.”

Publishing and community management are essential parts of Money.co.uk’s social strategy, making features such as Sprout’s scheduler, Calendar and [Smart Inbox](#) a must.

“With the Smart Inbox, I can quickly check things and make sure they’re addressed and we’re engaging with people,” Davis said. “Everything’s in one feed and I can filter it whenever I need to. That’s just a massive time-saver.”

Consistent optimization based on Sprout data and analytics is also essential.

“Reporting used to take me forever—going into each individual network, getting all the stats that I needed, putting them in a Google Doc,” Davis said. “But now it takes me 20 minutes, and that’s made quite a big difference in time saved.”



“ Literally everything has grown. We’ve now got market-leading engagement, which is probably one of the things I’m proudest of. We’ve grown our networks massively. ”

Thomas Davis
Social Media Specialist, Money.co.uk

These time savings make a huge impact on Davis’ ability to tackle other work duties.

“The time saved with Sprout is such a difference,” he said. “It’s such an easy platform to use. It’s just got a really good user experience, so you can be confident in everything you do. It’s an easier user experience than any other tools I’ve used.”

Sprout also enabled Money.co.uk to determine the best times for **social engagement** based on reporting data and when social conversations are taking place.

“We’re focused on conversations, and a lot of those are taking place at key times that the organization didn’t know about prior to Sprout,” Davis said. “So we potentially were talking to the wrong people at the wrong times, or no people at all.”

And Davis can rest easy knowing he’s receiving Sprout’s award-winning support no matter which side of the pond he’s on.

“In terms of being in the U.K., even with the time difference, the live chat, support and response is always quick, friendly and a good experience,” he said. “I’ve found Sprout to offer one of the best customer service experiences out there with support; not many companies have such high standards and quick, helpful responses as Sprout Social. Contacting customer service is always a dread, but with Sprout it is a pleasant experience, which is a refreshing change with online support.”

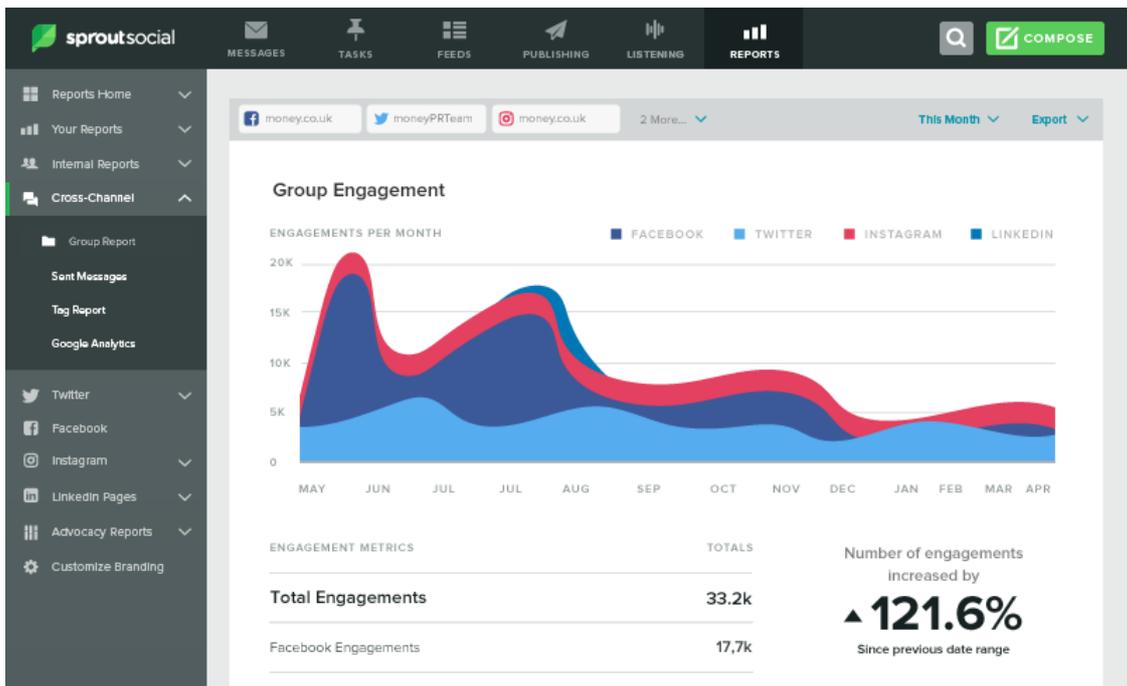
Accomplishing Objectives

Davis’ mandate was growing brand awareness and creating a loyal social audience, making reach and engagement key metrics to track.

“Literally everything has grown,” Davis said. “Our engagement is now benchmarking well against the financial sector in the U.K. We’ve now got market-leading engagement, which is probably one of the things I’m proudest of. We’ve grown our networks massively.”

Year over year since starting with Sprout Social in March 2017, across Facebook, Twitter, Instagram and LinkedIn, Money.co.uk achieved a:

- 69.6% increase in total followers
- 121.6% increase in total engagements
- 140.8% increase in total social messages received



This success has continued, particularly on the company's social channel of choice. From February 2018 to August 2018 on Facebook, Money.co.uk experienced a:

- 4.9% increase in total engagements
- 132.3% increase in total impressions
- 547.5% increase in total followers

Money.co.uk set out with clear objectives. With the help of a new social strategy supported by Sprout Social, it easily met them.