

# Titleist

## **Titleist Drives Up Interactions With Customers by 78%**

In order to deliver more meaningful engagement across various social media channels, Titleist needed to identify a partner and platform that would help facilitate ongoing conversations and develop more personal relationships with a targeted audience of avid golfers and brand fans.

Titleist tapped Sprout Social to help build upon an organic following of loyalists, publish focused content, create a two-way social conversation with customers and turn social findings into actionable insights.

### **Opportunities**

- **Right Platform, Right Features**

Titleist searched for a platform that emphasized both high-value engagement and aggregation tools that could augment and streamline its social media efforts.

- **Enhanced Engagement**

Titleist wanted to build stronger connections with its fans and needed a tool to aggregate relevant social conversations to help fuel more fan interaction.

- **Advanced Reporting**

The interactive team at Titleist wanted to develop a clearer picture around social analytics to provide a real-time view of campaign momentum and help shape strategic decisions.

## **Strategy and Implementation**

- **Extend Discussions**

Further develop fan loyalty and create deeper audience engagement across social channels while increasing awareness for Team Titleist – the brand's existing group of loyal advocates.

- **Focus Social Outreach**

Target a specific audience of Titleist brand fans and avid golfers to cultivate a base of highly engaged and interested followers.

- **Organically Join Conversations**

Become part of the social sports conversation by using Sprout to monitor existing discussions among golfers and join in with authentic, meaningful content.

- **Plan Content**

Develop social content calendars by listening to social media discussions and determining what stories and subjects will be well-received by the community.

- **Scalable Reporting**

Obtain analytics that can be used both day to day and during high-profile meetings and presentations.

## **Results**

In addition to the significant growth of unique interactions, visitors and impressions, the team benefited from the following:

- **Increased engagement** drove organic growth across all key social channels.
- **Social analytics** added insight and surfaced the most engaging content.
- **Data-driven strategy** ensured development and delivery of the most relevant content.
- **Streamlined platform** usage created opportunities to consistently connect with brand fans.