



Packaging Company Improves Social Sharing and Increases Lead Gen with Clearview Social



Executive Summary



Mission

Empower members of the sales team at a full-service packaging company to grow their personal brands and use LinkedIn for prospecting and networking.



Challenge

Enhance brand awareness and inbound lead generation by automating LinkedIn posting for sales team members.



Roadblocks

- Team members were unsure of what to post on social media and unaware of available marketing materials.
- Existing social posting software solutions lacked automation features and had a high barrier to entry.
- Brand consistency was a challenge with thousands of employees on social media.



Solution

With Clearview Social, sales team members were empowered to post and share content on LinkedIn quickly and confidently, increasing brand awareness and lead generation.



Benefits

- Enhanced personal brand awareness of sales team members
- Increased and measured clicks, shares, and Earned Media Value (EMV)
- Ease of use served to increase adoption without disrupting day-to-day processes
- Excellent customer support facilitated the adoption of the platform



The Challenge

Enhance brand awareness and inbound lead generation by automating LinkedIn posts for sales team members

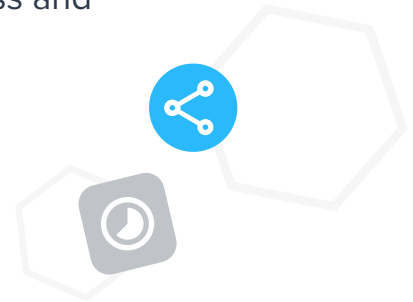
Veritiv Corporation's marketing department sought to enhance its marketing efforts, empower its sales team to post on LinkedIn, and grow its presence in the B2B space. Many team members wanted to increase their personal brand as sales representatives but were uncertain about what to post on social media and what marketing materials they could use.

Veritiv created marketing templates focused on email and social media platforms to address these challenges, but they were not as effective as they had hoped.

"We've done email templates. We've done email campaigns. And the adoption rate is not as high as we would hope for a company of our size," said Regional Marketing Manager for Veritiv, Kip Thompson.

The company also tested various Marketing Technology social sharing solutions to streamline and automate the posting process for team members, however they did not have the level of automation the team desired.

Veritiv's marketing team made the decision to empower the sales team to collectively grow the company's digital presence. To accomplish this, the team realized they needed a comprehensive, easy-to-use software solution to fully automate the LinkedIn posting process and increase social sharing.



Clearview Social has helped us leverage our nationwide footprint to amplify our brand over LinkedIn. It is easy to arm our sales team with a weekly email of approved content that they share, and we've been receiving great feedback from future customers!"

—Kip Thompson
VERITIV CORPORATION



The Solution

Employee advocacy software from Clearview Social

After evaluating several leading employee advocacy software solutions on the market, Veritiv decided Clearview Social was the right solution for their social selling needs. Not only did Clearview Social offer the lowest barrier to entry for the sales team, but the software also automated employee social posting without disrupting workflows.

“This was the only solution we saw that offered a couple clicks to share content. Others asked users to log in every time, or download a new app,” said Kip. “Our goal was to create a simple, effective experience; not to disrupt everyone’s day-to-day process.”



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They found exceptional customer support with Clearview Social’s Client Success Specialist, Lindsey Humphreys who worked closely with Veritiv to aid in implementation and adoption.

“Lindsey has been key to helping us with individual users’ specific questions, liaising with us, and assisting us with understanding the system, whereas we had not received heavy support for other tools that ultimately failed,” said Suehan Estrada, Regional Marketing Manager for Veritiv.





The Results

Within the first 90 days of Veritiv's launch, they generated 3,055 clicks and 4,505 shares. Purchasing these clicks in PPC channels like Google would have cost \$14,155. You can read more about how we calculate EMV (Earned Media Value) [here](#).

With Clearview Social, Veritiv was able to provide their sales team members with fully automated content to help promote their brand externally. As a result, they were empowered to prospect and network on LinkedIn, grow their personal brand, and increase inbound lead generation.



3,055 clicks



4,505 shares



\$14,155 earned media value

Team member adoption has reached approximately 30%, a notable increase from previous solutions. Those who were already familiar with LinkedIn received great responses and increased clicks on their posts.

“It’s simple, it’s easy to use, and it takes very little time for a great return on effort. The employees that are using it, love it,” Suehan said.

Veritiv especially appreciated the variety of features that make employee posting easy, such as:

- AI Shuffle for caption generation
- Easy queue creation
- Simple, intuitive dashboard analytics

With these features, the team at Veritiv was able to help solve the challenges they previously faced.

Kip explained, “I’ve heard numerous times, ‘I didn’t know what to post, and now I do’. We’re able to amplify existing marketing materials.”



30% team member adoption



AI shuffle for caption generation



Simple, intuitive dashboard analytics





About Veritiv

Veritiv Corporation (NYSE: VRTV), headquartered in Atlanta, is a full-service provider of packaging, JanSan and hygiene products, services and solutions. Additionally, Veritiv provides print and publishing products. Serving customers in a wide range of industries both in North America and globally, Veritiv has distribution centers throughout the U.S. and Mexico, and team members around the world helping shape the success of its customers. For more information about Veritiv and its business segments visit www.veritiv.com.



About Clearview Social

Founded in 2013 and based in Buffalo, New York, Clearview Social began as an employee advocacy platform designed to facilitate the effective and systematic use of social media by companies. Today, Clearview Social is a comprehensive social media management solution offering solutions that enable medium- to large-sized organizations to optimize their content on social platforms, driving better returns for their businesses.

Clearview Social provides a wide range of features designed to optimize the social sharing process:

- Employee advocacy
- Social media AI
- Social media automation
- Social media analytics
- Corporate posting
- Enterprise functionality
- Discover content
- Leaderboards and gamification

Clearview Social is committed to helping companies unlock opportunities to generate leads, enhance brand awareness, and build lasting relationships through the power of social media.