A global PR agency brings energy—and the energy industry—to the social conversation.

Fifth Ring is a global energy marketing communication agency with offices strategically placed in the world’s leading energy cities—Aberdeen, Houston, Dubai, Singapore, and Rio de Janeiro. Fifth Ring uses a strategic combination of public relations, digital media, branding, and advertising to strengthen the client’s position in the industry.
Challenge

As the PR and marketing communications agency of record for some of the world’s most important energy companies, Fifth Ring has a deep appreciation for the importance of speed in listening across the full media spectrum, including social. Understanding the social conversation quickly is paramount for detecting and handling PR issues early—but it’s also critical for ensuring clients can participate in conversations as they’re happening.

Fifth Ring initially sought a social listening tool to help manage a specific client account. “We had two goals,” says Ed Davis, Regional Director, Americas at Fifth Ring. “We needed to listen in on what was being said about our client in realtime, and we also wanted to monitor the broader industry conversation.”

The client offered its own social listening tools for Fifth Ring to use, but the agency found these tools didn’t cover all the relevant content sources. They also weren’t as user-friendly as Zignal Enterprise. “With other platforms, we had to do a lot of Excel work and create our own charts,” says Davis.

Highlights

- Split-second insight into the social conversation helps Fifth Ring’s clients build thought leadership at the most relevant moments
- User-centered design makes it easy to find and understand key data at a glance
- Beautiful, ready-to-use data visualizations streamline client reporting
Solution

Monitor conversation on three key topics using Zignal Enterprise

Fifth Ring created three separate profiles within Zignal Enterprise: Marketing, Branding, and Public Relations. The agency monitors broad industry conversations and brings data and reports back to clients about trends, ideas, topics, and key influencers in these three areas.

Word clouds and hashtag clouds have been particularly useful to the agency. “The word clouds help us quickly understand what the industry is talking about, and whether the conversation is positive or negative. And the hashtag clouds give us great information about how to plug into the conversation,” says Davis.

The total mentions feature has been instrumental in streamlining Fifth Ring’s reporting processes. “Total mentions is the cornerstone metric in our monthly client reports,” says Davis. “Zignal helps us pick out specific high points to spotlight in the reports.”

Map visualizations help the agency track worldwide conversations. “The global ping map is so much more engaging than looking at simple color-coding on a map—it gives our clients a better perspective on which markets are talking about them. It even allows us to identify new markets for our clients and help them evaluate whether those markets are worth pursuing,” says Davis.
Zignal has also made Fifth Ring more efficient at finding influencers for their own internal listening purposes. “We came in with an idea of who we thought the influencers in our industry were,” says Davis. “Zignal helped us confirm those ideas, and also add to our list.”

**User-centered design makes information understandable at a glance**

For Fifth Ring, the way information is grouped within Zignal streamlines research and reporting. “The way Zignal portrays the data is very user-friendly,” says Davis. “It’s easy for us to relay data back to our clients in a way that makes sense to them.”

“Trends in conversations can be tracked and drilled into to see which stories are getting the most traction, and how many times they’ve been retweeted or shared.”

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Regional Director, Americas at Fifth Ring
Beautiful, ready-to-use data visualizations streamline client reporting

Zignal helps Fifth Ring focus its billable hours on efforts that truly make a difference for clients. The agency pulls graphs directly from Zignal and embeds them in custom templates for its client reports. Because the team doesn’t have to regenerate charts from raw data, creating client reports on social conversations now takes significantly less time than in the past.

“The biggest ROI we’ve seen with Zignal is a reduction in the time we need to generate analytics,” says Davis.

Visualizations, such as ‘Top Issues,’ make it easy for Fifth Ring to create custom client reports.

Expert advice: Fifth Ring’s tips for social listening

- **Prioritize.** Knowing everything about a topic isn’t always helpful. By narrowing your focus down to the truly core aspects of a client’s brand, you can help them strengthen their point of view in the areas that matter most.

- **Plan for specifics.** Think about the five most important questions you want to answer through social listening, then use that to guide your planning and account setup.

- **Keep your eyes on the prize.** It can be easy to get dazzled by the dozens of beautiful data visualizations available in Zignal Enterprise—but staying focused on the ones that provide the most relevant data for you and your clients is the key to getting maximum value from social listening.
Founded in 2011, Zignal Labs gives public relations, communication and digital strategy professionals the power to observe and analyze trends, issues and influence across the FULL media spectrum, not just social media. With split-second insights from 150 countries in more than 50 different languages, Zignal Labs customers are able to stay ahead of what the world thinks and immediately make accurate business decisions. Headquartered in San Francisco with offices throughout the country, the company serves customers around the world in a variety of industries and marketplaces.

To learn more, visit: zignallabs.com