

The proactive playbook: How to turn social listening into your brand's strategic advantage

If your day is defined by a never-ending stream of direct mentions, comments, and DMs, you're only seeing half the picture.

The most critical conversations - the ones that shape your brand's reputation, spark the next big trend, and signal a potential crisis- are happening beyond your direct notifications, across the broader social landscape.

It's time to take the next step from reactive support to a proactive strategy. In this playbook, we'll explore how leading brands are using these integrated workflows to protect their reputation, uncover revenue opportunities, and drive measurable business outcomes.





USE CASE ONE

Avert crisis with an early warning system

Why it matters:

In today's digital landscape, a public crisis can escalate from a few scattered comments to a global headline in hours. A reactive strategy means you're already behind. A proactive listening strategy allows you to see the smoke before it's a fire, giving you control of the narrative when it matters most. When you couple Listening with Community, you'll discover the secret weapon for warding off crises.

Customer story in action:

A leading QSR brand turns risk into reward

A prominent fast-food brand leveraged real-time social listening to protect its reputation and transform a potential crisis into a significant marketing win. When an unexpected surge in mentions occurred outside business hours, triggered by an unusual incident, **Emplifi Listening's Spike Alerts** immediately notified their team, feeding directly into their Community inbox.

This instant notification allowed the brand to craft a timely and witty response. This proactive approach not only defused the situation but also generated over **8 million organic impressions**, gained **8,000 new followers**, and resulted in almost **18,000 retweets**, ultimately driving increased app downloads and restaurant traffic.



How it works in Emplifi:



Set up your "brand shield" queries: In **Listening**, create a query that monitors for your brand and product names alongside negative-intent keywords (e.g., "recall," "complaint," "outage," "disappointed").



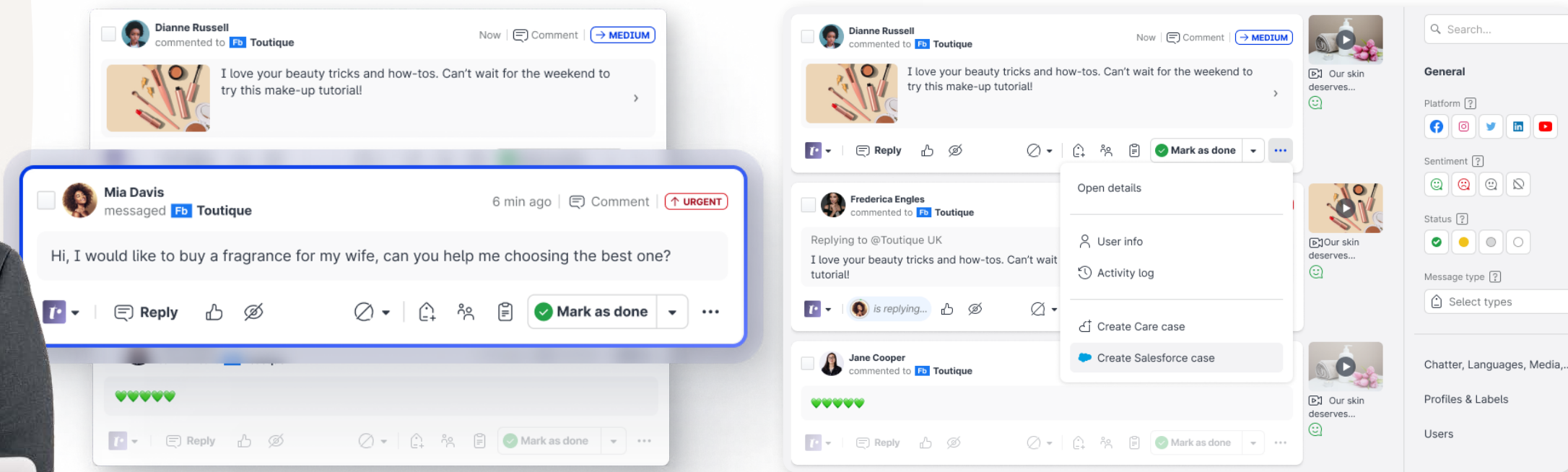
Activate spike alerts: For this query, enable **Spike Alerts**. This is your 24/7 automated watchdog that notifies key stakeholders the moment conversation volume exceeds normal levels.



Triage in a unified inbox: Relevant mentions from the alert are automatically pulled into your **Community** inbox. From this single command center, you can analyze sentiment and themes to understand the scope of the issue.



Escalate with full context: For serious issues requiring expert handling, use the one-click **Escalate to Care** function. The entire conversation history is seamlessly transferred to the right agent, ensuring a swift and informed resolution, reducing handling time by over 50%.



Want more details on how to set up powerful Listening Queries and add them to your Community Inbox? **Check out our documentation for a deep dive.**

[Documentation](#)



USE CASE TWO

Discover your next big idea in customer conversations

Why it matters:

Your customers are your most valuable (and most honest) research and development team. They are constantly sharing unsolicited product feedback, creative use cases, and authentic praise. Effectively integrating Listening and Community allows you to systematically uncover these revenue-driving insights that are otherwise lost in the noise.

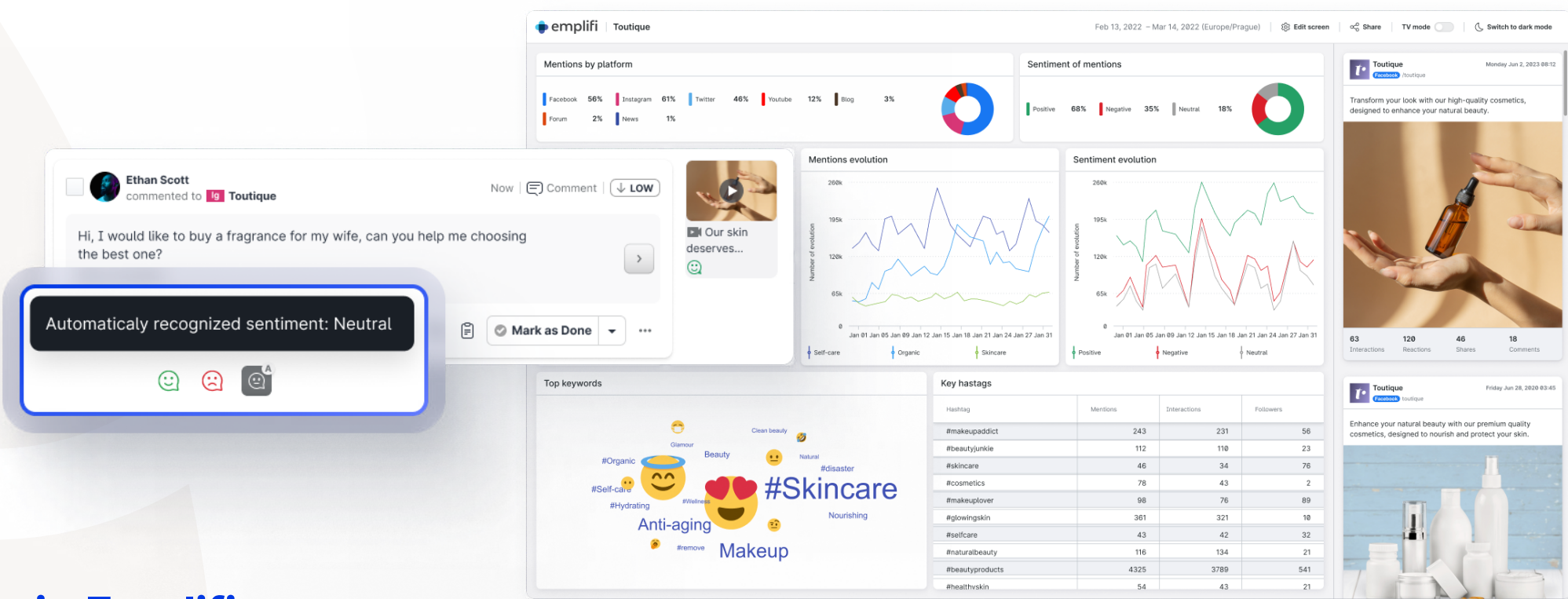
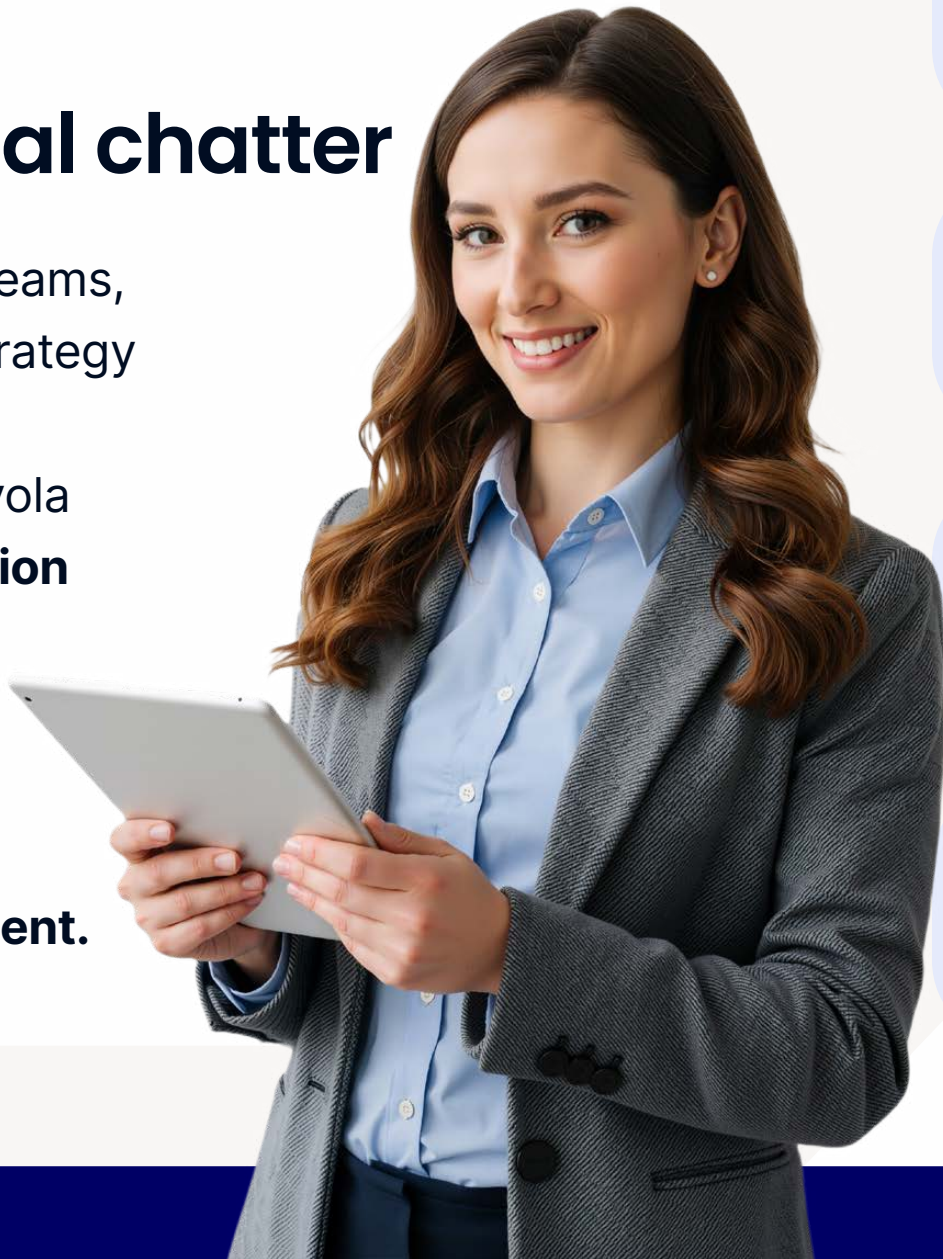
Customer story in action:



Crayola finds product insights in social chatter

Crayola’s social team used Emplifi to tune into conversations beyond their direct mentions. They noticed a clear pattern: Customers were consistently talking about pairing their Air-Dry Clay with specific types of paints. This wasn’t a campaign; it was an authentic, organic trend. This insight, which would have been impossible to spot manually, was shared with

the product and marketing teams, directly influencing future strategy and bundling opportunities. Through this approach, Crayola achieved **90% faster detection** and response to emerging trends, an **80% faster processing** of viral content, and a **100% increase in monitored TikTok engagement**.



How it works in Emplifi:



Listen for love & ideas: Create **Listening** queries focused on positive sentiment and discovery keywords (e.g., “love my [product],” “hack,” “idea,” “wish it could”).“outage,” “disappointed”).



Identify authentic UGC: As you monitor these positive conversations, you’ll discover high-quality User-Generated Content. Use the **UGC** module to request permissions and add these powerful assets to your marketing library.“outage,” “disappointed”).



Spot your superfans: When you see users consistently posting positive feedback, engage with them directly from the **Community** inbox. You can tag them for your influencer team or simply build a stronger relationship that fosters loyalty.“outage,” “disappointed”).



Make the most out of sentiment: With Community, you can keep a pulse on the fans who are interacting the most with your brand’s pages, and filter specifically for positive sentiment to identify potential brand champions.



Fuel your content calendar: Use the themes and language from these real customer conversations to power your **Publisher** content calendar, ensuring your marketing resonates because it’s already been validated by your audience.



USE CASE THREE

Put your community management on autopilot

Why it matters:

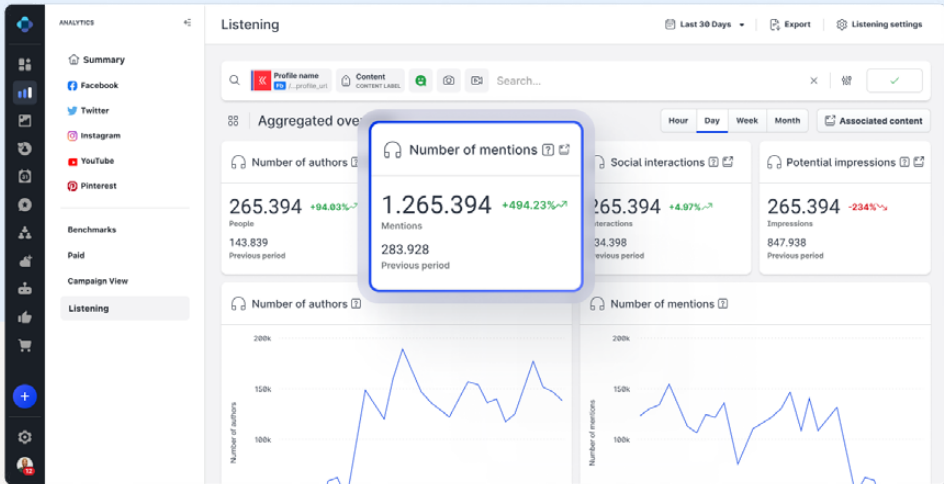
As you scale, efficiency is paramount. You can't manually tag every comment or route every issue. By connecting Listening triggers to automated workflows in Community, you can triage conversations with speed and precision, freeing up your team to focus on high-value strategic engagement.

Customer story in action:

A telecom brand Improves sentiment by 20%

A fast-growing Mobile Virtual Network Operator (MVNO) significantly improved its brand perception and customer satisfaction by strategically addressing consistently negative social media sentiment stemming from customer complaints.

By using Emplifi Listening, the telecom provider utilized automated sentiment analysis to identify and prioritize complaints, routing them to a unified inbox with "High Priority" labels. This data-driven and efficient response system led to an almost **20% improvement in positive sentiment** and a **506% increase in content engagement**.



How it works in Emplifi:



Automate triage with rules:

Create **Conditional Actions** to automatically apply a "Potential Crisis" label to any mention pulled in from a Listening Spike Alert, instantly flagging it for review in the **Community** inbox by navigating to your Settings module to create and edit labels and rules.



Streamline campaign tracking:

For a new product launch, use a rule to automatically apply your campaign label to any conversation that mentions the product name, saving hours of manual tagging and enabling instant performance reporting.



Let AI prioritize for you:

Your **Priority Score** in the inbox becomes even smarter when informed by Listening. The algorithm learns from how you handle escalated issues, helping you automatically surface the most critical conversations across all your channels.

Ready to become an inbox hero?

With an optimized Community inbox, smarter workflows are made possible. Integrating Listening is a key step in unlocking the steps to success.

To maximize these workflows, speak with one of the team or explore our advanced use cases in the Emplifi Documentation Center.

Explore Documentation

Talk to a team member

