



CASE STUDY

How Cosmo Consult optimized lead scoring using social media engagement

Meet Cosmo Consult

Cosmo Consult is a leading IT services and consulting firm, headquartered in Berlin, Germany. The company operates across various industries, boasting a global presence, and provides digital transformation solutions that integrate cutting-edge technology with industry expertise. Cosmo Consult specializes in business software solutions, including enterprise resource planning (ERP), customer relationship management (CRM), and cloud-based services, aimed at helping businesses streamline their operations. The company prides itself on its customer-centric approach and innovative solutions that enhance business performance across various sectors. Cosmo Consult's social media team engages daily with over 26.8K LinkedIn followers.



Locations
Berlin, Germany



Industry
IT Services and IT Consulting



Company size
1,001-5,000 employees

The Challenge

Cosmo Consult faced challenges in improving lead qualification and tracking social media's impact on the customer journey.

Social media interactions were previously complex to incorporate into their CRM and lead scoring models, resulting in gaps in their ability to measure prospect engagement fully. The company also needed to find a way to improve visibility into how social media interactions influenced their pipeline, from initial interest to marketing qualified leads (MQLs).



We needed a solution that not only helped us publish content but also enabled us to track how social media affected lead generation and qualification.

— **Sven Mehnert**
Team Manager, Corporate Campaigns & Social Media



Before integrating Oktopost, social media interactions weren't visible in our lead scoring model, which made it hard to measure their true impact on the customer journey.

— **Sven Mehnert**
Team Manager, Corporate Campaigns & Social Media

Business Impact

Achieved
26K followers
on corporate
LinkedIn page

Successfully
measured the
increase in MQLs
influenced by
social media

The Oktopost solution

Cosmo Consult turned to Oktopost to integrate social media data with its CRM system, using Microsoft Dynamics 365. By connecting Oktopost with Dynamics 365, the company could track social media interactions, such as likes, shares, and comments, and incorporate them into its lead scoring model. This created an opportunity for a more comprehensive understanding of how social media engagement influenced the customer journey, from awareness to conversion.

The ease of setting up the integration and the usability of Oktopost were key factors in their decision. Cosmo Consult could also seamlessly publish and manage organic content across the DACH region and France. Additionally, the platform's analytics capabilities enabled them to track the performance of social media posts within their broader marketing campaigns.



Integrating with Dynamics 365 was seamless, allowing us to automatically incorporate social media interactions into our MQL scoring model.

— **Markus Lischka**
Product Owner Dynamics
365 Sales & Marketing



With Oktopost, we now have better visibility into the impact of social media on our leads, and we're able to score them more accurately.

— **Markus Lischka**
Product Owner Dynamics
365 Sales & Marketing

The results

Since integrating Oktopost and Microsoft Dynamics, Cosmo Consult has significantly improved its ability to track social media interactions across the customer journey. Integrating with Microsoft Dynamics 365 has provided better visibility into how social media engagements affect lead quality. The company can now score leads more effectively by incorporating social media interactions, comments, likes, and shares into the MQL model.

Social media interactions have a measurable impact on the company's revenue pipeline. Cosmo Consult has also observed that leads who engage with content on social tend to have a higher conversion rate, highlighting the importance of social engagement in the early stages of the buyer's journey.

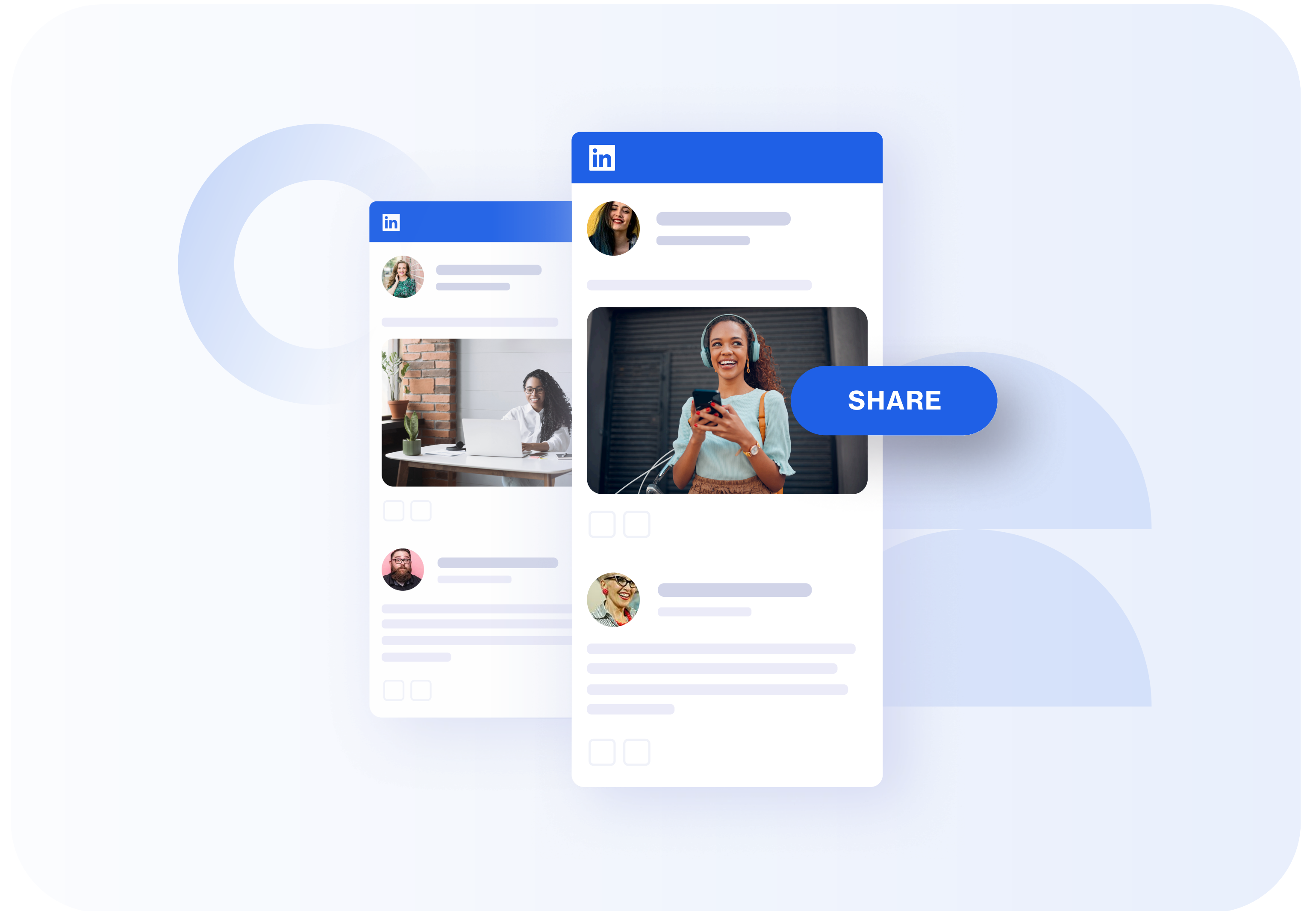


The directional shift in how social media is incorporated into lead scoring and sales processes represents a significant win for Cosmo Consult. This approach provides clearer insights into lead engagement and has enhanced their ability to move leads through the sales funnel more efficiently. Improving the handover process between marketing and sales.



Our social interactions have significantly influenced our lead pipeline, proving that social media is a key part of the customer journey.

— **Sven Mehnert**
Team Manager, Corporate
Campaigns & Social Media





One single platform for social media

Contact us to learn how Oktopost can help you drive engagement, measure success, and link social media campaigns to revenue growth.

