

# Planview generates a 22% uplift in lead generation from social media with Oktopost

## About Planview

As the global leader in work and resource management, Planview, Inc. ("Planview") makes it easier for all organizations to achieve their business goals. It provides the industry's most comprehensive solutions, spanning from strategic planning to product innovation and project management.



Location  
**Austin, Texas**



Industry  
**Software**



Company Size  
**500+**



Featured Solutions  
**Employee Advocacy**

## The Challenge

Integrating social media across a global enterprise company is a major undertaking and comes with unique challenges. Firstly, Planview needed to consolidate its social media technology stack, and secondly, advance its reporting capabilities. Having several tools to schedule social content, run its employee advocacy program, and monitor success meant that Planview's marketing team could not execute an effective B2B social media strategy or accurately track its ROI.

For Planview, social media marketing goes beyond managing a traditional corporate presence. With new competitors and solutions out there, Planview must be proactive in demonstrating its value and leadership in the marketplace. For Planview, social media marketing goes beyond managing a traditional corporate presence. With new competitors and solutions out there, Planview must be proactive in demonstrating its value and leadership in the marketplace.

Planview's growing social media needs required a more holistic social media management solution tailored to B2B enterprises.

## The Solution

Looking to establish scalable and measurable social media workflows, Planview's first step was to cut down on technology overload and adopt Oktopost's social media management and employee advocacy platform.

## The Results

With Oktopost's unified social media management and employee advocacy platform, Planview is able to streamline all of its B2B social media activities into one place for efficient workflows and consolidated reporting.

Year after year, Planview's marketing team has been able to improve results across the board, with a 61% increase in posting volume, 75% growth in click-through-rates, and a **staggering 22% uplift in the number of leads generated from social media.**



**Prior to adopting Oktopost, we were flying blind. Our multiple marketing and social tools were disconnected, leaving our marketing team unable to track key performance indicators (KPIs) across several channels and campaigns.**



**Jane Doe**  
Social Media Manager,  
Planview

**+17%**

Rise in social media leads

**+52%**

Rise in social media leads

**+41%**

Rise in social media leads



# 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.

