Echobox `Q Case study`

SBT saves 70 hours a week with Echobox

Using Echobox allows the Brazilian broadcasting giant to simplify a complex, decentralized workflow that involves dozens of stakeholders across the company.

> "Echobox increases our reach and saves us valuable time. It's a great resource."

RODRIGO HORNHARDT
Journalism Integration and Planning Manager at SBT

Results with Echobox

+63%
increase in pageviews from Twitter

+52%
increase in impressions from Facebook

70
hours saved per week

CHALLENGE

- Consolidate a decentralized social posting strategy
- Optimize reach and engagement
- Save time for high-level strategy and planning

APPROACH

- Employ Echobox's AI technology
- Streamline diffuse social workflows in one centralized interface
- Use AI-powered timing optimization to boost performance

Introduction

Sistema Brasileiro de Televisão (SBT) is one of Brazil's biggest broadcasters and one of the largest in South America, with 114 television stations and over 6,000 employees. A free-to-air broadcaster since its inception in 1981, SBT has also made significant investments in its digital presence. The network's website attracts **11 million unique viewers** and over 99 million pageviews per month, whilst the company also has a strong social media presence on Facebook, Instagram, Twitter, LinkedIn and YouTube, with 12 million followers on their main Facebook page alone.

Challenge

According to SBT's Journalism Integration and Planning Manager, Rodrigo Hornhardt, SBT's social media presence serves two main purposes: to promote digital and offline content, and to drive referral traffic back to their websites. "Our strategy is to cross promote across mediums — from TV to digital and from digital to TV," Hornhardt explains. "On SBT's social pages, we post content from all verticals (SBT News, SBT Sports etc.) and TV shows, with a particular focus on entertainment news and celebrities. On SBT News' pages, we post every 15 minutes with mainly hard news that leads back to our website."

On an average day, SBT posts between 100 to 150 pieces of content to Facebook alone. Achieving this extensive coverage, however, is made more complex by the company's organizational structure. "We do not have a centralized social media team," says Hornhardt, "so every content production team ends up posting independently." In total, Hornhardt estimated that around 20 people throughout the company post regularly to SBT's social media accounts. This made it imperative that SBT's social media solution was intuitive and could easily be used by multiple people without creating complex scheduling issues.

Finally, SBT posts content to a wide variety of social platforms, but Facebook is the most important by some distance. According to Hornhardt, "around 40% to 50% of our web traffic comes from Facebook." Optimizing engagement and referral traffic was therefore an important consideration for Hornhardt.

Approach

To solve these challenges, SBT turned to Echobox's automation technology. Echobox uses state-of-the-art AI to augment and automate content distribution over social media and email. Before this, SBT's staff had undertaken the laborious task of posting new content manually — a workflow that was as time consuming as it was inefficient, especially given the decentralized nature of SBT's social media management. "With so many people posting so much content across the company on different platforms, Echobox AI is so important in keeping everything aligned."

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SBT's reasons for selecting Echobox over other solutions were manifold: "The possibility of having AI recommend the best content to post was important, but so, too, was the ease with which multiple people can manage posting for a unified output. The ability to automate workflows was also a key consideration."

To increase the reach, visibility and engagement on posts, SBT makes regular use of Echobox's Optimal Timing feature, which uses real-time platform trend data alongside SBT's own audience data to determine the best time to share content. This not only reflects audience habit — when do SBT's readers most often engage with posts? — but also the ever-changing factors of Facebook's Feed algorithm. Hornhardt notes that SBT News in particular uses Optimal Timing regularly to maximize the impact of the multiple news items it publishes each hour.

Optimal Timing works by constantly analyzing and computing the predicted performance of shares to maximize their inclusion in the Feed. Using advanced machine learning, Echobox continuously reverse engineers the workings of Facebook's algorithm, producing a sophisticated and accurate picture of the best time to post to drive engagement. Optimal Timing dynamically takes account of all of the content uploaded to Echobox. When posts are shared using timing optimization, Echobox continues to update each post's optimal time based on the latest data, pushing certain posts back if new, higher-potential posts are added, or bringing posts forward if their short-term potential goes up.

This is just one example of how using Echobox's AI technology to augment SBT's social sharing has meant, in Hornhardt's word's, "increased reach and organic and substantial growth."

Results

By incorporating Echobox into its social media strategy, SBT saw strong improvements in performance on social media. Within four months of adopting Echobox, SBT's social media pages saw impressive increases in daily clicks of **25%**, whilst daily organic impressions rose by **61%.** On Facebook, SBT saw a **52%** increase in daily impressions, while the company also saw improvement gains on Twitter — pageviews from the platform increased by **63%.**

In addition to these substantial performance gains, SBT's increased workflow efficiency through using Echobox has brought huge time savings. In the first 4 months of usage, SBT shared almost 40,000 posts; making these shares through Echobox and using its automation has saved the company **14 hours per day**.

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Conclusion

SBT have embraced AI to increase their social media performance significantly. With a platform that is simple to use, the company has managed to streamline the workflow of a decentralized social media strategy involving many stakeholders across the business. Additionally, by relying on Echobox's timing optimization, SBT have achieved impressive results whilst saving significant hours in the day.

For Hornhardt, this is only the start of what could become a more specialized social strategy: "We need to dedicate more working time to planning and defining strategies for networks," he told us. "One way would be to have specialists dedicated to this strategy with the possibility of creating an audience/networking team. We see Echobox supporting us in this endeavor."

For other companies looking to streamline complex workflows and increase engagement, Hornhardt recommends using Echobox's AI to realize their pages' full performance potential: "Echobox has really improved the reach of even some of the smaller pages in SBT's ecosystem. That alone is impressive enough."

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