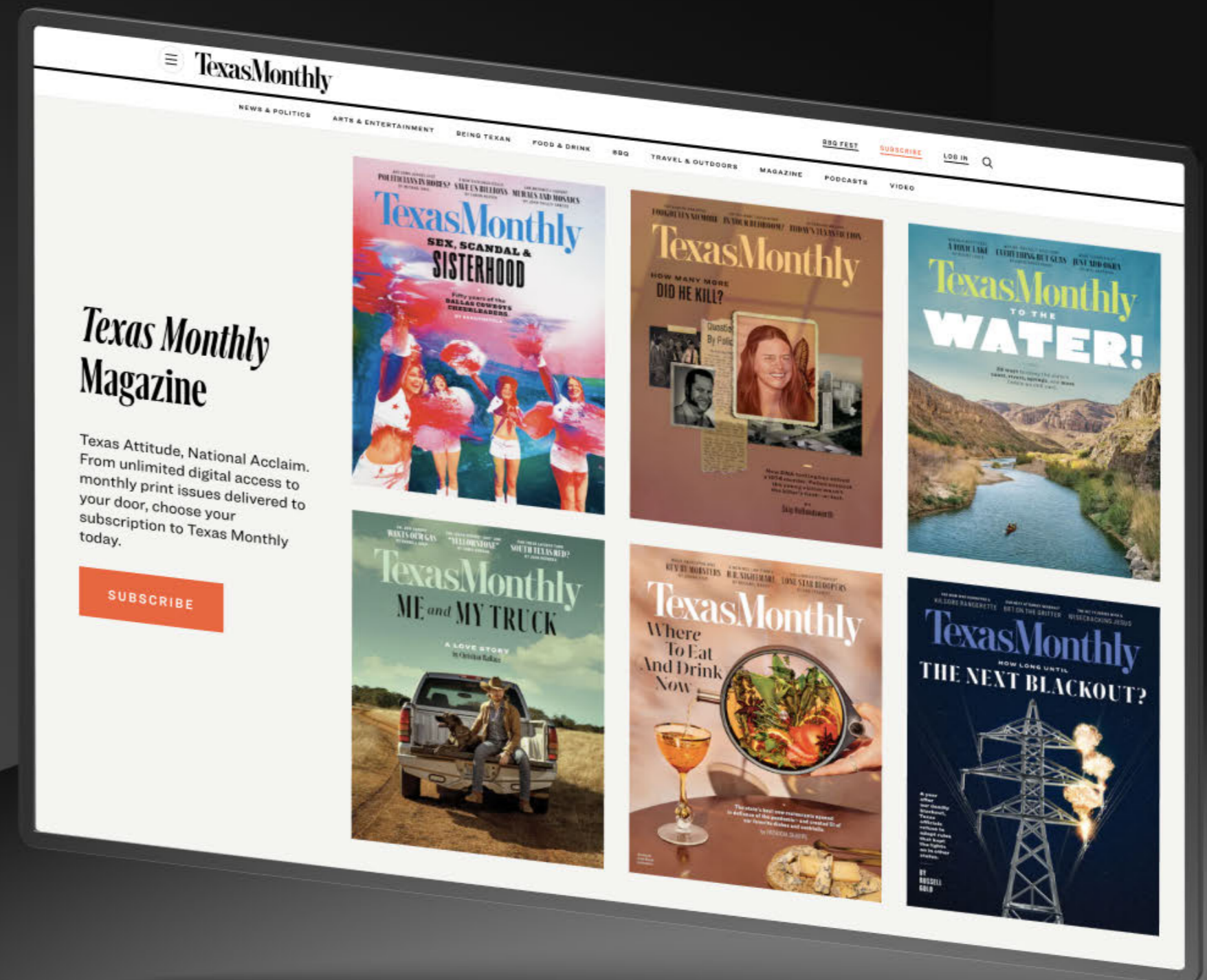


piano

TexasMonthly

How automation helped
Texas Monthly drive social
engagement, post quantity



Overview

Problem

Solution

Results

For almost half a century, Texas Monthly has chronicled the state of Texas across print, digital, podcasts, videos, books, and live events. The national magazine of Texas reaches an audience of more than 34.6 million monthly and is growing rapidly.

466K

Facebook followers

232K

Twitter followers

340K

Instagram followers

Overview

Problem

Solution

Results

With a lean social media team, Texas Monthly was looking for a way to automate some of the more rote aspects of their social content execution. To scale with the resources they had, the publication chose to focus its efforts on Facebook, Twitter, and Instagram and stopped posting each day at 7:00 p.m. Still, manually composing, scheduling, and reporting on all of their social messaging took one person the better part of every day.

The Texas Monthly team performed an audience audit and identified ways to increase referrals, but needed to free up the bandwidth to execute any new initiatives with their current social workflows.



Overview

Looking for a tool to help streamline their social processes and save time, Texas Monthly chose Socialflow by Piano, to power their social presence.

Problem

Solution

In addition to the workflow efficiencies, the optimization engine appealed to the team.

Results

Texas Monthly also found that Socialflow consolidated reporting made it much easier and quicker to see cross-platform reports, glean insights, and identify trends. The team adopted the platform's labeling functionality to easily mark content by type, then pull reports based on the labels. By using these reporting features, the team has been able to more easily identify the types of content that resonate with their audience best and now has the bandwidth to use this information to inform their content creation process.

Furthermore, with Socialflow automated link shortening and UTM code generation, Texas Monthly was able to create better datasets, and reduce the opportunity for human error.

Finally, Texas Monthly also uses Socialflow data to bolster its advertising campaigns. Through our API, they easily integrated Socialflow data into their advertising dashboard. This enables them to have a full view of social performance to share KPIs with advertisers who run sponsored and branded content campaigns with Texas Monthly.

350% increase in engagement

+ 50% increase in Comments (Facebook and Instagram)

+ 62% increase in Likes/Favorites (Facebook and Instagram)

20% increase in post quantity

26 hours saved per week

14 hours per week of additional posting coverage

Overview

Problem

Solution

Results

The efficiencies built into the Socialflow platform made an immediate impact on the Texas Monthly team. By automating many of the previously tedious processes, the social team is now able to spend more time creating content and refining their social strategy, rather than manually posting.

Since implementing Socialflow, Texas Monthly has been able to post 20 percent more content, adding two additional hours to their standard posting hours. Additionally, engagement is up, with impressive gains across engagement rate, comments, and likes/favorites.

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Before Socialflow, I was spending the bulk of my time scheduling posts. Now I can get it done in as little as 30 minutes. It's been a huge time-saver and allowed us to focus on creating the best content that will resonate with our audience."

Taylor Prewitt

Social Media Editor, Texas Monthly



About Piano

Piano empowers organizations to understand and influence customer behavior. By unifying customer data, analyzing behavior metrics and creating personalized customer journeys, Piano helps brands launch campaigns and products faster, strengthen customer engagement and drive personalization at scale from a single platform. Headquartered in Amsterdam with offices across the Americas, Europe and Asia Pacific, Piano serves a global client base, including Air France, the BBC, CBS, IBM, Kirin Holdings, Jaguar Land Rover, Nielsen, The Wall Street Journal and more. Piano has been recognized as one of the fastest-growing, most innovative technology companies in the world by World Economic Forum, Inc., Deloitte, American City Business Journals and more.

Request a **demo** to find out more about how you can transform the understanding of your audience with Piano's actionable data.