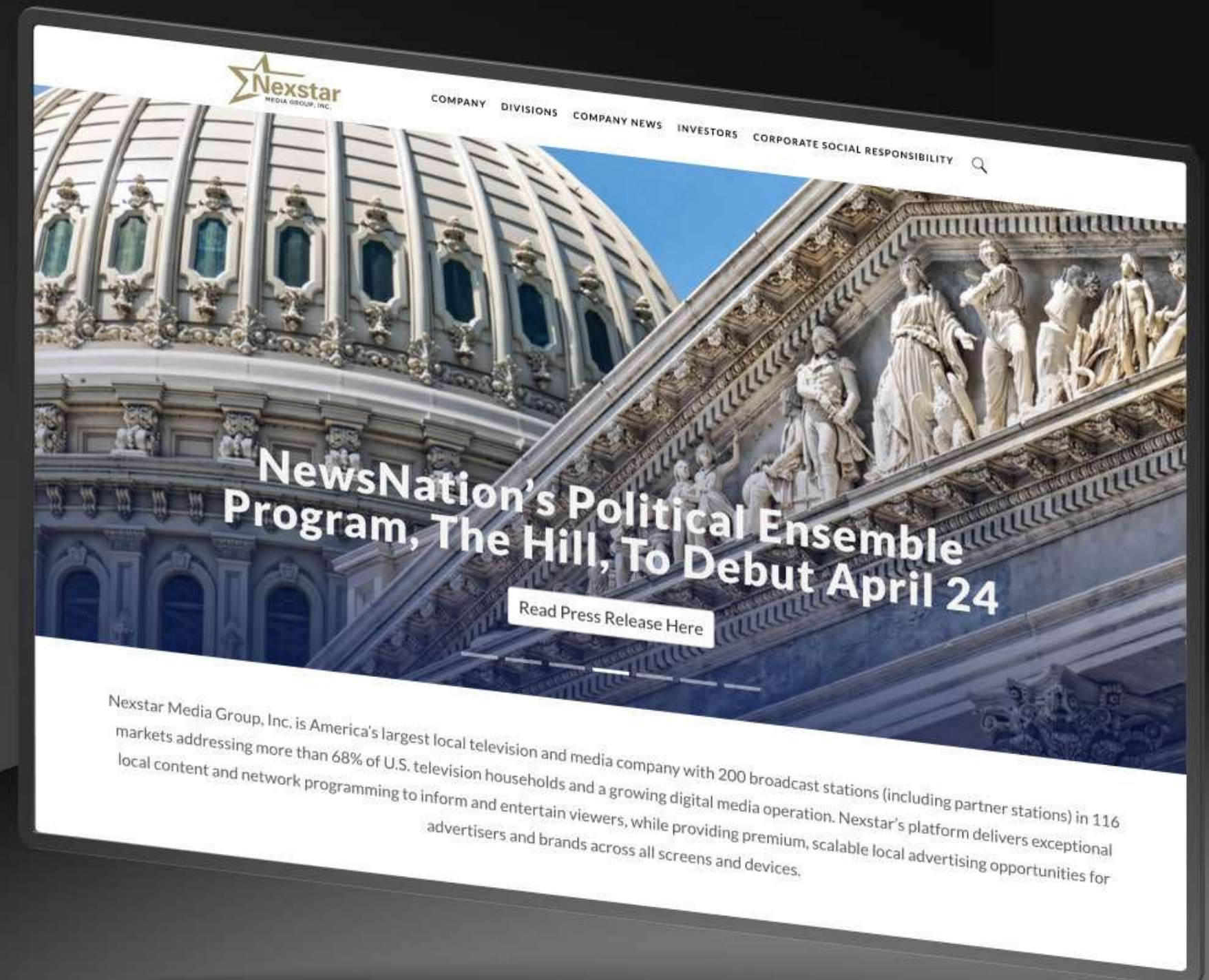


socialflow by piano



How Nexstar transformed its social media program in under six weeks



Overview

Problem

Solution

Results

With nearly 200 television stations across the US, Nexstar Media Group is America's largest local TV and media company. They have a wide range of digital outlets and mobile apps, as well as an extensive social media presence that provides its audiences with hyper-local news, video, and information.



Overview

Problem

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To coordinate the large digital presence of its TV stations, Nexstar has hundreds of social content producers and publishes hundreds of thousands of social messages a month. Due to this, they needed a centralized, accessible tool that would simplify the workflow for social media stakeholders across the organization. Not to mention, because of the fast-paced, high-pressure nature of their industry, any solution they chose required an efficient, seamless onboarding process.



Overview

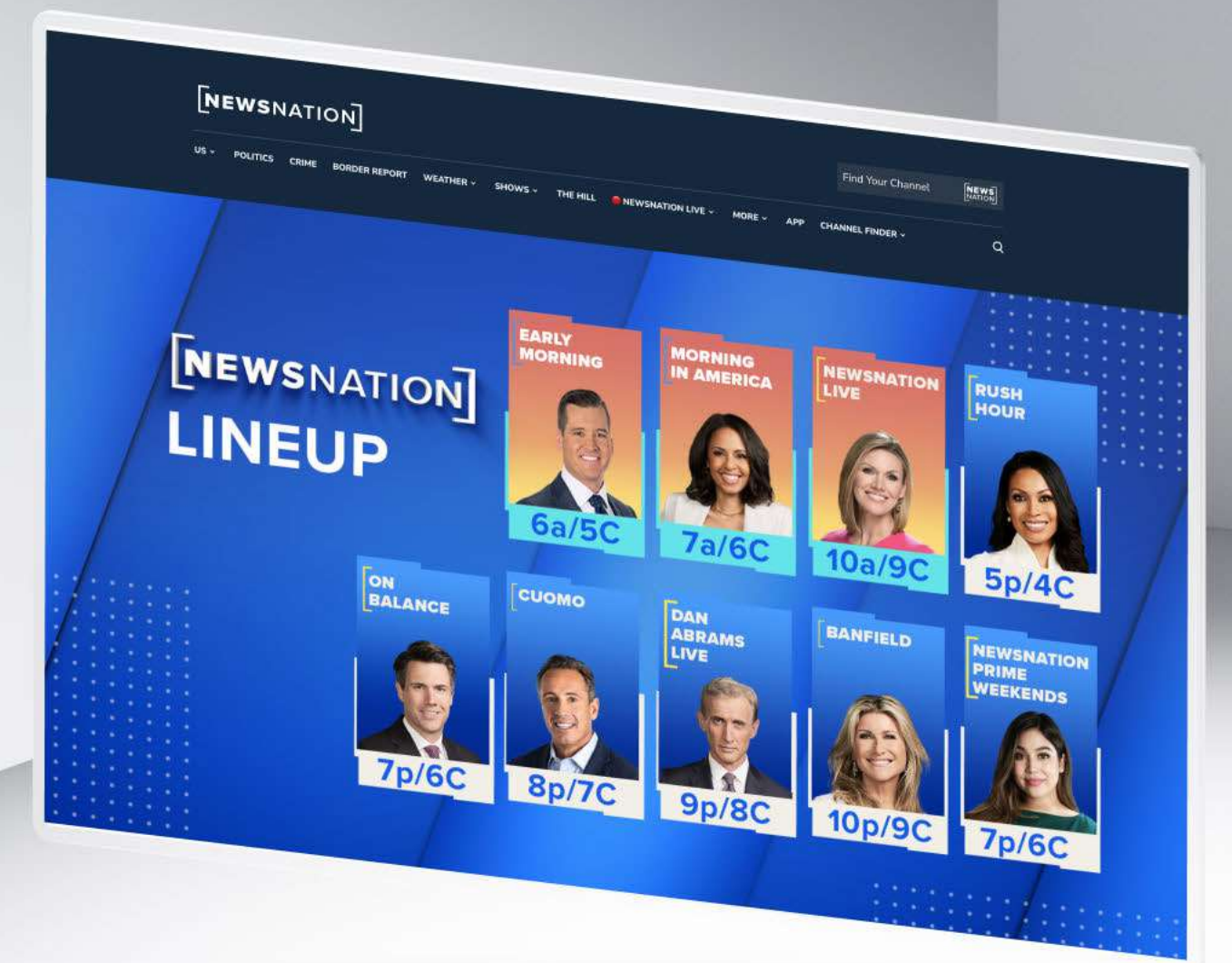
Problem

Solution

Results

With Socialflow, Nexstar found the solution to managing their expansive social media operation. Socialflow provided them with the powerful centralized platform they'd been searching for, allowing them to customize publishing for all teams, automate when necessary, and maintain control and security throughout the process.

In under six weeks, Socialflow carried out a series of in-person and online sessions for all Nexstar social media managers and ensured the entire team was ready to start publishing.



Overview

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In the first 90 days of the partnership, Nexstar successfully transitioned 700 social handles and over 1,500 users employed the platform. Through a multi-touch onboarding program, Nexstar media properties immediately saw significant performance boosts across their social media footprint.

1,500+

Nexstar users transitioned to Socialflow

~700

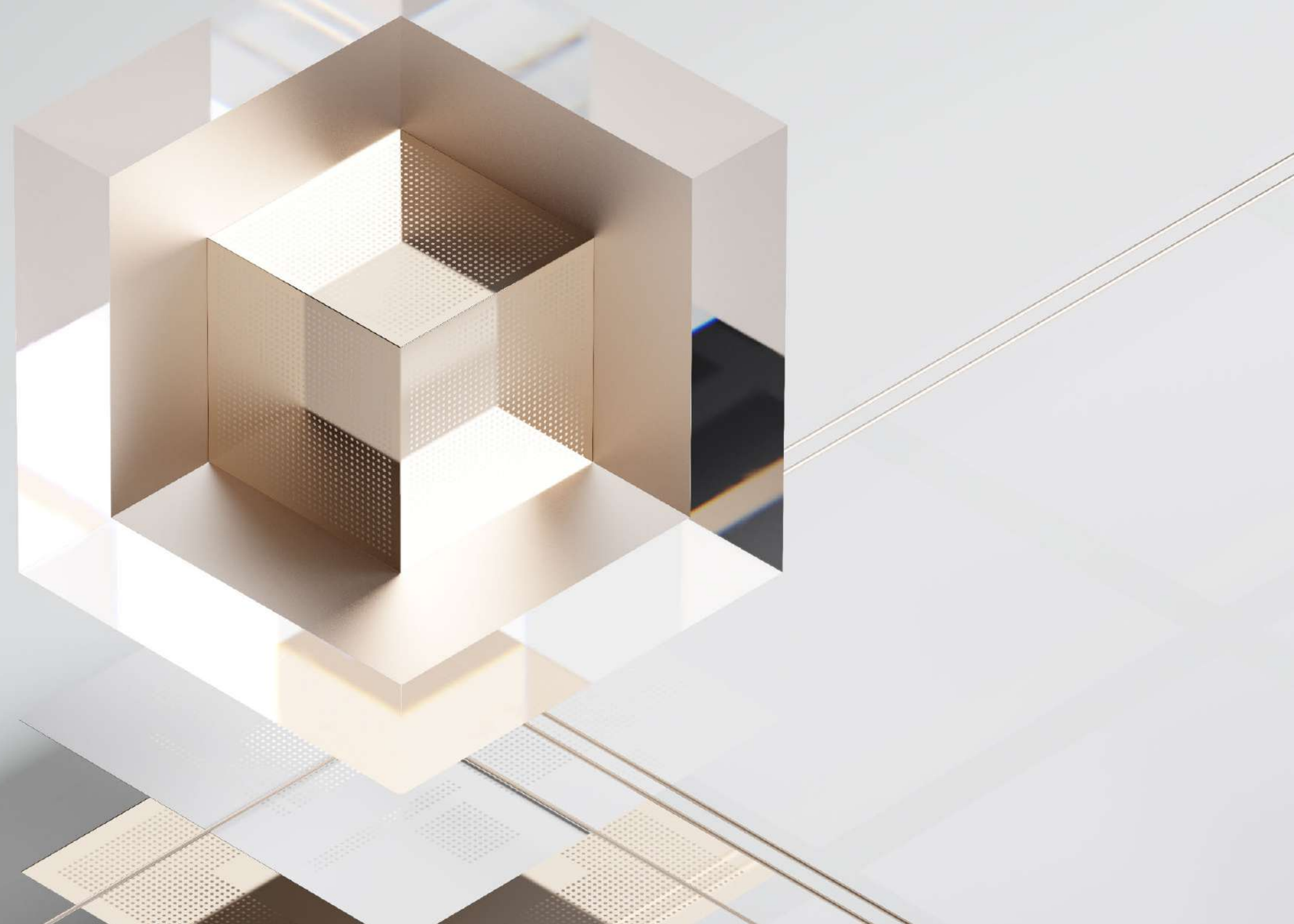
handles across Facebook, Twitter and Instagram

6 weeks

to fully transition to Socialflow

325K+

social posts a month



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.