How Shiseido Boosts its Social Media Strategy with Meltwater

The dilemma

As one of the largest beauty companies in the world, Shiseido knows the challenges of modern global brand management well. Encompassing over 50 luxury brands across 120 markets, it needs a social listening and media monitoring solution that could help bring its customer experience to the next level. Shiseido partners with Meltwater to turn its once-fractured social operations into a company-wide strategy.

> " We have come a long way from when we started, where we had fragmented data sources for evaluating social media, to now where we have a consolidated single source of truth. Having that one platform that enables us to evaluate our customer perceptions as well as our marketing impact across multiple markets in a consistent and globally insightful manner is what makes Meltwater different from its competitors. "

Amit Naik
SVP Global Head of Analytics, Shiseido

Meltwater enables Shiseido to:

Establish global brand governance across its social media accounts	Unlock competitive intelligence or trends through social listening	Future-proof the company's marketing, social, and PR operations

Social Listening and Engagement	Before Meltwater, more than a dozen of Shiseido's brands — operating across 20 markets and in multiple languages — managed their social media listening, marketing, and engagement using a variety of standalone, incompatible tools. Meltwater helped Shiseido create a custom analytics dashboard using **Explore**, its media monitoring and social listening platform. It also helped the long-standing beauty company consolidate its social publishing and engagement with **Engage**, Meltwater's social media management and analytics platform.
Competitive Intelligence	To have a truly holistic understanding of its presence worldwide, Shiseido also needs a comprehensive look at how it's performing against competitors. The company uses **Explore** to monitor its numerous competitors in multiple markets and develop benchmarks to evaluate its own brands' outputs. Plus, real-time alerts and spike detection help the company identify and get a head start on budding trends, benefitting marketing and product development teams alike.
Long-Term Strategic Partner	As the worlds of PR, social media, and marketing continue to converge, Meltwater acquisitions help keep Shiseido on the cutting edge. The beauty brand has collaborated in plotting the course as a member of Meltwater's advisory board. Meltwater's acquisitions of Klarity, Klear, Linkfluence, and other solutions ensure that Shiseido is also well-positioned to take advantage of continuing advances in AI, machine learning, and natural language processing. As an all-in-one suite, Meltwater keeps Shiseido's social and customer experience strategies integrated and scalable as the company evolves with the beauty industry.