



SDialogue

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SDialogue (formerly SRB Marketing) is an award-winning, strategic sustainability communications firm.

SDialogue provides strategic sustainability communications services, with a specialty in interactive/digital; stakeholder mapping and engagement; and training, including custom, but also packaged workshops, seminars and webinars.



SDialogue

Increasingly, companies are choosing to engage in a dialogue about sustainability and corporate social responsibility. SDialogue provides strategic thinking to companies looking to effectively tell their sustainability and CSR stories. New CSR ideas tend to be confusing for anyone who is unfamiliar with the language of CSR. As a result, too many people are left out of the conversation, consequently remaining uninformed and uninvolved.

"I advocate for walking the talk when it comes to sustainability and CSR and working with 3BL Media allows me to do that."

-Beth Bengston

Beth Bengston at SDialogue refers to this phenomena as the Silo Effect - and it is this effect exactly that SDialogue exists to combat.

"It is simply not helpful to speak CSR only to people within the CSR field." Beth Bengston will tell you, "We need to engage the rest of the world. We have true opportunity to effect change if we can get outside our silo of information."

The Challenge

SDialogue has two objectives: 1) effectively engage audiences in a dialogue about CSR and sustainability; 2) provide an avenue for more people to join the conversation.

Together, these objectives would offer companies the ability to compete and gain customers.

According to SDialogue, social media is the most powerful forum for meaningful engagement.

"With social media, customers are able to discuss any perceived discrepancies with companies," Beth explains. *"And frankly,"* she adds *"Who really reads CSR reports?"*

In order for SDialogue to effectively utilize social media they needed to achieve several goals:

- Reach interested audiences who are currently outside existing conversations.
- Communicate their message in a way that beginners and/or stakeholders could grasp.
- Discover the many places within social media where these conversations were already happening.
- Interact with various social media communities in credible, engaging and value-adding ways.

Beth believes social media is the easiest place to reach consumers and stakeholders because of its quickly growing popularity. *"Social media may not work for everyone,"* Beth cautions. *"You have to figure out where the stakeholders are at and find the best method to reach them."*



The Solution



To meet the challenge of communicating effectively within social media, Sdialogue turned to 3BL Media. Beth needed to ensure that the Sdialogue message was going to get to the right audience, at the right time, in the right format. 3BL Media provided Sdialogue the ability to communicate their news, whether it was a short video, a quick tweet, a media advisory or a full-blown multimedia campaign.

Achieving these goals was paramount in Beth's mind as SDialogues' clients are the type that consumers would want to spread the word about. Beth knew that using the diverse communication platforms that 3BL Media offered would lead to a phenomena she refers to as cross-pollination.

"One significant advantage of social media is that all those people who interact on various sites walk away and converse with other people in their lives. They sit down at the dinner table and spread the message with friends and family who may not use social media."

By connecting with engaged communities around the world, she's connecting to all of their friends and family as well. ***"When I walk away from my computer, I'm aware of the latest and also able to dialogue with the outsiders. I get to be part of both worlds."***

The Result

3BL Media was able to maximize Sdialogue's cross-pollination effect through the expertise of their social media team. This seasoned group of experts participates with category-specific online communities to promote and distribute relevant content. 3BL Media ensured that Sdialogue's content reached the desired audience efficiently and effectively.

"Philosophically, 3BL's approach is exactly what I encourage our clients to do from a content standpoint. Companies need to be putting content out in more than one way. It's vital if you want to be heard." 3BL Media achieved exactly that for Sdialogue.

3BL Media not only enabled Sdialogue to achieve their goals of finding and engaging the right audiences, but also offering content in the medium which people wanted. ***"People are going to do what they want online, and when it comes to content, they'll choose the form they like best. You need to give people various opportunities to find you and learn about you."*** Beth is an enthusiast

for 3BL Media's approach. She states, ***"I advocate for walking the talk ...working with 3BL Media allows me to do that."***

"The greatest value of social media from a marketing standpoint is the power of word of mouth."

Fundamentally, this is why 3BL Media's ability to broaden the audience for CSR and sustainability is so important.

When more people understand the issues, Sdialogue's clients gain an important competitive advantage. ***"Word of mouth is always the best advertising and social media is digital word of mouth on steroids - with an amplifier. The magnitude is enormous."***

3BL Media is proud to help Sdialogue increase the awareness and perceived value of CSR and sustainability.