**Kroger Engages Via Social Listening Amid Pandemic**

Kroger teamed with 360i to base its pandemic marketing strategy on social listening, and the grocer says it experienced triple the amount of engagement than normal by focusing on uplifting messaging, customer support and educational content. "What we figured out is, we're not going to be really precious about the creative assets, necessarily," said Director of Brand Marketing Emily Hartmann, adding, "We will be precious about the message."

***Marketing Dive 10.7.20***

[***https://www.marketingdive.com/news/social-listening-enabled-krogers-speedy-pandemic-marketing-response/586544/***](https://www.marketingdive.com/news/social-listening-enabled-krogers-speedy-pandemic-marketing-response/586544/)