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How Innovation in Social Analytics Ignites Marketing Success



The Social Shake-Up
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www.socialshakeupshow.com

#shakeupshow
@paigeleidg

FAST, ACCURATE AND DEEP SOCIAL ANALYTICS TO DRIVE YOUR BUSINESS

FIND OUT **WHAT**

- Share of Buzz
- Net Sentiment
- Passion
- Over Time
- Versus Competition

FIND OUT **WHY**

- Understand Consumers
- Opinions
- Emotions
- Behaviors
- Themes

A group of four people are seated around a white conference table in a meeting room. In the background, a large whiteboard is visible. The room has a wooden wall and a window. The scene is brightly lit, suggesting a professional and collaborative environment. The text is overlaid on the left side of the image.

CUSTOMERS ARE
HAVING
UNCENSORED
CONVERSATIONS
WITH ONE
ANOTHER.

Social Analytics Innovation

Audience-focused
approach enables a new
level of personalization

- Information that may not directly relate to your business/industry is still important
- Everything your audience talks about and cares about can be used to shape your marketing campaigns
- Draw connections between members of your audience based on common feelings, likes, and actions

Traditional Persona Approaches Missed Important Details

Person 1

- Born 1948
- Grew up in England
- Married twice
- 2 children
- Successful in business
- Wealthy



Prince Charles

Person 2

- Born 1948
- Grew up in England
- Married twice
- 2 children
- Successful in business
- Wealthy

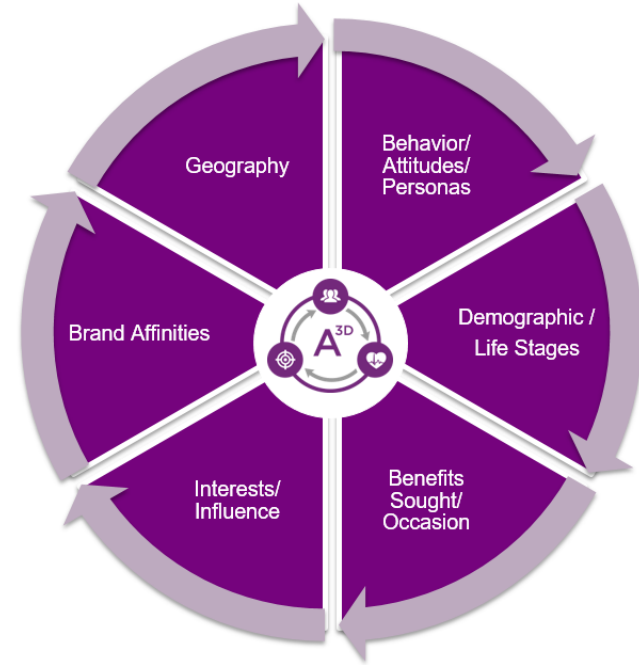


Ozzy Osbourne

Understand Your Audience Beyond Love of Your Brand

48% of Americans expect brands to know them and help them discover new products or services that fit their needs.

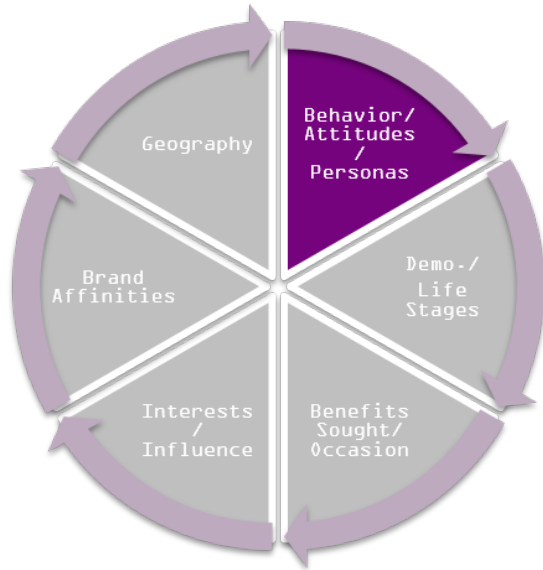
- Compare brand advocates, detractors, and the “movable middle” buy, use, or want outside of your brand
- Enrich marketing segments with real-time data to understand psychographics, preferences
- Compare brand lovers to other audiences - gain insights on behaviors, usage, attitudes
- Create new, unique strategies to curate personalized experiences that engage the audience you want to target



Expand Existing Segmentation

Define audiences based on how they move throughout their lives on a daily basis – how they think and behave defines them

BEHAVIORS/ ATTITUDES/ PERSONAS



Budget Conscious



Affluents



Thrill Seeker



Family Values



Shopaholics




Suburbanites

Build audiences based on their typical behaviors and self-professed signals about who they believe themselves to be

Etzy Understands More Than Customer Segmentation

Driving more interest and attraction from like-minded individuals



DEMOGRAPHICS

- 80% are women
- 65% associated with creative arts
- Majority live in 5 U.S. States: California, Texas, Illinois, Florida, New York

PSYCHOGRAPHICS

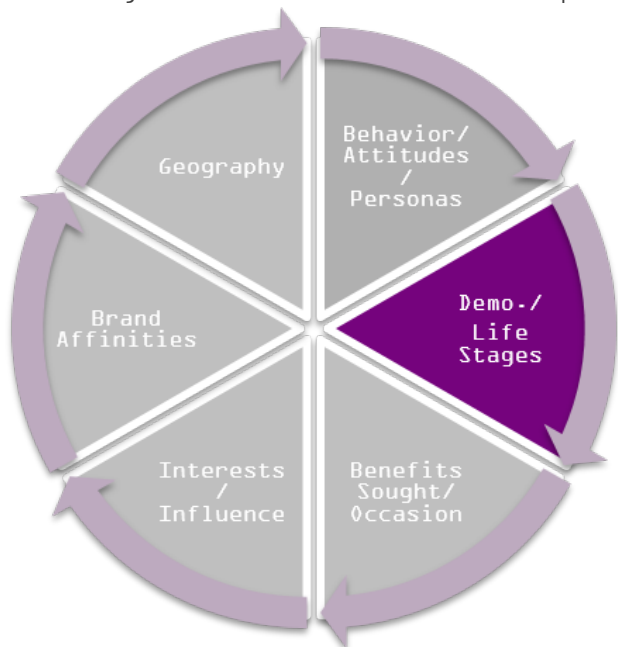
- Interested in home, garden, fashion, and family
- Love lighthearted humor, funny videos with animals and babies
- Influenced by Lady Gaga, Nicki Minaj, and Taylor Swift

SOCIAL MEDIA BEHAVIOR

- Top hashtags are #vintage, #ecochic, #jewelry, #rare
- Post most often on Tuesday–Thursday

Align Traditional Market Research With Social

Create audiences based on demographic profiles (e.g. inferred age, ethnicity) or key life moments that impact customer decisions



DEMOGRAPHIC



Moms:

- Millennial Moms
- New Moms
- Working Moms
- On-The-Go Moms



Millennials:

- Young Worker
- Concertgoer
- Hispanic
- College Age

Create groups by leveraging traditional identification methods

LIFE STAGES



Graduation



Marriage



Buying A Home



Having A Baby

Profiles based on key moments in time that trigger new behaviors

Corona Improved Their Customer Loyalty

Combined Traditional Research with Social Audience Understanding



DEMOGRAPHICS

GENDER:

- 57% Male, 43% Female

ETHNICITY:

- 60% Caucasian
- 16% Hispanic
- 12% African American

PROFESSIONS:

- 47% Creative Arts
- 19% Students
- 11% Sales and Marketing

CORONA ADVOCATES VS. GENERAL POPULATION: INDEXED TOP ITEMS

FOOD AFFINITIES:

- Hot Cheetos, 3.45x
- Kit Kats, 4.64x
- Wing Stop, 3.75x
- Carl's Jr., 3.1x

MUSICAL ARTISTS

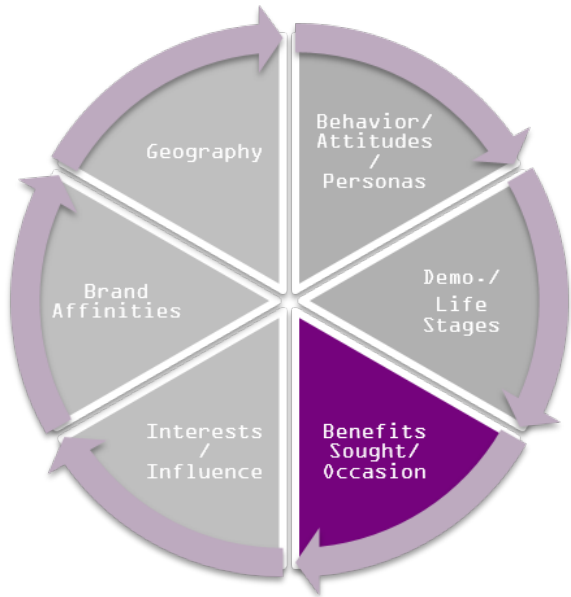
- Madonna, 9.3x
- Bob Seger, 6.05x
- Jay Z, 6.12x

SHOWS

- Simpsons (4.67x)
- Family guy (4.4x)
- American Idol (3.89x)

Utilize Behaviors & Drivers To Create Your Strategy

Build audiences based on purchase behaviors and drivers to achieve a deeper understanding that culminates in smarter customer acquisition and retention strategy



BENEFITS SOUGHT



Habitual Buyer



Occasional Buyer



Guilty Pleasure

Bucket groups based on how and when they want to buy your brand

OCCASION/ INTERACTION



Customer Service



Feedback

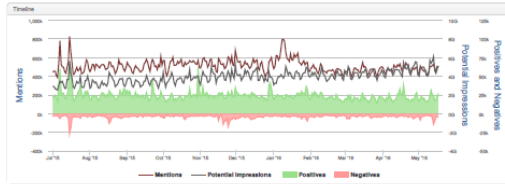
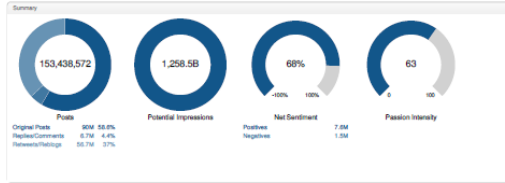


Brand Relationship

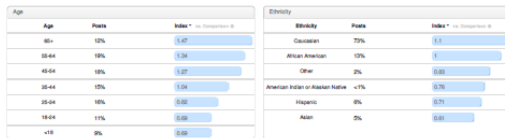
Segment customers based on types of engagement with your brand

Amazon Order & Delivery Drive Brand Satisfaction

Brand loyalty has gotten so strong that Amazon is becoming a verb for online shopping similar



Brand Demographics



Interests

Interests	Points	Index
Shopping	6%	15.45
Literature	27%	7.81
Travel	8%	2.80
Technology	4%	1.39
Home and Garden	<1%	1.35
Outdoors	1%	1.30
Health and Fitness	2%	1.02

Professions

Professions	Points	Index
Creative Arts	75%	1.83
Sales and Marketing	10%	0.86
Shopping	5%	0.86
Health and Medicine	1%	0.73
Entrepreneurship	2%	0.63
Science and Research	2%	0.6
Technology	<1%	0.53

Popular Posts

Headlines of New York
NEW: States can be prohibited now for 40% off AMAZON
 154009 Likes, 9964 Retweets, 6216 Replies, 141109 Views

Clareancy Team
 Let's show the world the power of the Amazon, who can't pass up a good helping their convenience. <http://getamazon.com>

141709 Likes, 1923 Retweets, 1044 Replies, 14803 Views

Popular Links

amazon.com
 630059 Likes, 208000596 Retweets

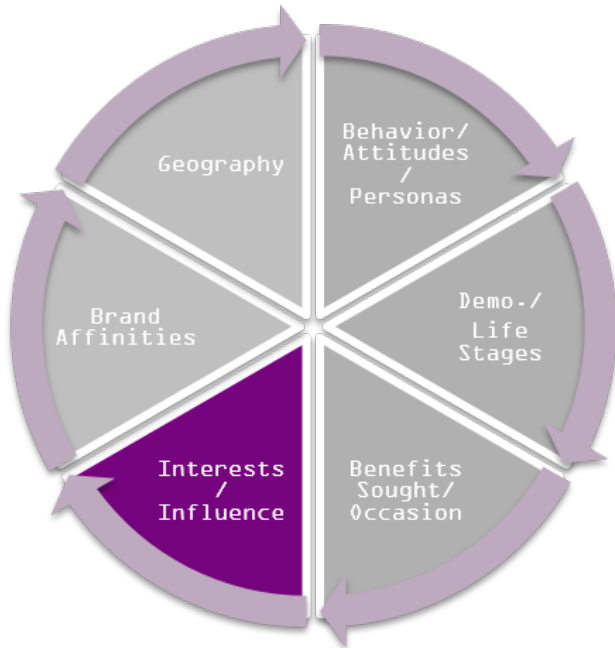
871280 Likes, 58312809 Retweets

Grid of Content: Includes images of people, a red toy car, a man speaking, a woman in a green dress, an Amazon.com logo, a truck, and a book cover for 'The ZOURRUTE MANUSCRIPT'.

	Mentions	Net Sentiment	Emotions
	81M	71	best great amazing
	122k	69	good thank
	1.5M	68	thank favorite good

Know Your Audience's Interests & Influencers

Knowing your target's broad interests, including how influencers affect those interests, is critical to building a successful strategy



INTERESTS



Gamers



DIY-ers



Fitness Freaks

INFLUENCE



Passion Influencers



Category Influencers



Industry Experts

Identify an audience by the content they share, interests they profess, who they follow, or who they discuss

Cheetos Teams Up With Burger King

Understand **how Consumers Consume Your Product**

Mac n' Cheetos - deep-fried macaroni sticks coated in the crispy, cheesy Cheetos.

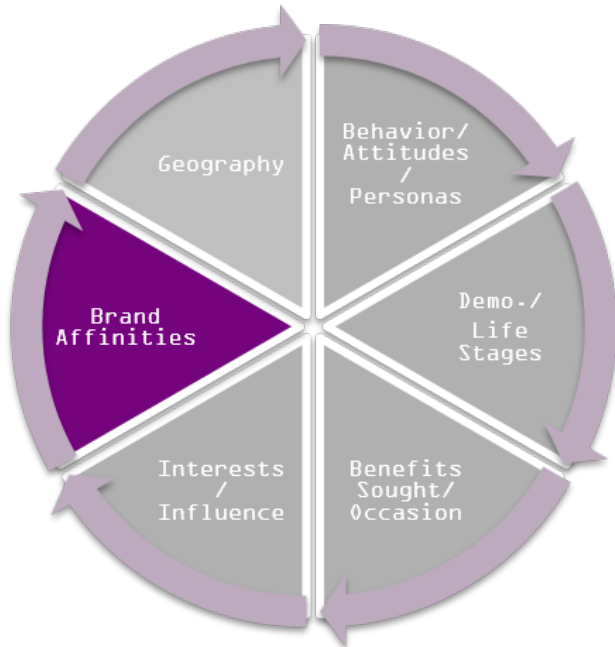
Consumers have flocked to Burger King calling the combination of foods “**beautiful**” and “**freaking amazing**” —resulting in a **76%** increase in the Cheetos brand conversation

No surprise to Cheetos, as consumers were already talking about the perfect combination of its chips when paired with Mac n' Cheese.



Find Context Within the Customer Journey

Understand your (or your competitors) audiences built on how they engage and at each stage of the purchase process



BRAND AFFINITIES



Brand Followers



Brand Talkers



Brand Advocates



Brand Detractors

For your brand, a competitor, an aspirational group, a partner, etc.

PURCHASE FUNNEL



Awareness



Consideration



Purchase










Experience

Audiences based on funnel activities – Best for longer sales cycles

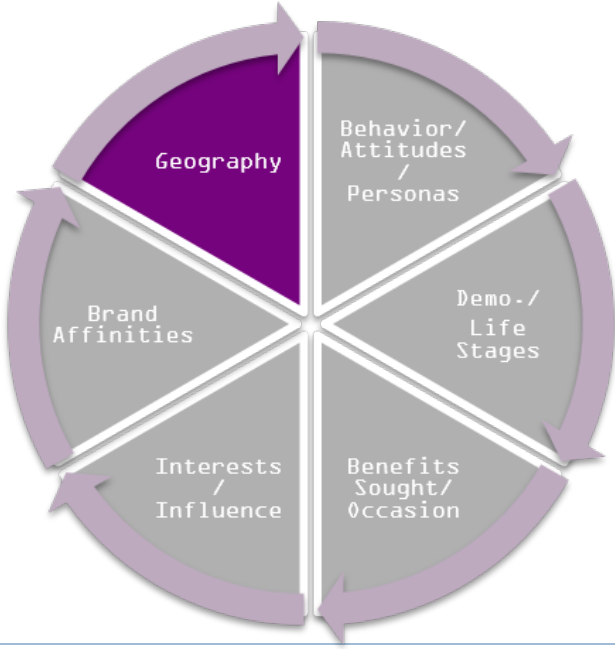
Chevy's Brand Perception Has Changed Over Time

Consumers are head over heels with Chevrolet's selection of vehicles, value for money, and gas mileage.

	Brand Mentions	Selection	Value	Design	Gas Mileage	CX	Average Score
	10M	81	70	65	78	30	64.8
	23.9M	75	55	38	71	77	63.2
	8.9M	65	46	62	70	67	62.0
	2.7M	65	53	63	61	61	60.6
	1.8M	68	46	66	60	57	59.4
	7.5M	71	45	68	65	47	59.2
	21.7M	66	23	72	29	16	41.2

Find Opportunities by Taking a Geographic Perspective

Evaluate emerging markets or identify opportunities for both localized content and market penetration in existing locales



GEOGRAPHY



City



State



United States

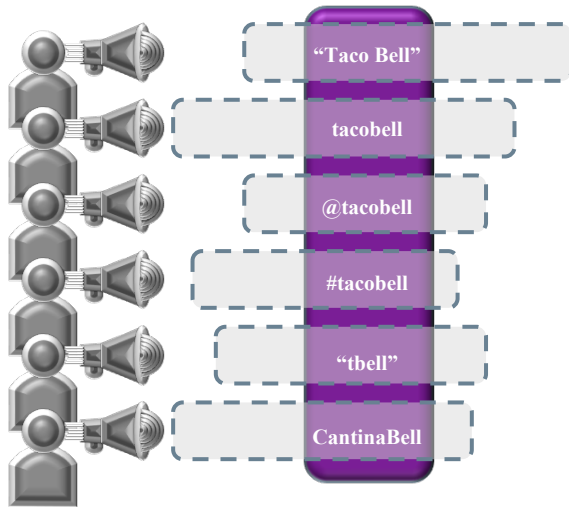


International

How It Works: Two Ways of Looking at the Data

TRADITIONAL

What people say about a brand/product



AUDIENCE FOCUSES

What an audience says overall, giving 10X+ traditional volume



Takeaways

USE DATA TO
DEVELOP
AUDIENCE-
CENTRIC
CAMPAIGNS
THAT WILL
RESONATE

THE CONSUMER
EXPERIENCE
IMPACTS BRAND
LOYALTY

TRENDS CAN
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