DEVELOPING DATA-DRIVEN AGENCY PITCHES USING SOCIAL MEDIA ANALYTICS
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• SUMMARY
Agencies that get the most out of social listening share two attributes: deep exploration and consistent pitch processes.
Creating a compelling pitch analysis is a critical use case for any agency looking to win new business. But, the agency pitch process is demanding—resources are strapped for time and margins are shrinking. An even bigger challenge is exceeding high client expectations, often with hard to measure business objectives. One consistent theme of winning pitches is powerful story-telling based off of a deep understanding of your client’s vision and target consumer.

At NetBase, we have found agencies that get the most out of social listening share two attributes: deep exploration and consistent pitch processes. To the first, results of social analysis are best used when a specific question is answered. Too often, we hear clients say—“just tell me what bubbles up.” Leading agencies push their clients for clarity to understand brand voice and vision. On the second point, too many agencies approach each pitch as an ad hoc analysis. Due to those condensed timelines, successful agencies have a repeatable, streamlined process focused on competitive analysis, industry and category trends, and audience segmentation.

This e-book will provide a framework to analyze the performance of a brand, competitors, or a category in quick-turnaround situations to best highlight and reinforce your agency’s ideas and strengths.
THE PITCH PROCESS MOVES FAST

The process from Research to Execution moves fast, wasting time to sift through the noise and find relevant insights is not an option. You need a framework to uncover actionable insights to help make your case during the pitch. By operating within that framework, as well as any additional questions, you will have the basis from which you can start to build your analysis and gather insights.

WHAT DOES ANALYSIS FOR AN AGENCY PITCH TELL ME?

While the focus and goals of individual pitches may vary, using NetBase as a part of your agency pitch analysis enables you to answer questions such as:

- How is my brand of interest performing across social platforms today?
- At a high level, how does my brand compare to its primary competitors?
- What differentiators exist for the brand when compared to analyses of its competitors?
- How do key attributes compare across my brand of interest and its competitors?
- Which attributes reveal strengths or opportunities to recommend action on?
- Which specific target markets or segments are worth focusing on for my brand?
- What can I learn by analyzing content from the brand’s owned channels?
- What can I learn by analyzing the most popular content in brand-related discussion?
- What trends surface when researching the brand’s industry or category?
HOW CAN I USE INSIGHTS FROM MY ANALYSIS FOR AN AGENCY PITCH?

The primary goal of a pitch analysis is to show the full capabilities of your agency, including how social media analytics informs insight and creative. While the focus of individual pitches varies, this guide covers different resources within NetBase that allow you to quickly share exciting possibilities with prospective clients and uncover insights to share during the pitch, such as determining:

- Strengths of my brand of interest to improve positioning
- Perceived weaknesses of my brand for potential product or messaging improvements
- Which attributes resonate the best and which attributes have the opportunity to be promoted more effectively
- Competitive weaknesses that can better leverage my brand and/or competitive strengths that represent an opportunity for my brand
- Channels with the most engagement, to better inform content strategy
- Trends within the most popular content
- Trends within the category or industry
- Unmet needs within the category or industry
An effective social listening strategy analyzes the rich conversations of your consumers to reveal a deeper understanding of their likes, wants, needs, and behaviors. Strategic brands leverage these social insights to inform their marketing strategy and create truly amazing and engaging campaigns that capture their audience’s attention and get them to act.

The following graphic organizes these insights into areas you will explore for deeper insights and strategic recommendations to your client. We will explore each of these areas in more depth below.

### COMPONENTS OF AN EFFECTIVE AGENCY PITCH DECK

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<tr>
<td>Picture of the Brand</td>
<td>• Conversation Volume in Context • Conversation Trend– timeline, spikes</td>
</tr>
<tr>
<td></td>
<td>• Word Clouds— terms, people, hashtags • Trending— emerging discussion</td>
</tr>
<tr>
<td>Shape of Conversation in the Market</td>
<td>• Comparison— total volume, as related to key issues • Themes— who owns what, known market issues</td>
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<tr>
<td>Category &amp; Competition</td>
<td>• Sentiment Drivers— consumer-driven feedback, industry problems • Storyscope— gender-specific, “I wish,” “I want”</td>
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<tr>
<td>Unmet Needs &amp; Consumer Desires</td>
<td>• What You Know— Top Terms— stream, verbatims, “no duh”</td>
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<td>• What You Don’t Know— Index &amp; Audience— emerging, over-index, under-index</td>
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<td></td>
<td>• What You Must Know— Qualitative— action-focused recommendations based on data analysis</td>
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<tr>
<td>How We Can Help</td>
<td>• Program Recommendations— Bringing a Social Program to Life</td>
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An effective social listening strategy analyzes the rich conversations of your consumers to reveal a deeper understanding of their likes, wants, needs, and behaviors.
The Picture of Your Brand

The first element of your pitch deck will provide insights into your brand. Understanding the conversation volume in context is important to understand your consumers and specific attributes that draw consumers to your brand.

Knowing what your customers are sharing will be the first step in identifying brand attributes, keywords, and hashtags that resonate best with your customers. Brand analysis will also uncover what else they are talking about in your brand conversations including competitors, adjacent products, and even people. Lastly, it’s important to understand where these conversations are happening and who are your key influencers on those channels, both advocates and detractors, so that you know how and where to engage new customers. Deeper analysis will look into emerging trends and conversations that can impact the direction and success of your strategy.

Knowing what your customers are sharing will be the first step in identifying brand attributes, keywords, and hashtags that resonate best with your customers.
While researching a brand is typically the cornerstone of a pitch analysis, looking into competitors and the relevant category will provide additional context and support for insights uncovered in your brand-focused research.

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Analyzing a brand, its competitors and/or a relevant category enables you to derive insights and then propose how to strategically take action, highlighting your agency’s cross-functional ideas. When time permits, layering in a category or industry analysis in addition to the brand-focused components of a pitch can help to surface additional context or opportunities for the main brand.

A good place to start most analyses begins with a comparison of conversation volume, sentiment and brand passion across your primary competitors. While a brand may not have the highest conversation volume on social media, brand passion is a better indicator of consumer sentiment toward your brand and that of your competitors. Understanding these sentiment drivers will drive your consumers to engage.

<table>
<thead>
<tr>
<th>Airline Ranker by Sentiment (Last 12 Months)</th>
<th>Mentions (Total)</th>
<th>Mentions (%Share)</th>
<th>Mentions (Trend)</th>
<th>Net Sentiment</th>
<th>Passion Intensity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>JetBlue</td>
<td>54,000</td>
<td>14%</td>
<td>56%</td>
<td>81</td>
</tr>
<tr>
<td>2</td>
<td>Hawaiian Airlines</td>
<td>335,178</td>
<td>7%</td>
<td>57%</td>
<td>82</td>
</tr>
<tr>
<td>3</td>
<td>Virgin Airlines</td>
<td>210,719</td>
<td>7%</td>
<td>44%</td>
<td>73</td>
</tr>
<tr>
<td>4</td>
<td>Alaska Airlines</td>
<td>37,007</td>
<td>8%</td>
<td>32%</td>
<td>80</td>
</tr>
<tr>
<td>5</td>
<td>Air Canada</td>
<td>28,191</td>
<td>13%</td>
<td>22%</td>
<td>67</td>
</tr>
<tr>
<td>6</td>
<td>Southwest Airlines</td>
<td>2,186,111</td>
<td>30%</td>
<td>12%</td>
<td>71</td>
</tr>
<tr>
<td>7</td>
<td>Delta Airline</td>
<td>1,023,077</td>
<td>29%</td>
<td>6%</td>
<td>56</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>9,579,452</td>
<td></td>
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*Sentiment and Passion Intensity are a better indicator of consumer love than # of brand mentions*
Layering product or industry themes on top of your competitive analysis provides even greater competitive insights and uncovers new opportunities that favor your brand or service. In the graphic at right we analyze consumer sentiment across three airline service attributes—baggage, boarding, and ticketing. In this example, it’s clear that Southwest’s customers love their ticketing process while British Airways’ customers are less than satisfied with baggage handling and fees. This presents an opportunity for British Airways to improve their baggage services, while on the other hand, it uncovers a vulnerability that their competitors can exploit to engage and convert new travelers to their airline.
INSIGHTS AND ACTIONS

It is incredibly powerful to understand what consumers, in general, say about your brand and how they dissect its value proposition. But you can take that analysis even farther by looking at it through the lens of target audience segments.

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The lowest hanging fruit when it comes to audience analysis is to layer an audience theme over your brand and competitor topics. By doing this you are essentially telling the NetBase platform, “only show me the conversations from those people who fit my target audience when they mention my brand or my competitor brands.” It goes without saying how powerful this analysis is given that you are getting a direct line of sight into your target’s thoughts about your products.

Example: Your key segment is Gen Z. You want to understand if they use any specific language cues when it comes to your products and/or competitors. You also want to know how they consider purchasing in your category overall. Lastly, are there any unknowns about how they behave that could be telling in how they might react to your upcoming messaging.

• What words they most commonly associate with your brand (word clouds)
• What drives their reactions to your products (sentiment drivers)
• What channels they seek out information about you (source breakdown)
• Time of the day they generally talk about you (day-and-hour analysis to pinpoint times to post)
• How/if they mention you alongside a competitor (stream widgets and include term filters)

And now that you have a firmer grip on how they talk about you, you can take that assessment even further.
WHAT MAKES AN AUDIENCE UNIQUE

While researching a brand is typically the cornerstone of a pitch analysis, looking into competitors and the relevant category will provide additional context and support for insights uncovered in your brand-focused research.

**Millennials vs. Twitter Gen Pop**

By seeing them side-by-side, you will, even visually, be able to

- See what words resonate most strongly with one group as compared to the other
- See what values or product features each cares about most
- See if/where overlaps exist and how you can make that work to your advantage (e.g. Gen Z and Moms agree on price but vary when it comes to quality)
- See what unmet needs each group has

Additionally, by looking at your segments in this fashion, you can also make use of the framework you created for the Product Attributes analysis. Layering in those other product attributes, brand descriptor and messaging themes, you can also see how and when your audience segments specifically think about those concepts related to your brands and products. It gives you even richer insight into what they value most because you can also see if one segment prefers something that the other does not.
Another more advanced step to deeper insight is trying to get as predictive as possible. NetBase’s trending widgets help with part of this, but you also need to apply the findings from your campaign/event/product topics to set-up widgets that align with your future state work. For example:

Your company always does back-to-school promotions.

- Set-up trending widgets linked to various school-related products—from clothes to supplies to fashion, benchmark them over the three-month summer break period
- Establish word cloud widgets from both the parent and children perspective and map them back to various emotional drivers; also map them back to how behaviors change as summer goes on
  - Parents = “ugh, my kid is home for three months straight” culminating with “yes, my child is going back to school”
  - Child = “summer started” ending with “ugh, school is starting”
  - Use insights to power content and product promotion ideas
User generated content is a great source of inspiration to see how customers are using your products in their daily lives. Adjacent products may also inspire ideas for new flavors, partnerships, and promotions.

Ideally, you are now able to weave all of the above components together for a comprehensive view of your brand, its competitors, the marketplace and your audiences. You will now have the requisite insights to make smarter decisions when it comes to channel planning, media planning, campaign execution, product innovation, product messaging and audience targeting.

Gathering and analyzing your data sets per above will help yield targeted insights linked to your needs. Of course, you can't just leave those insights hanging—you need to make them actionable in order to achieve success. Not only will your social media teams appreciate those insights, you will be able to share them with your cross-functional integrated marketing teams.

Consider a few of these examples of how this framework comes to life:
CAMPAIGN PLANNING

GOAL: Higher education institution needs to attract more potential students

IDEA: Looks to social to find analyze students’ decision-making processes

EXECUTION:

• Analyze conversations mentioning applying to schools, college choice, first choice, safety school, etc.

• Mentions of “when I grow up, I want to be...,” “I always wanted to be a...,” etc.,

• Conversations of student regret, including references to skipping college altogether or that it wasn’t worth the money or time.

• Create themes based on the student experience—high school senior based themes around moving out, college anticipation, graduation, “I’m off to,” as well as an audience theme of people talking specifically about SAT or ACT prep and graduating from high school (to layer on top of the “when I grow up” mentions specifically)

OUTPUT:

• In assessing the overlap of the various topics and themes mentioned above, the university found out that its target groups discussed “making the right choice” and “dreaming big.” The university also saw that its parent segments and the older demographic talked about regrets they had in not following their dreams.

ACTION:

• The institution decided to launch a new campaign (social, TV and print) titled “Kindergarten Graduates” (#KindergartenGraduates). The hashtag would be used prominently across social channels linked to specific campaign content.

• The organization also used the idea to power TV spots featuring kindergarteners talking about what they want to be when they grow up, and then fast-forwarding to an older version of each child showing them as a proud graduate in that field (e.g. doctor, police officer, astronaut).
EVENT PLANNING

GOAL: Healthcare provider is looking for a new angle for its sponsorship of a local, but heavily attended, music festival.

IDEA: Wants to look at consumer pain point conversations around what the event is lacking to create some branded swag to hand out.

EXECUTION:

• Create two topics: (1) around the current music event it sponsors, including related hashtags, @mentions and bands/artists, and (2) mentions of other similar music festivals (domestic only) as a comparison.

• Themes to related to pre-, during- and post-concert mentions. Other to consider would also be what people bring to concerts.

OUTPUT:

• While analyzing the conversations, the healthcare provider uncovered that concertgoers unequivocally discussed the lack of water stations and over-priced beverages at the show.

ACTION:

• Given that the healthcare provider already talks about hydration being a key component to living an active and healthy lifestyle (including via social media campaigns during the summer months), it decided to create branded collapsible water bottles and add five water stations around the venue where people could fill up for free.

• The efforts led to a 10x spike in engagement and branded mentions on social, as well stronger sentiment and affinity compared to any other time up to that point in the year.
PRODUCT LAUNCH

GOAL: CPG brand wants to launch a new potato chip flavor

IDEA: Wants to leverage social for flavor insights and customer needs

EXECUTION:

• Create a potato chip topic within NetBase based on the following: brand labels, competitor brands, as well as potato chip words, including, but not limited to, potato chips, tortilla chips, crisps, crunchy snack, salty snack, savory snack.

• Create themes around consumer behaviors: buy/purchase, “I want,” “I wish,” “I crave,” “I need,” etc., as well as themes for different flavors.

• Create an additional audience theme for millennials.

OUTPUT:

• CPG brand found that customers over-indexed on discussion of spicy flavored chips, more specifically, jalapeno. But when it came to “craving,” people still appreciated the standard flavors of BBQ and Sour Cream & Onion. In addition, the brand uncovered that customers were looking for more healthy/baked options rather than fried.

ACTION:

• Brand decided to launch a new jalapeno flavored chip that was lightly fried in oil. It also decided to revamp its Sour Cream & Onion flavor to make it more potent.
You’ve done the research, now it’s your time to shine! Make recommendations that highlight and reinforce your agency’s ideas and strengths. Identify unique differentiators and services that bring the program to life.

Lastly leverage this opportunity to showcase other strategic capabilities that help move your clients brand forward. The table below highlights strategic services offered by the most sophisticated agencies to their brand clients.

**Social informs client facing teams, drives creative, & insights**

<table>
<thead>
<tr>
<th>ACCOUNT PLANNING &amp; DIRECTORS</th>
<th>BRAND MANAGEMENT &amp; STRATEGY</th>
<th>DIGITAL MARKETING</th>
</tr>
</thead>
</table>
| **Client competitive tracking:**  
  • Pitch new brand concepts backed by social analysis | **Content & Messaging:**  
  • Tune creative to match consumer tone and most shared content | **Campaigns & Events:**  
  • Before: Creative & placement  
  • During: Real-time adjustments  
  • After: Measurement |
| **Category trends:**  
  • Leverage social to stay on top of client industry trends and engaging content | **Journey Analysis:**  
  • Understand the client’s customer journey – unmet needs and new ways to activate | **Brand Analysis:**  
  • Differentiate clients versus competitors |
| **Regular Reporting:**  
  • Add social as a value-add to deliverables | **Pitch Insights:**  
  • Leverage social for inspiration and ideation | **Audience Analysis:**  
  • Deep segmentation to better target creative |

**NEW BUSINESS**

**EXECUTION**

**DELIVERY**
SUMMARY

Powerful story-telling is a key to delivering a winning pitch deck. You need a framework to uncover actionable insights including a deep understanding of your client’s vision and target consumer to help make your case during the pitch. By operating within that framework, you will have the basis from which you can start to build your analysis, gather insights, and deliver a pitch that “WOWs” your client, highlighting your agency’s strengths and developing a long and prosperous relationship for both you and your client.

Contact NetBase to get a more complete picture of your brand as seen through the eyes of your consumers.

The Importance Of Storytelling For Brand-Audience Connection

Netbase Provides Blue Sky Agency With State of the Art Social Intelligence

The 4 Steps to a Successful Social Analytics Program
NetBase is the social analytics platform that global companies use to run brands, build businesses, and connect with consumers every second. Its platform processes millions of social media posts daily for actionable business insights for marketing, research, customer service, sales, PR and product innovation.

NetBase is recognized by analysts and customers as the leader in Social Analytics. NetBase was rated a category leader by Forrester in the “Forrester Wave: Enterprise Social Listening Platforms, Q3 2018” report. NetBase was also named a top rated social media management platform by software users on TrustRadius and a market leader by G2 Crowd.