While 87% of brands say they provide clear pitch objectives, only 28% of agencies agree.

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 nebulous 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.

In a poll of European agencies, surveys (33%) emerge as the top-cited resource that would improve the pitch process, followed by competitive intelligence (30%) and trends analyses (29%). Social media data can provide inspiration and supplemental qualitative insight to each area in the form of brand differentiation, industry trends and audience segmentation.

At NetBase, we have found agencies that get the most out of social listening share two attributes: deep exploration and a consistent pitch process.

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. 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.
In its first week with NetBase, a UK agency created owned channel analysis, competitive insights and segmentation in <8 hrs of effort. The result: Genuine good feeling as a new client.

A French agency normalised influencers by followers to win a micro-influencer campaign w/ 60% higher engagement (rate per €1000)

Seasonal trends in salad recipes, building an email campaign around “bright” flavours—25% higher open rates for the chain

Sponsorship pitch based on object analysis—proving brand associations and in-game reach

UK agency analysed top sites for Financial Advisors; pitch included unique blockchain content and media buying based on most shared links

London Agency won custom “drinkers” segmentation based on followers of popular local clubs/pubs
ILLUSTRATIVE NETBASE CAPABILITIES

AUDIENCE SEGMENTATION

- Win client business with truly custom segmentation based on demographics, lifestage, brand affinities and more
- Understand where your target set over or under indexes in music, food, health & fitness, content and more to inspire creative and campaigns

IMAGE ANALYSIS

- Identify objects and scenes people most commonly share to incorporate into campaign ideas

CUSTOMER JOURNEY MAPPING

- Use NetBase’s pre-built templates to analyze each phase of the customer journey for a brand or category
- Understand pain points and white space opportunities to improve your pitch

ABOUT NETBASE

NetBase is the award-winning 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.