2019
HOW SOCIAL ANALYTICS IS IMPORTANT TO BRAND MANAGEMENT
## INTRODUCTION

- Measure Brand Health and Effectiveness .............................................. 3
- Finding an Audience's Sweet Spot Increases Brand Awareness .......................... 4
- Benchmark and Study Competitors ..................................................... 5
- Social Insights Help Challenger Brand Grow Voice and Build Loyalty ................................. 6
- Conduct Category Analysis ................................................................. 6
- Using Social Media Analytics to Find the Next $100M Idea .................. 7
- Understand Product Attributes ......................................................... 8
- Audience Insights Fuel Customer Driven Innovation .............................. 9
- Analyze Audience Segmentation ..................................................... 9
- Audience Insights Deliver $1M in Revenue ......................................... 10
- Summary .......................................................................................... 10
Brand marketing is all about reaching and persuading consumers. And in today’s always-on, always-connected world, reaching consumers happens via social media. It has connected individuals of like mind, shifted the way people seek and find information, and dramatically changed the spread of opinions about brands in good and bad ways.

But where there are consumers talking, there are insights to be had, and consumer insights are the gasoline to a brand marketer’s engine. Brand managers use social analytics to solve for the three primary business objectives—acquiring more customers, retaining current customers and building brand value.

This eBook will discuss the importance of social analytics to:

- Measure Brand Health and Effectiveness
- Benchmark and Study Competitors
- Conduct Category Analysis
- Understand Product Attributes
- Analyze Audience Segmentation

“Through social listening we uncover consumer behaviors, needs and white spaces that drive innovation and create actionable plans to develop new products that are instantly adopted and lead to immediate success for our clients.”

—Razi Imam
Co-Founder and CEO, 113 Industries
MEASURE BRAND HEALTH AND EFFECTIVENESS

Nothing gives brand managers a better understanding of brand health than social analytics. By tracking the volume and sentiment of conversations about your brand, and studying the demographics of the audience talking about you—even the intricacies of what they say—brand managers have more visibility into consumer opinions than ever before.

The old way of doing this was through consumer surveys and focus groups, both of which remain relevant, but are also slow-moving and costly. By analyzing massive volumes of online and offline conversations, brand managers gain insights into infinitely larger sample sizes, a greater diversity of consumers, and a wider variety of topics, even getting answers to questions they may not of thought to ask.

But it’s more than just looking at sentiment or even volume of conversations. Track the behavior and emotions attached to your unique selling proposition or campaign messaging over time so you can see in near real-time if your promise is falling short.

FINDING AN AUDIENCE’S SWEET SPOT INCREASES BRAND AWARENESS

Though snack brand Pocky is hugely popular in Japan, they hadn’t quite broken through in the U.S. market. The snack brand enlisted the aid of ad agency Santy to create a targeted campaign to grow their social footprint, introduce the snack to new audiences in a unique and relatable way, and identify new opportunities within this fresh market.

Using NetBase social analytics, Santy made some unexpected discoveries about existing consumer perceptions of the brand, where they were talking on social media, and opportunities to engage consumers:

- Tumblr was the largest source of Pocky brand conversations in the US
• Consumers were referring to Pocky as a “candy bar”
• Though Pocky had more brand mentions, competitors had higher impressions
• The popularity of Japan’s Pocky Day would be a prime time to engage the US market

Using these insights, Santy refined their campaign strategy and messaging to hit the appropriate audience sweet spot. Then, partnering with like-minded brands and influencers to amplify their message, Pocky was able to launch a large scale Pocky day, bringing the increased share of voice they wanted in the U.S.

“We always use NetBase to inform the social strategy for our clients and the surprises we uncovered for Pocky are why. If we acted on incomplete information we might miss our target completely—to the detriment of our client. With insights surfaced in NetBase, we’re able to optimize the effectiveness of campaigns to help our clients engage new audiences and increase brand loyalty.”

—Adam Pierno,
Director of Brand Strategy and Planning, Santy

870%+ Social Footprint
4X increase in brand conversation
133%+ Potential Impressions (230,007,528)

BENCHMARK AND STUDY COMPETITORS

While engaging across social media platforms means your brand is out there for all to see, it also means your competitors are, too. And you can see them, monitor what they do, analyze them and use those insights to your advantage.

Whether you are keeping tabs to ensure the size and scope of your audience compares favorably to theirs, or leveraging conversation analysis to discover what your competitor’s audiences are talking about, social analytics can be a powerful tool to help you get and stay ahead of your competition.

For example, if your competitor touts the quality of their service, why not track over time what customers actually say about the quality of their service? By understanding gaps—or the absence of them—in consumer perception of your competitors, you can potentially capitalize with adjustments to your own messaging or targeting.
SOCIAL INSIGHTS HELP CHALLENGER BRAND GROW VOICE AND BUILD LOYALTY

When you’re a challenger brand, you often have to make do with budgets your competition would scoff at. But you still have to make an impact.

Stance Puts Best Foot Forward
Such was the case with Stance, a sock innovator that competes with the likes of Nike, Adidas and Under Armor. With the lack of resources, the brand chose social media to connect with fans, drive conversation and create organic, authentic relationships. But they had to do it wisely.

Analyzing conversations about their brand, Stance identified not just influencers who mentioned them, but had a high level of passion intensity when they did. By identifying the most effective influencers, Stance went to market with an effort to boost their Punks and Poets loyalty program with a higher degree of certainty the messages would resonate.

The end results speak volumes.
- #1 Share of Voice
- 800K Instagram followers
- 200M+ brand impressions per month
- 90+ brand sentiment

“NetBase has changed not only the way we find influencers, but the quality of influencers we bring to the Punks and Poets program. Without the marketing budget of our larger competitors, the Punks and Poets program has been crucial in building brand loyalty and making Stance the leader in the sock industry.”

—Brett Sirianni, Social Associate Director of Social Media, Stance

CONDUCT CATEGORY ANALYSIS

When is the last time you invested in a deep category analysis to see what consumers of products like yours want or need, what factors go into their buying decisions, or what gaps exist in the market that you can perhaps fill? Would it surprise you that social analytics allows you to accomplish this in an ongoing fashion, adding an arsenal of ever-evolving consumer data to your decision-making process?
Social analytics can also be used in conjunction with survey instruments, customer relationship management (CRM) systems, call center transcripts and other voice of the consumer data to add layers of automated analysis previously only accessible with complex, custom data mining.

Certainly it would be of value to not only know what pain points specific audience segments perceive in the buying process, or perhaps just the usage of a certain category of products. But it is more useful to track those insights over time to continually see fluctuations in attitudes, opinions and purchase intent so you can capitalize on opportunities you aren’t even seeing without tracking them.

Finding the next $100 million dollar idea is never easy. According to Nielsen Research, 85% of products launched fail to reach $50M in revenue within three years. Even successful brands popular with consumers can struggle to innovate to meet the changing needs and preferences of their consumers.

Unlike traditional innovation processes based on consumer panels and focus groups, the team at 113 Industries uses social media analytics to identify consumers’ attitudes, behaviors, psychology and motivations when engaging with a product.

While doing work with Ocean Spray, the team at 113 identified several unexpected consumer trends in regards to their attitudes and consumption around cranberry juice. Consumers were actively sharing their love of cranberry juice but also the embarrassment associated with the perception that drinking cranberry juice was to improve urinary tract health. The other interesting discovery was that consumers were drinking cranberry juice during non-breakfast hours. Social listening identified that women were drinking cranberry juice to hydrate themselves after Zumba classes, as well as in the evening in lieu of a cocktail. Women were enjoying the rich texture and color of cranberry juice in a wine glass as an evening drink without the alcohol.

Rather than competing for attention in the breakfast juice market with new flavor profiles such as Cran-Grape or Cran-Apple, the strategists at 113 Industries took these new consumers insights into consideration and hosted a design workshop to create new products that incorporated the health benefits of cranberry juice and addresses new day parts unmet by traditional juice products. As a result, the company created 2 new product lines—Ocean Spray PaCT,
cranberry infused water, and Ocean Spray Mocktails. These new products allowed Ocean Spray to gain additional shelf space in the stores as well as expand beyond the traditional breakfast juice market. Results have exceeded all expectations for new product introductions and have delivered the best results of any new product in Ocean Spray’s recent history, well on their way to a new $100M+ revenue stream.

“What happens when you lead your messaging with a product feature your team assures you is the unique selling proposition your customers really want, but sales are flat because the message isn’t resonating? You can shuffle the deck and try again with new messaging. Or, with social analytics you can find out what features customers actually want.

Social analytics, unlike other methods of consumer research, can be gleaned in real-time. So you can launch today and within minutes know what customers think. So if something falls flat out of the gate, you’ll know that it did, why it did, and identify more compelling features or value propositions to focus on instead.

Real-time analysis allows you to adjust messaging, know when a crisis is upon you before it gets out of hand and integrate your product, service and messaging into the zeitgeist of trending topics and discussions. This can create new customers, increase revenues and protect everything from your product team to your overall brand health.

“Through social listening we uncover consumer behaviors, needs and white spaces that drive innovation and create actionable plans to develop new products that are instantly adopted and lead to immediate success for our clients.”
—Razi Imam, Co-Founder and CEO, 113 Industries

“Don’t find customers for your products. Find products for your customers.”
—Seth Godin
AUDIENCE INSIGHTS FUEL CUSTOMER DRIVEN INNOVATION

The 7-Eleven SOUR PATCH® Watermelon-Flavored Slurpee®, a flavor inspired by social media chatter, was conceived when the company saw that fans were already asking for and enjoying both products together.

Using NetBase’s audience-centric listening capabilities, 7-Eleven identified consumers who had talked positively about Slurpee or SOUR PATCH Kids. They were also able to identify large audiences who had expressed an interest in other sour candy brands and convenience stores. Using realtime insights about the audience’s interests, habits, and affinities, 7-Eleven developed the new flavor and targeted messaging for the promotional campaign.

The SOUR PATCH Watermelon Slurpee launch on Twitter drove one of the most successful campaigns of the year.

“The Sour Patch Kids Slurpee product was a true customer driven innovation—directly uncovered from social. With NetBase, we were able to identify passionate audience segments that would love our new Slurpee. This helped us extend our reach by 3 million users and increased engagement by 2X, making this one of the year’s most successful activations.”

—Matthew Schmertz, Senior Manager—Digital Marketing, 7-Eleven

ANALYZE AUDIENCE SEGMENTATION

There’s an old adage that if you target everybody, you’ll reach nobody, which is exactly why smart brand managers spend considerable energy trying to analyze and understand audience segmentation. Knowing not just who buys your product, but what different consumers do, when, where and in what context helps you target more effectively. By maximizing relevancy in your messaging, you’ll increase conversions.

Social analytics offers an unprecedented look at audience segmentation because it includes so much more than just demographics or psychographics. The primary make up of social analytics is behavioral data—both in
purchasing and use of the products in question and exactly how consumers behave when discussing products or brands. This unlocks new avenues to refine messaging, enhance targeting and optimize conversion.

Set up your analytics to tell you what other brands your customers talk about using and leverage those insights to better target advertising. Or study emotional qualifiers your audience uses when referring to your products uses when referring to your products to validate or adjust your messaging for more effective advertising creative.

**AUDIENCE INSIGHTS DELIVER $1M IN REVENUE**

Zenii Optical, an online eyewear retailer, wanted to improve brand awareness, increase organic traffic, and drive revenue through online sales.

The retailer, along with their creative agency IMI, used social analytics to develop an engaging marketing campaign with an interactive quiz matching customer personas to trendy eyewear styles titled “What Frames are Perfect for You?”

Within the first 6 months, the results were eye-popping! Zenni’s interactive campaign attracted an amazing 573,000 unique visitors and generated $1.1 million in online revenue. An amazing 9,655% return on investment.

**SUMMARY**

With over 2 billion active social media users worldwide, its not surprising that more than 90% of executives believe social is an important part of their marketing strategy.

As the largest source of consumer insights, social analytics gives Brand Management teams an unprecedented ability to understand brand health, gain competitive and category intelligence, learn what consumers think of products and services, and develop a deeper understanding of audience segments...all in real-time.

Contact NetBase to learn how social analytics is important to brand management
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.

NetBase HEADQUARTERS
3960 Freedom Circle, Suite 201
Santa Clara, CA 95054
P: 855-762-6764
E: info@netbase.com
www.netbase.com

@NetBase
NetBase Solutions, Inc

@netbaseinc

©2019 NetBase Solutions