WORDS OF WISDOM:

Advanced Text Analytics and Strategies That Influence Consumers

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Can we use data from social media conversations to understand how to motivate your audience by knowing exactly **what they crave, fear, hate or love?**

Yes. We can.

(With a little help from big data.)

By the end of this session, you'll understand:

How text analytics can improve the way you market your product, service or idea.
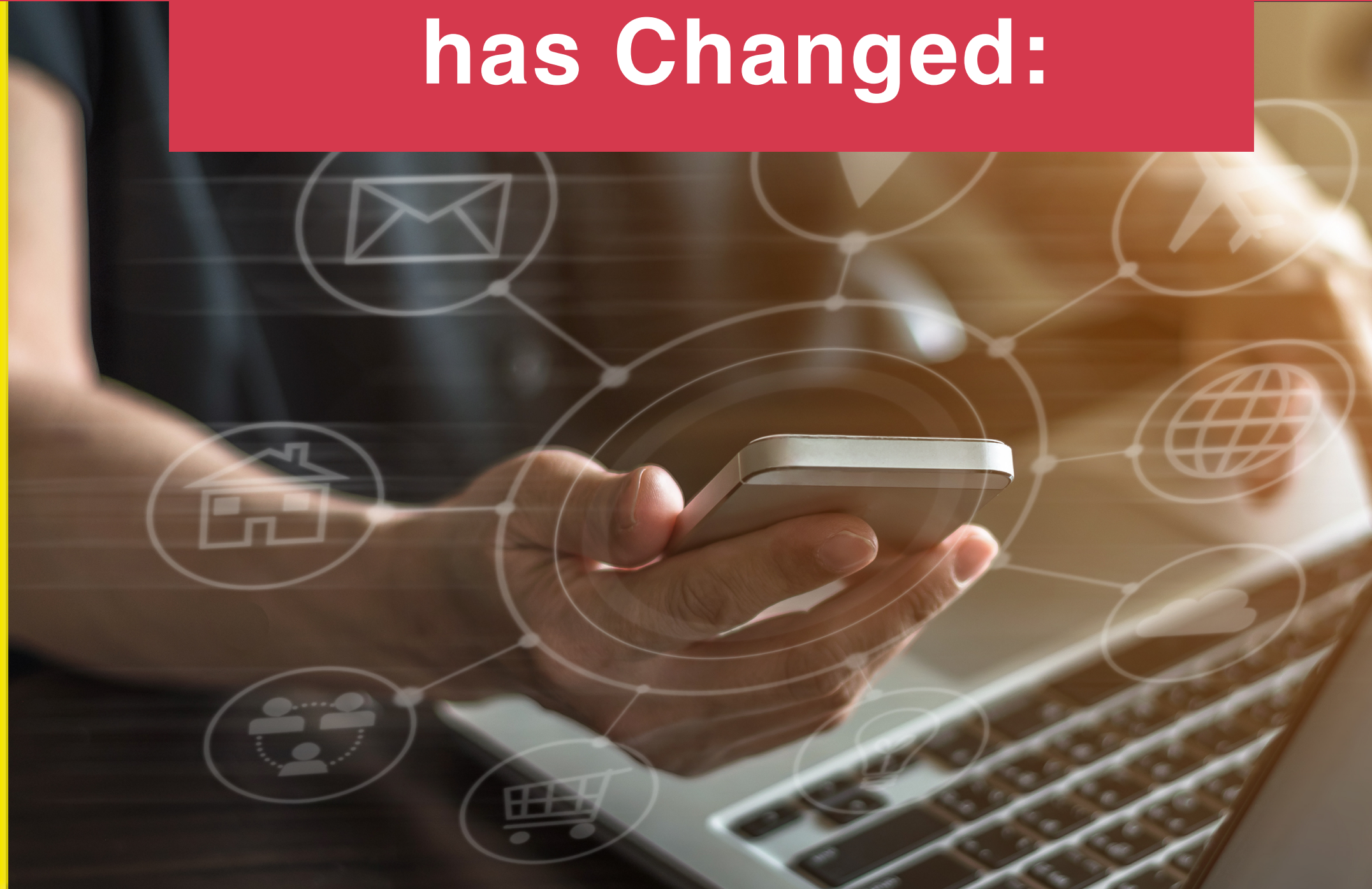
How you might apply these principles to drive real influence and behavior change.
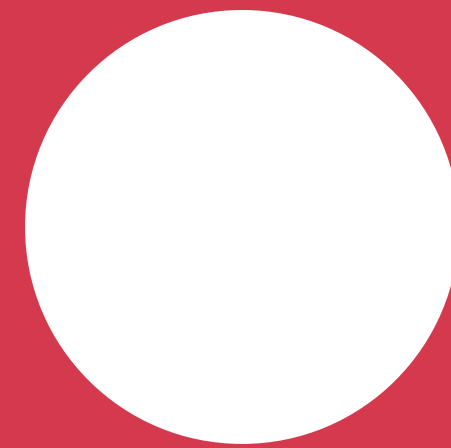
Let's dial it back to the fundamentals.
How are people influenced?

World of Communications has Changed:

First Principles:

WHAT IS OUR PURPOSE AS MARKETERS?

Our job is to influence people to **desired action.**

IN SHORT: TO GET PERSON "A" TO THINK/DO/SAY "B"

The Power of Influence is Growing

11X higher ROI than traditional forms of digital marketing.
(TapInfluence study with Nielsen Catalina Solutions, 2016)

40% of people say they've purchased an item online after seeing it used by an influencer on Instagram, Twitter, Vine, or YouTube (Twitter and Annalect, 2016)

Twitter users report a **5.2X increase in purchase intent** when exposed to promotional content from influencers. (Twitter and Annalect, 2016)

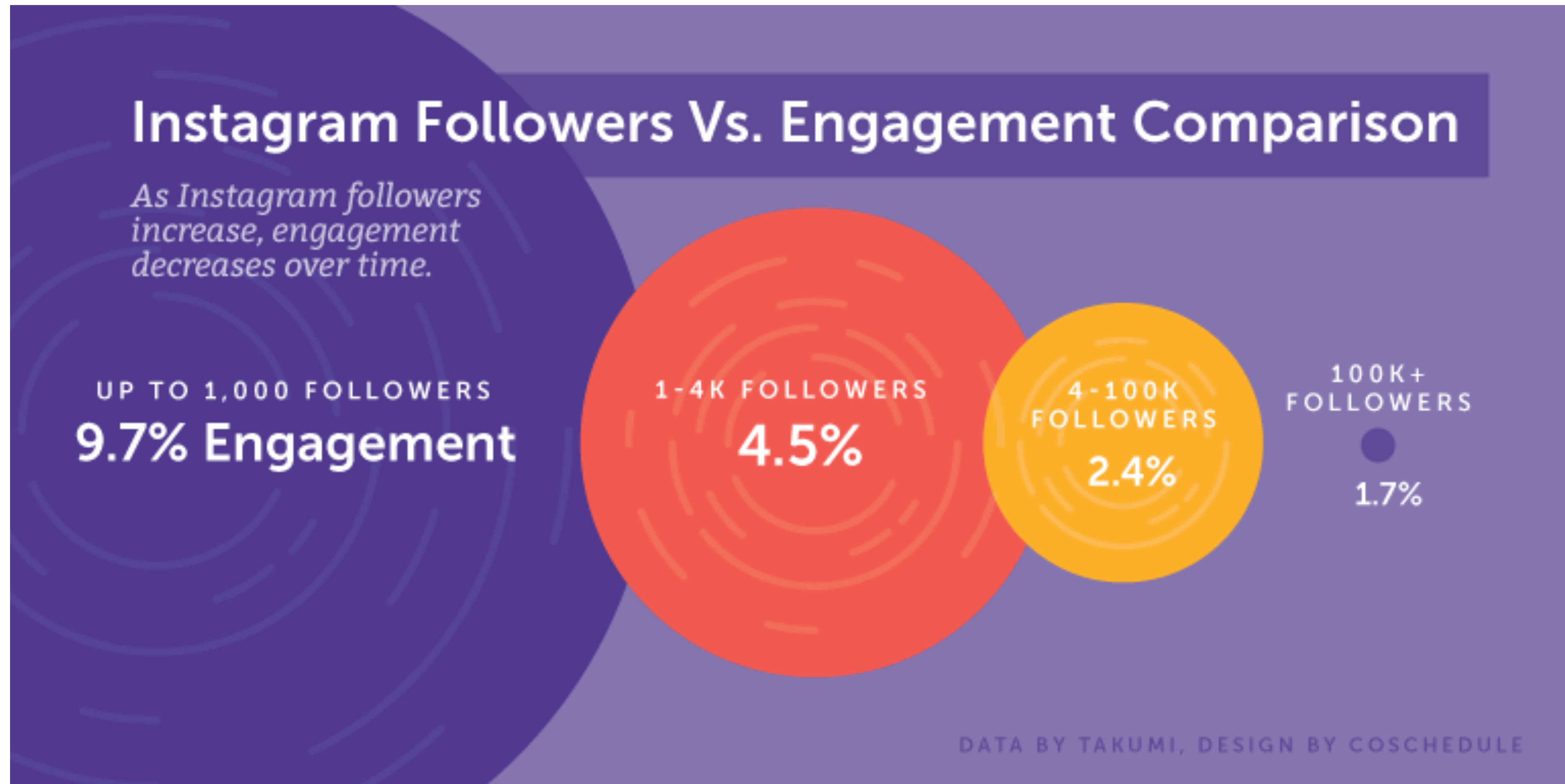# But Influencers are becoming an expensive commodity

Average Pricing for Influencer Posts

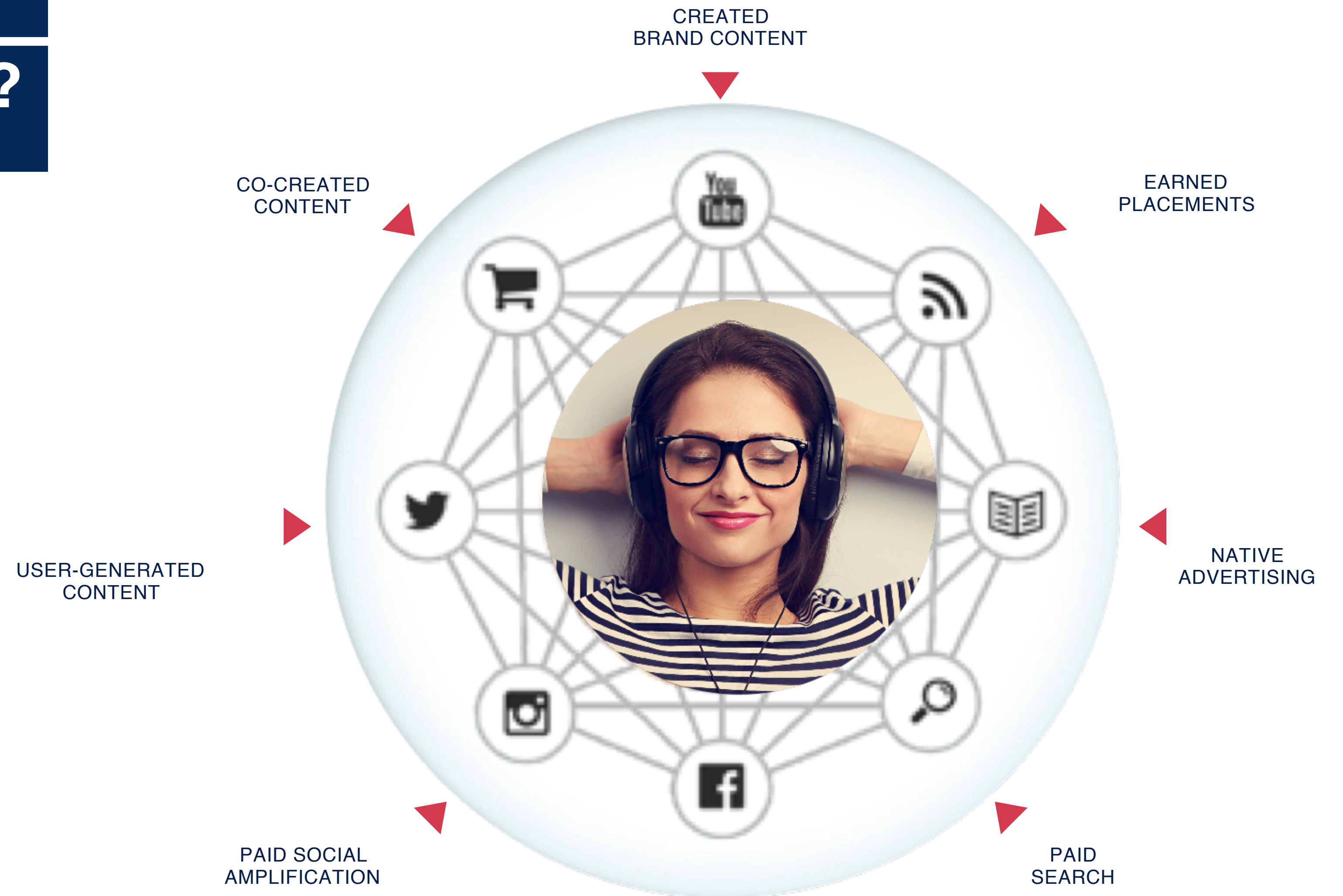| Avg # Followers	YouTube	Instagram	Facebook	Twitter	Snapchat	Vine
7m+	$300,000	$150,000	$187,500	$60,000	$150,000	$112,500
3-7m	$187,500	$75,000	$93,750	$30,000	$75,000	$56,250
1-3m	$125,000	$50,000	$62,500	$20,000	$50,000	$37,500
500k-1m	$25,000	$10,000	$12,500	$4,000	$10,000	$7,500
100k-500k	$12,500	$5,000	$6,250	$2,000	$5,000	$3,750
50k-500k	$2,500	$1,000	$1,250	$400	$1,000	$750
< 250k	$2,000	$800	$1,000	$320	$800	$600

Source: Captiv8 Data, 2016; Average rate card price varies based on brand exclusivity, term of post, number of posts per campaign, production costs, celebrity status, etc.
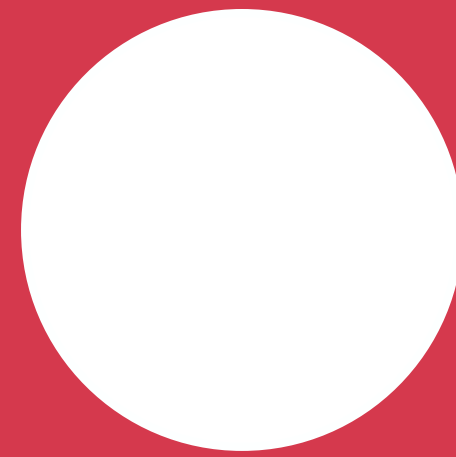
Captiv8

And engagement decreases as followers increase

Instagram Followers Vs. Engagement Comparison

As Instagram followers increase, engagement decreases over time.

UP TO 1,000 FOLLOWERS
9.7% Engagement

1-4K FOLLOWERS
4.5%

4-100K FOLLOWERS
2.4%

100K+ FOLLOWERS
1.7%

DATA BY TAKUMI, DESIGN BY COSCHEDULE

HOW DO WE GET INSIDE THE CIRCLE?

CREATED
BRAND CONTENT

CO-CREATED
CONTENT

EARNED
PLACEMENTS

USER-GENERATED
CONTENT

NATIVE
ADVERTISING

PAID SOCIAL
AMPLIFICATION

PAID
SEARCH

Okay, so how do you begin?
**How do you decipher what
your audience really believes?**

How most brands market laundry detergent.

How
People really feel about laundry.

Target Audience: Young Bustling Families (YBF)

YOUNGER BUSTLING FAMILIES
HHs with children / Head of household age < 45

Younger Bustling Families are nearly evenly split regarding household size with just under half having 4 persons and just over half having 5+ persons. You'll likely find a parent racing to pick up one child from soccer practice and then running to pick up another from school. They are more likely compared to the average household to have any child age 6-11 Years. Younger Bustling Families are the least well educated of the BehaviorStages with children, with household incomes tending to the middle ranges.
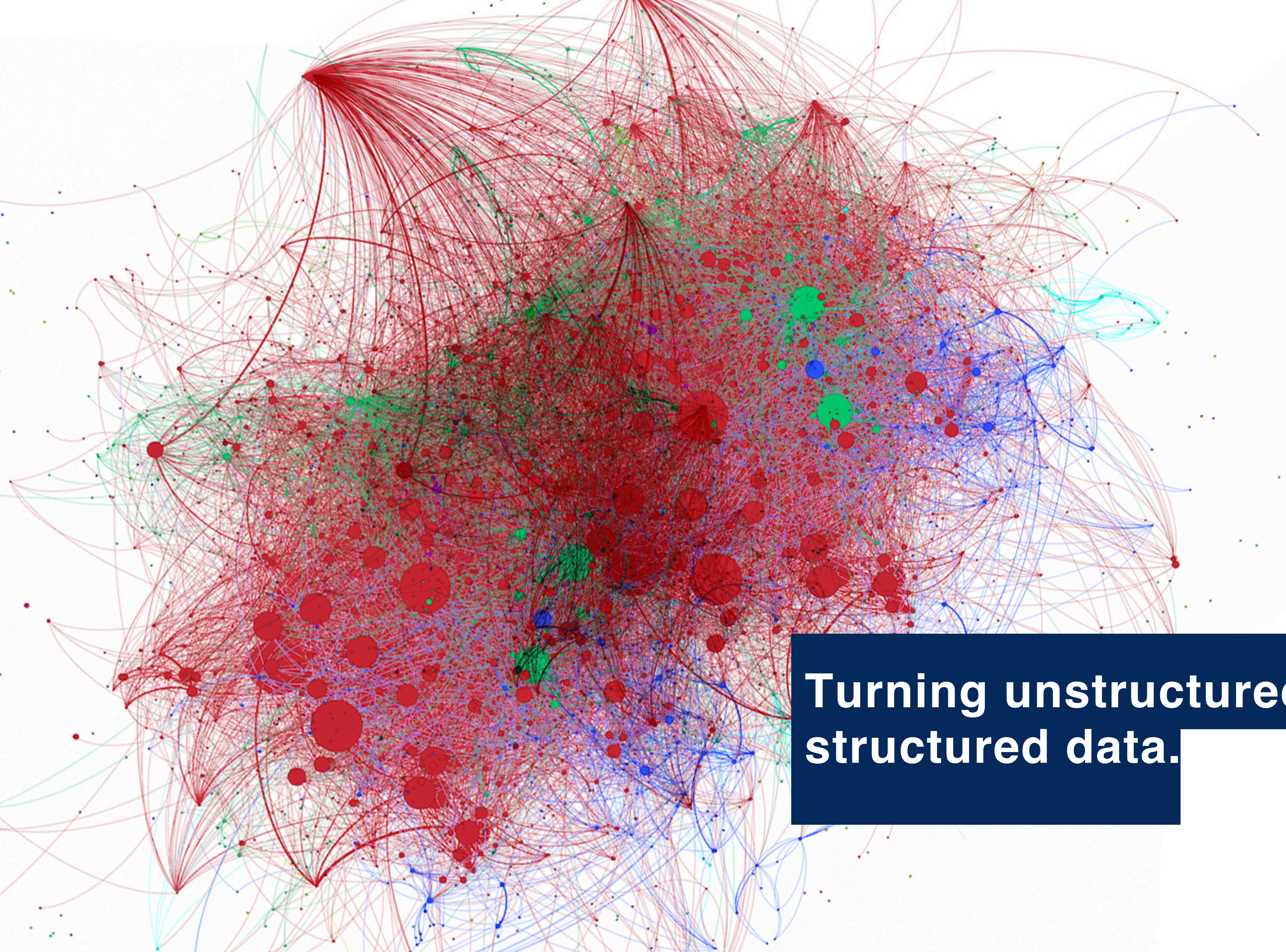
This is the BehaviorStage in which the children develop their own tastes and needs, and really begin to push back against their parents.

What does this tell you?

We need to use statistical analysis to find themes in the data.
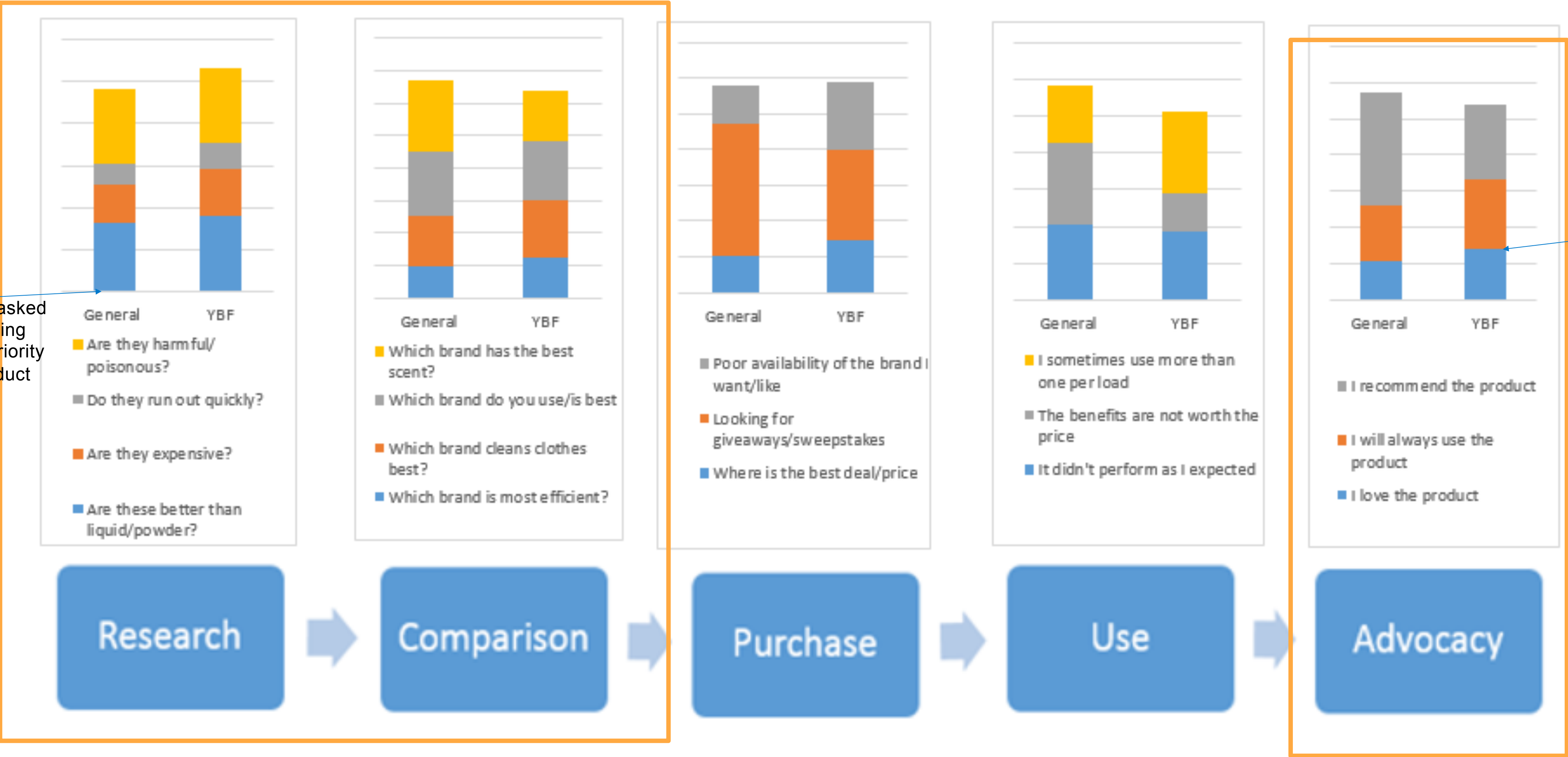
Turning unstructured data into structured data.

WHAT CAN WE DISCOVER FROM THIS TYPE OF ANALYSIS?

We can
understand desires and interests.

Key Trial Barriers: Trust, Value and Effectiveness

Path to Advocacy for Pods Laundry Detergent, General vs. Young Bustling Families (Past 12 Months)

Questions are asked early on regarding price and superiority vs. current product
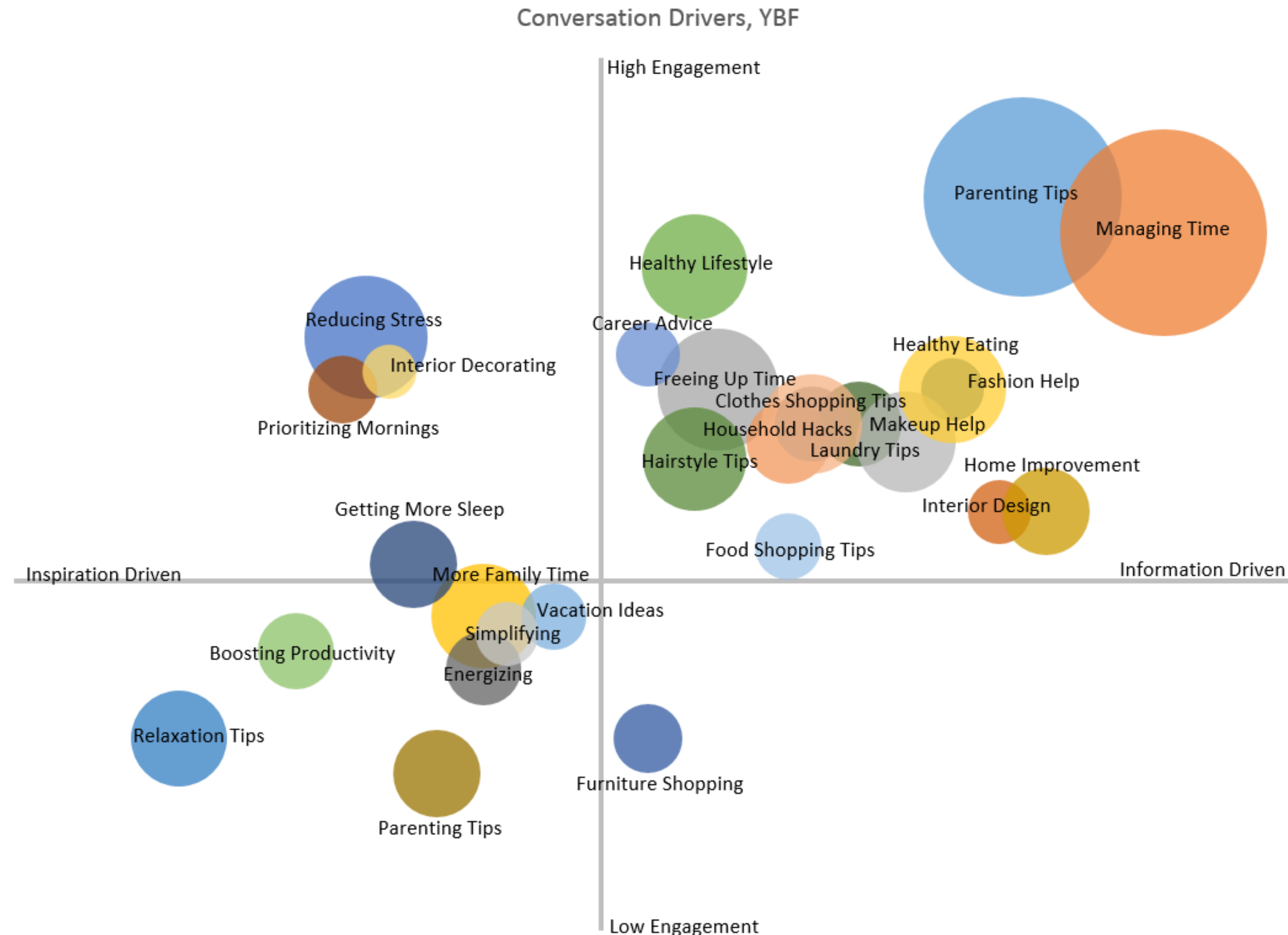
YBF is not actively sharing their love of Tide PODS

Research → Comparison → Purchase → Use → Advocacy

Research chart legend:
- Are they harmful/poisonous?
- Do they run out quickly?
- Are they expensive?
- Are these better than liquid/powder?

Comparison chart legend:
- Which brand has the best scent?
- Which brand do you use/is best
- Which brand cleans clothes best?
- Which brand is most efficient?

Purchase chart legend:
- Poor availability of the brand I want/like
- Looking for giveaways/sweepstakes
- Where is the best deal/price

Use chart legend:
- I sometimes use more than one per load
- The benefits are not worth the price
- It didn't perform as I expected

Advocacy chart legend:
- I recommend the product
- I will always use the product
- I love the product

We can
find what they are interested in.

Young Bustling Families most engaged around time management

- Content opportunities in the YBF conversation are abundant. The YBF is discussing time management, parenting and health most often.

Conversation Drivers, YBF

High Engagement

Parenting Tips

Managing Time

Healthy Lifestyle

Reducing Stress

Career Advice

Interior Decorating

Healthy Eating

Freeing Up Time

Fashion Help

Prioritizing Mornings

Clothes Shopping Tips

Household Hacks   Makeup Help

Hairstyle Tips   Laundry Tips

Home Improvement

Getting More Sleep

Interior Design

Inspiration Driven   More Family Time   Information Driven

Food Shopping Tips

Vacation Ideas

Simplifying

Boosting Productivity

Energizing

Relaxation Tips

Furniture Shopping

Parenting Tips

Low Engagement

We can
find what they need.

Four Needs States In Young Bustling Family Conversation

- We dissected the YBF conversation in general and found 16,819 unique words. A cluster analysis shows these conversations naturally form around four key needs: Routine Needs (such as sleep, makeup, laundry, and home); Self/Family Needs, Work, and Weekends.

Macro Needs of Young Bustling Families (Based on Discriminant Analysis of 12 Months of Social Media Data)

HOW DO WE UNDERSTAND THEIR UNDERLYING EMOTIONS?

Laundry conversation full of stress, some joy

- YBFs express stress, fear around laundry as well as some joy when they accomplish doing the wash. There is general agreement on an emotional level between YBFs and the general consumer.

	YBF	General Conversation
Stressful		
Unamusing		
Joy		
Boring		
Fear		
Routine		
Displeasure		
Acceptance		
Surprise		
Satisfying		
Anticipation		
Sadness		
Entertaining		
Stimulating		
Disgust		
Fun		
Anger		
Exciting		

Share of Top Emotions in the Laundry Conversation, 2015

31%
22%
18%
11%
8%
5%
3%
2%

Stress   Fear   Satisfaction   Joy
Boredom   Acceptance   Displeasure   Sadness
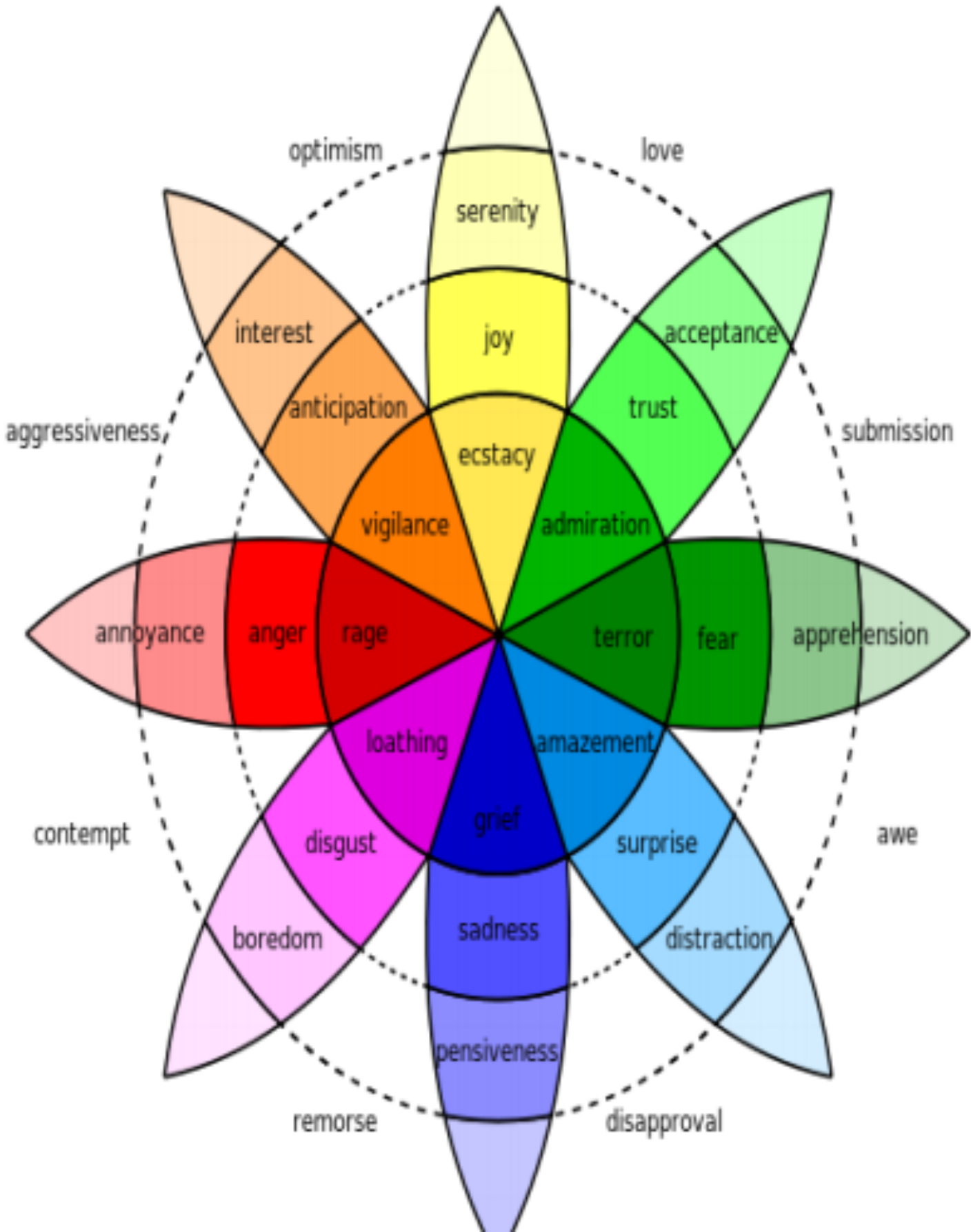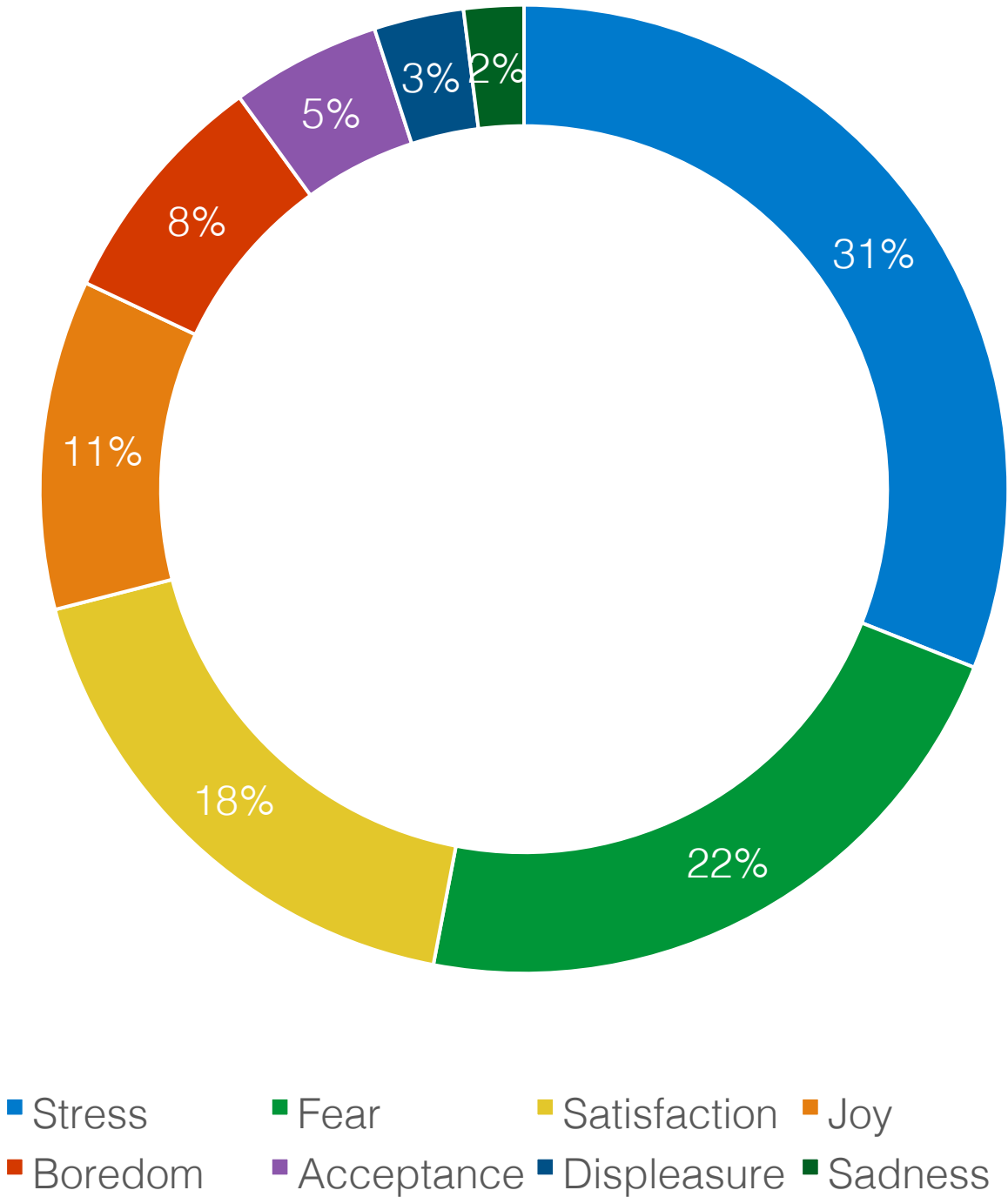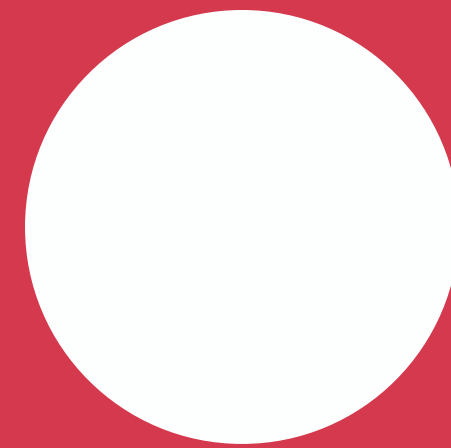
Cool.
So how can brands use this data?
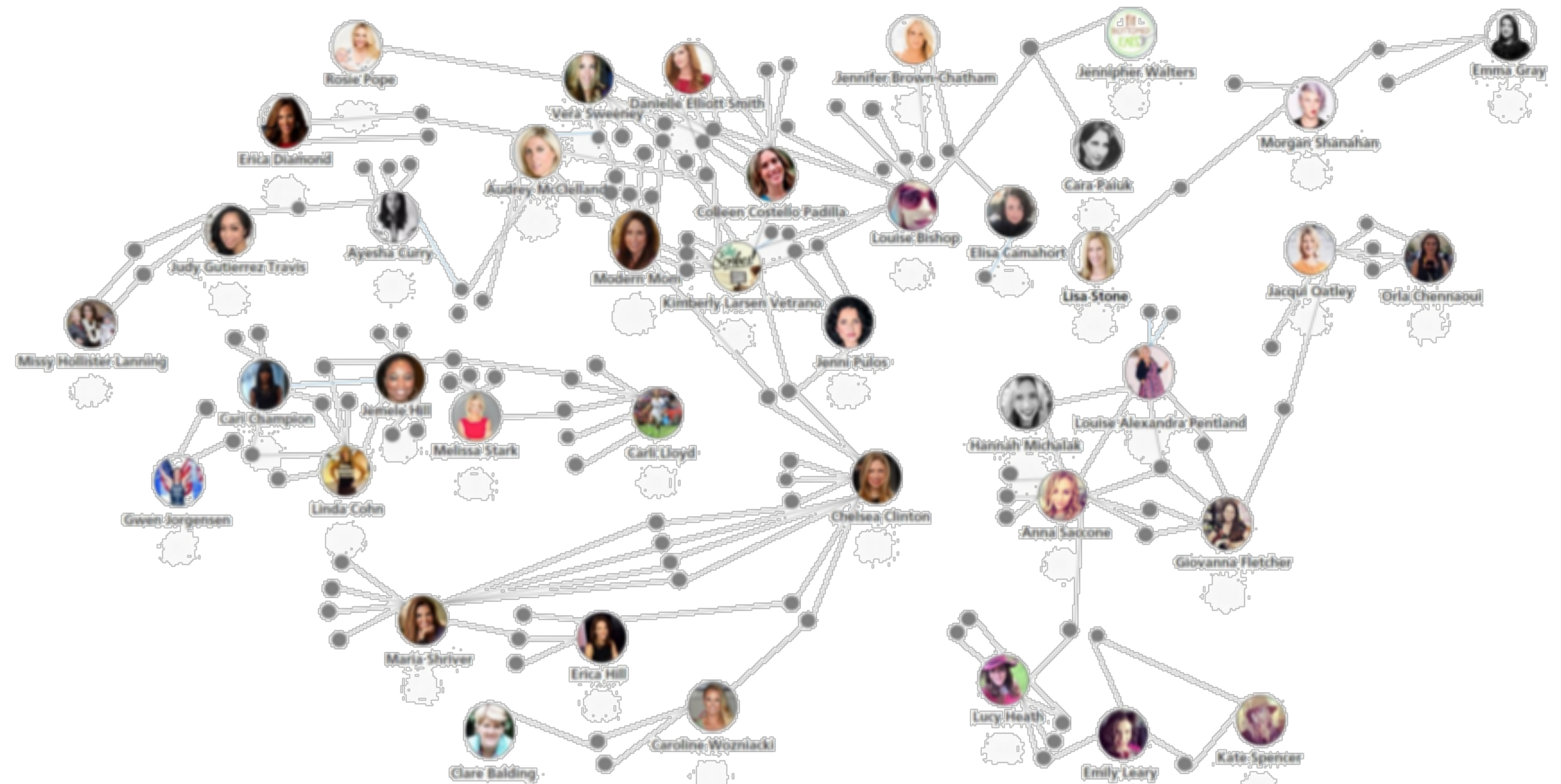
Let's share an example of how it all works.
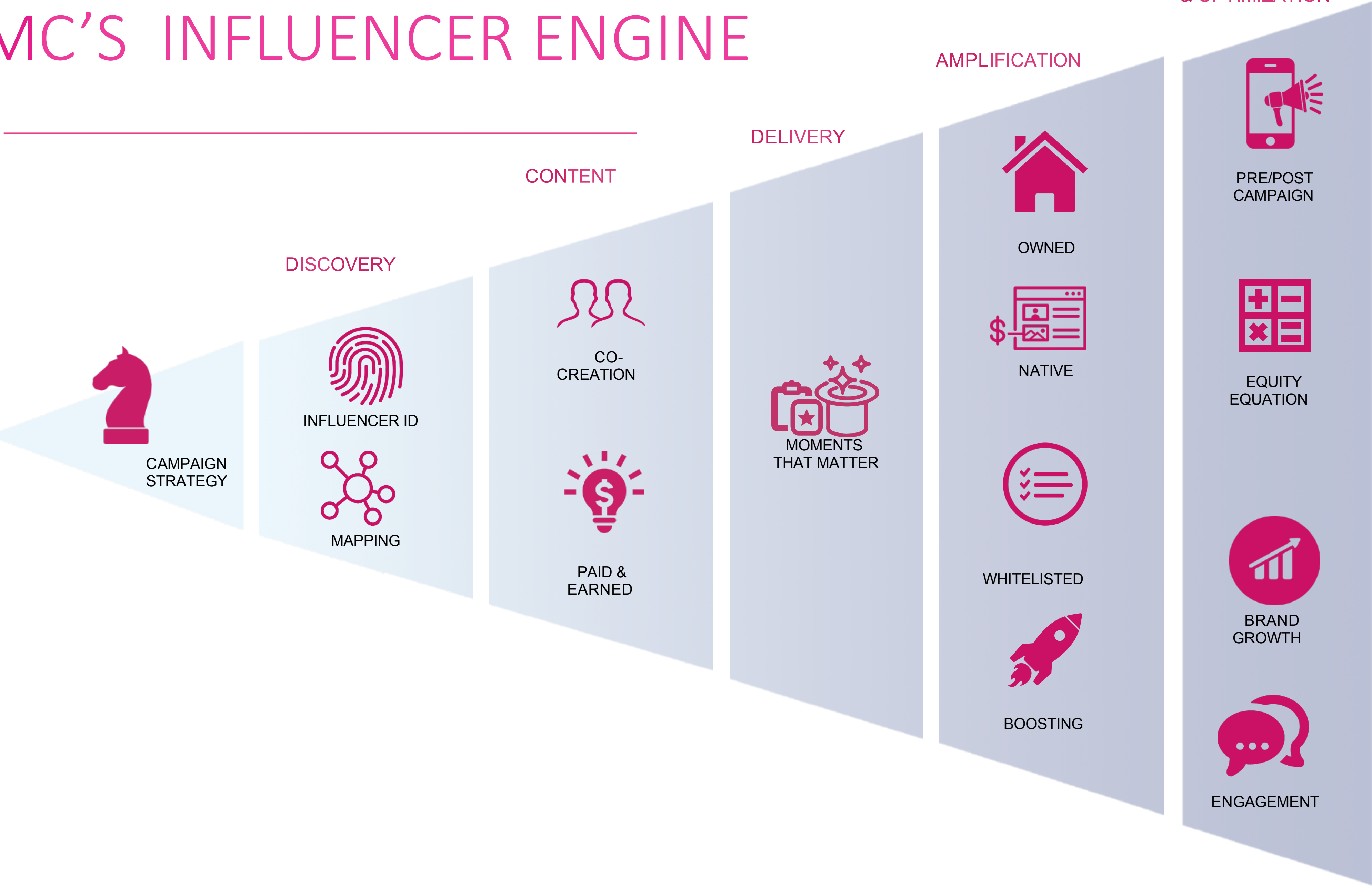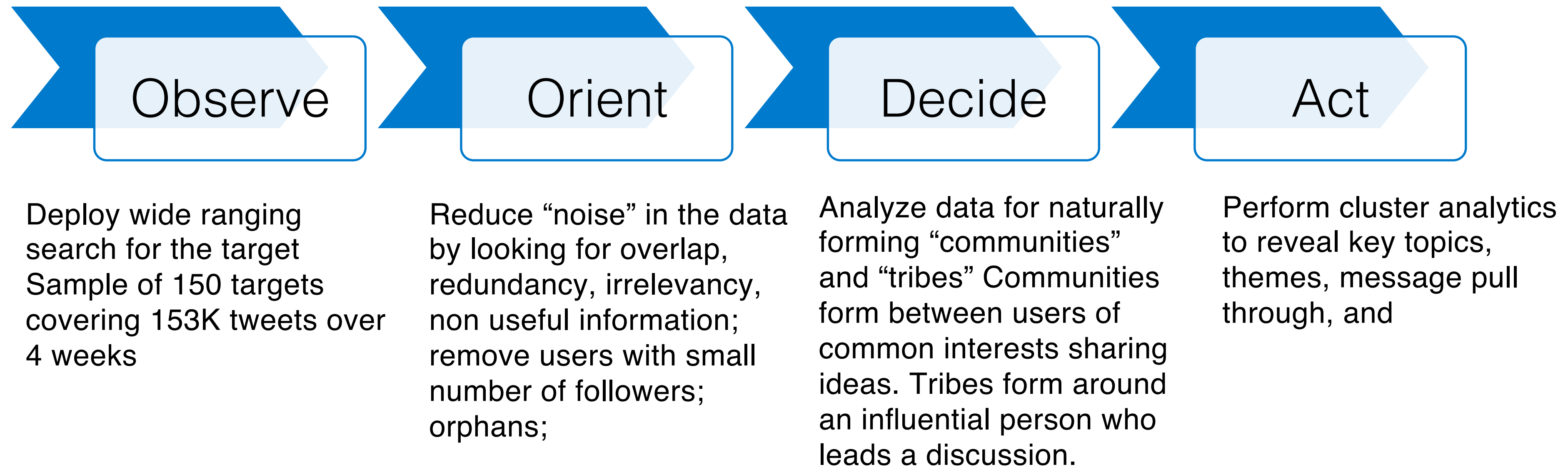
INFLUENCER MAPPING

A framework for visually understanding how people are connected to and
influenced by one another online

key conversation influencers
- message virality
- brand awareness
- message receptivity
- message pull-through
- thematic conversation clusters
- audience overlap & unique
- reach

Mapping Process

Observe

Deploy wide ranging search for the target Sample of 150 targets covering 153K tweets over 4 weeks

Orient

Reduce "noise" in the data by looking for overlap, redundancy, irrelevancy, non useful information; remove users with small number of followers; orphans;

Decide

Analyze data for naturally forming "communities" and "tribes" Communities form between users of common interests sharing ideas. Tribes form around an influential person who leads a discussion.

Act

Perform cluster analytics to reveal key topics, themes, message pull through, and

Twitter Conversation Map

YBF's Twitter conversation map shows that they congregate around influencers who discuss parenting issues, DIY, time management, fashion, shopping, and other lifestyle topics (including travel).
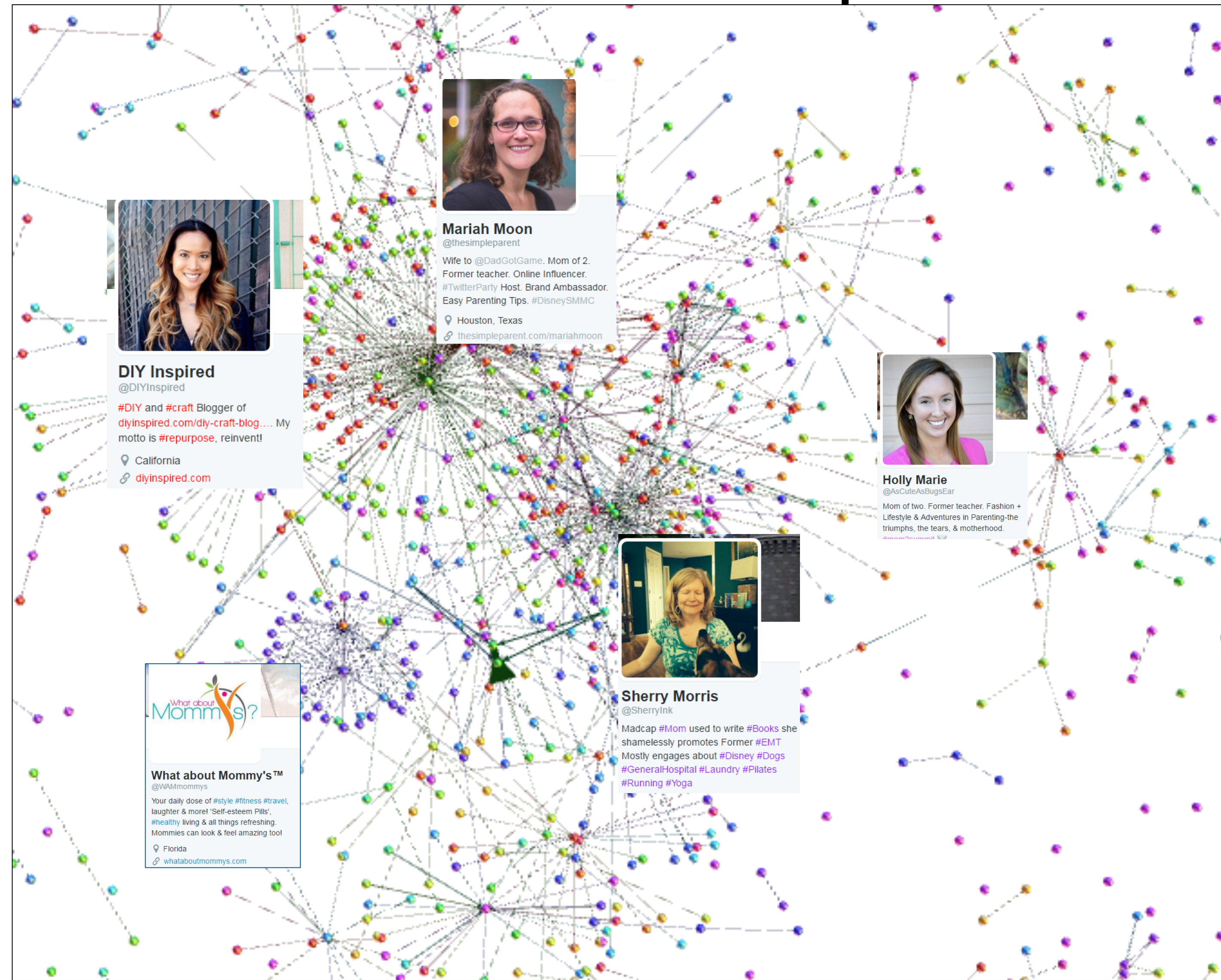
Conversation Topics within her Need States = Storytelling Angles

Time Management
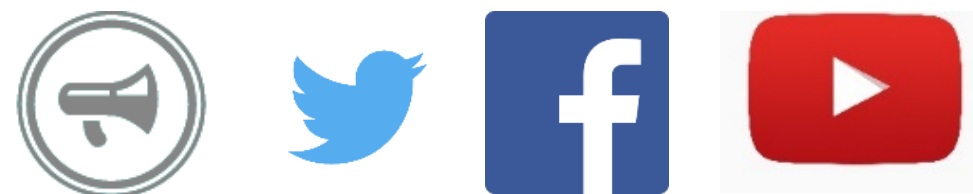
Clothing Shopping
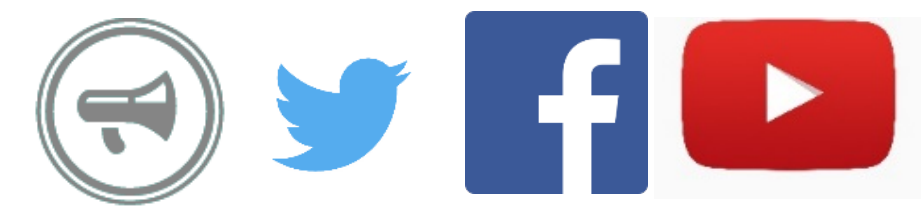
Weekend Priorities

Saving Money

Conversation Topics within her Need States = Storytelling Angles

DIY

Parenting Hacks
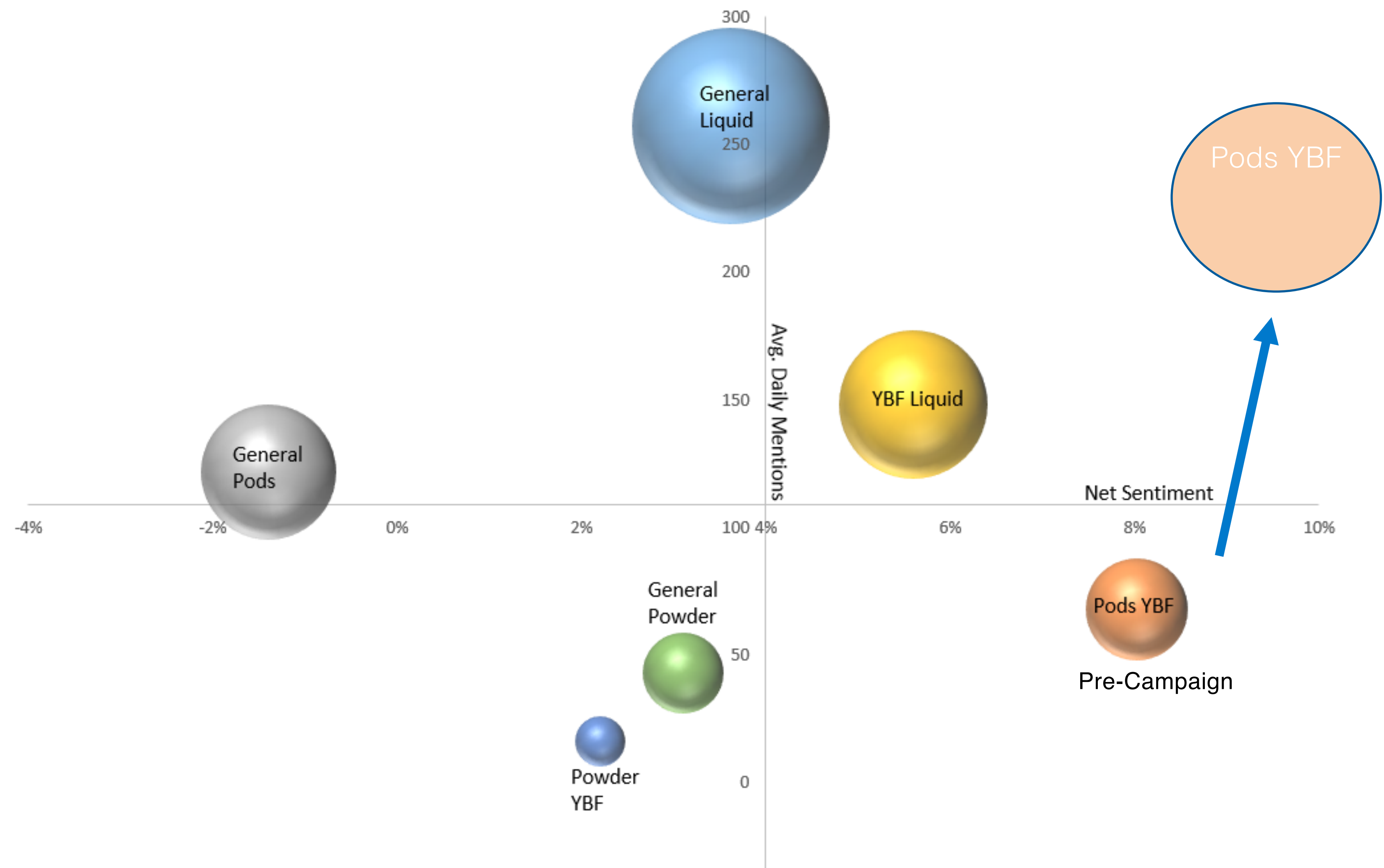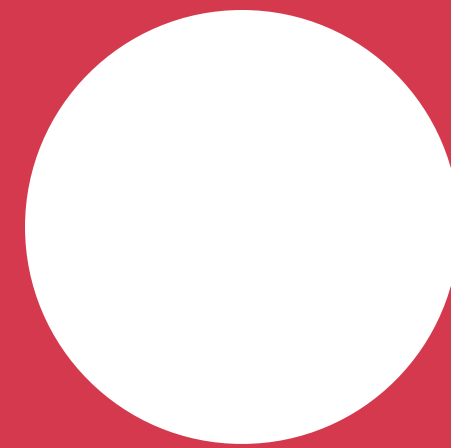

Fashion

Laundry

Convenience

THE TIDE STAIN RELEASE
Challenge

TIDE PODS Review My Favorite Laundry Detergent

0:41 / 2:14

Fights Stains

0:08 / 3:10

Measuring Success

Laundry Detergent Conversation Landscape, General Consumer vs. YBF (First Quarter 2016)
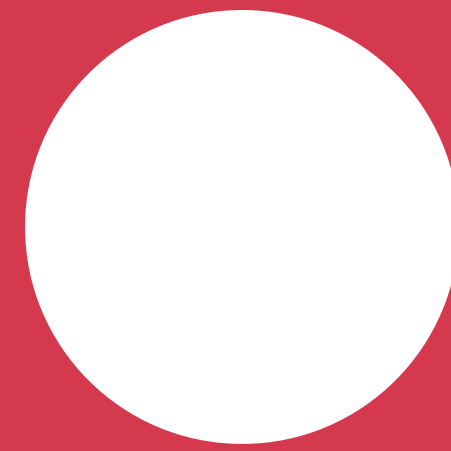
So how can I apply this thinking **to my brand's social media marketing strategy?**

Start every program with some type of social listening. Keep an open mind about what you'll learn- you may find things that are counterintuitive to what you thought.

Spend 70% of your time listening. 30% talking. Adapt as the conversation changes. Be willing to change your strategy accordingly.
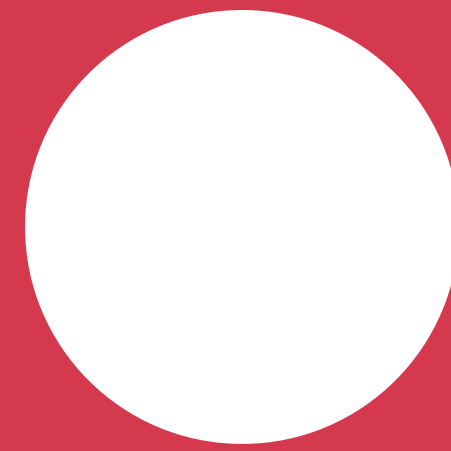
Be willing to go outside your social channels to find your audience - wherever they are and in the moments that matter.

Let's wrap this up.
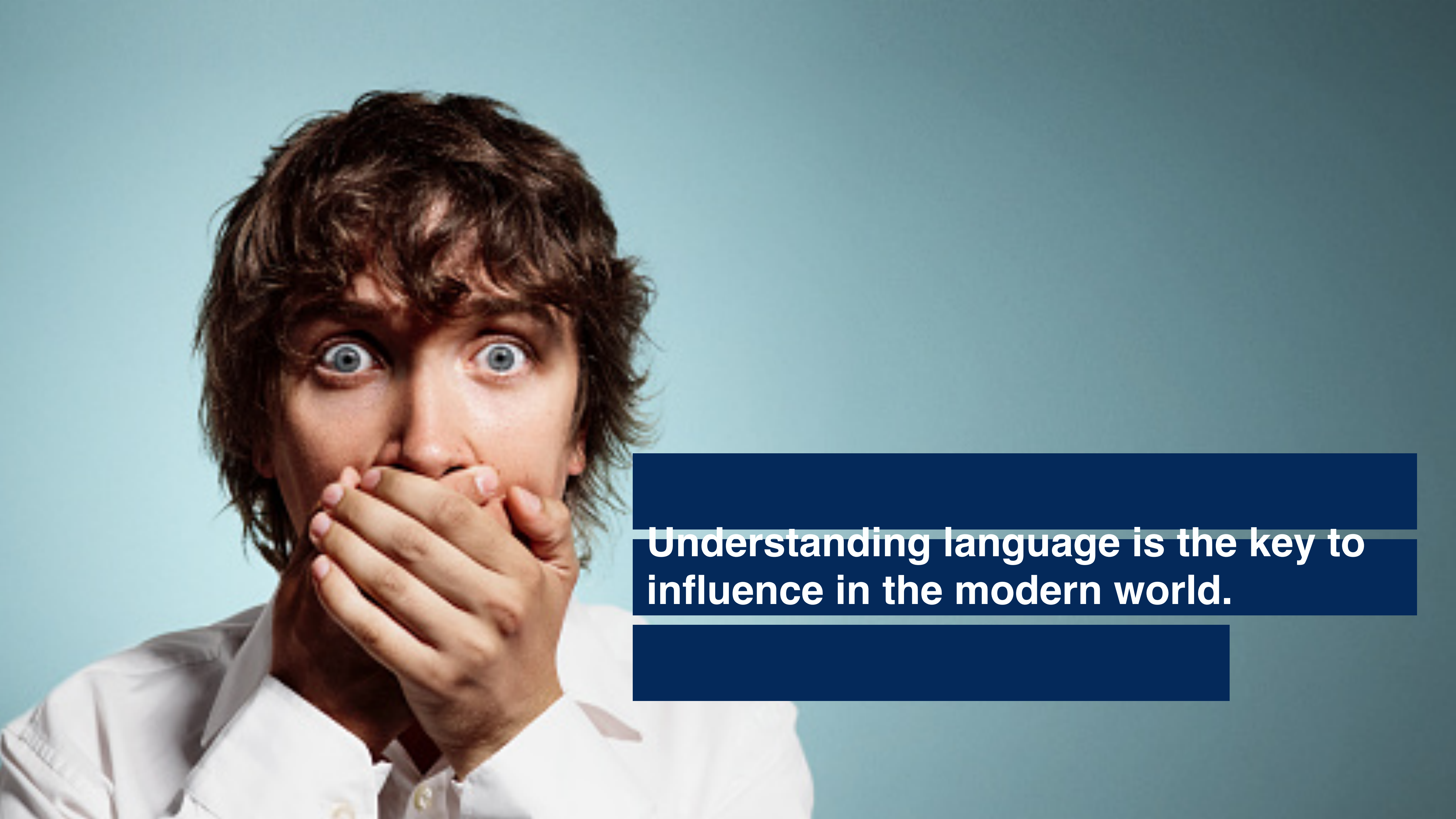
Understanding language is the key to influence in the modern world.

Thank You!

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