

Social Listening, Social Intelligence...So What?

HOW TO OPTIMIZE YOUR SOCIAL LISTENING DATASET TO DRIVE ROI

AGENDA: THE MUSIC OF SOCIAL LISTENING

- Comparing Music to Data
- Symbols, Languages, and Rules
- Choosing the Right Instruments
- Use Cases, KPIs, Visualizations
- Refined Queries
- Smart Sourcing
- Enriched Segmentation
- Resonating Trends
- Questions & Answers



Our passion for delivering best-in-class social intelligence software to global brands has garnered us multiple awards, including 2 consecutive Forrester Groundswell Awards and the last two consecutive Forrester Waves, which ranked Synthesio the #1 Listening provider worldwide.



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MARKETING AS JAZZ

JAZZ MUSICIANS ARE ALWAYS LISTENING TO HEAR WHAT'S MAKING PEOPLE CONNECT TO THE MUSIC.

MARKETERS DO THE SAME THING WHEN THEY TEST AND INVEST.



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MUSIC PLAYS BY RULES

A FINE LINE BETWEEN MUSIC AND NOISE – WITHOUT RULES IT'S CACOPHONY

**Cacophony and symphony are opposites –
it's about playing separately vs. playing in harmony.**

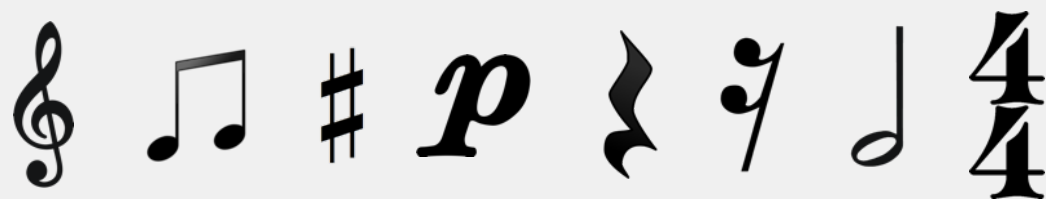
SYM = TOGETHERNESS



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MUSIC IS IT'S OWN LANGUAGE

SYMBOLS



LANGUAGES

Italian
Latin
French
English

German
Spanish
Polish
Portuguese

OVER 200 SYMBOLS AND WORDS THAT SERVE AS SIGNALS FROM SIMPLE TO COMPLEX

PITCH/TONE
KEY
TIME/TEMPO
DYNAMICS

STYLE
INTONATION
DYNAMICS
INSTRUMENTATION



DATA IS IT'S OWN LANGUAGE

SYMBOLS

+ # @ & ! () ”

LANGUAGES

Qa vّ الله 永 🤪

MILLIONS OF SYMBOLS AND CHARACTERS THAT SERVE AS SIGNALS FROM SIMPLE TO COMPLEX

TAGS
INCLUSIONS
LOGIC
WILDCARDS

UNICODE
NATURAL LANGUAGE PROCESSING
AUTOMATED NOISE REDUCTION
AUTOMATED SENTIMENT ANALYSIS



ALL DATA IS NOISE – MUSIC WITHOUT RULES



WITH A SERIES OF DISCIPLINES WE CAN TURN NOISE INTO MUSIC or
DATA INTO ACTIONABLE, INSIGHTFUL INFORMATION



DEFINING THE RULES

VOCABULARY



METRICS



USE CASES

BRAND HEALTH



CAMPAIGN ANALYSIS



MARKET RESEARCH



CRISIS MANAGEMENT



PUTTING THE BAND TOGETHER

VISUALIZE

Choose the right KPIs and data visualizations for each use case

REFINE

Choose the right keywords to complete refined data queries

FILTER

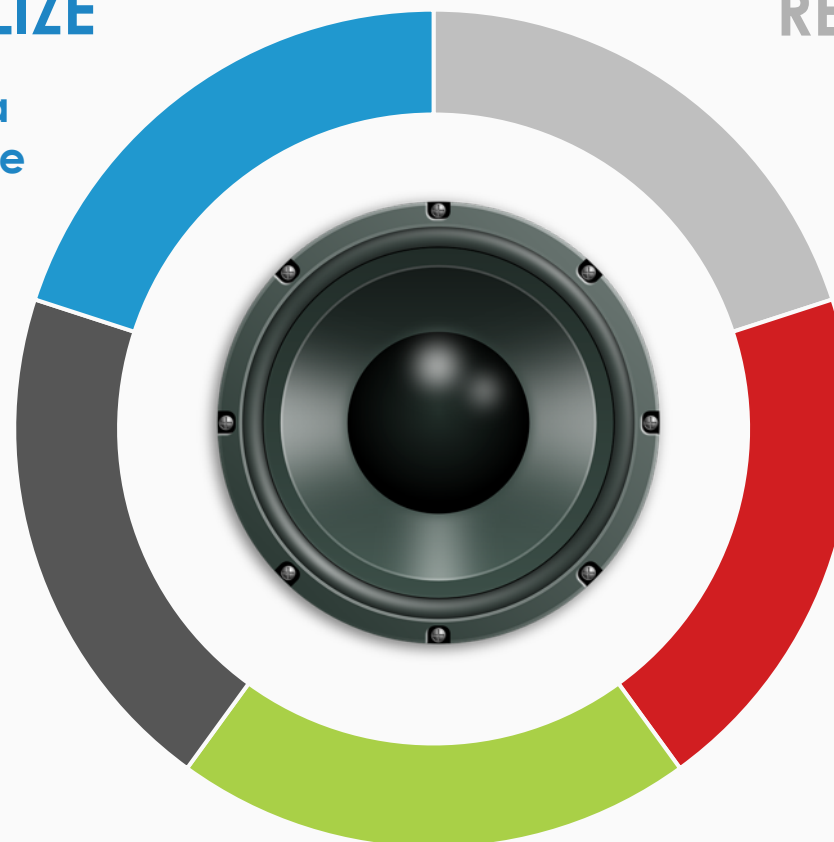
Choose the right filters to surface trends and opportunities

OPTIMIZE

Choose the right sources to create optimized data sets

ENRICH

Choose the right enriched data to reveal targeted audience segments



WHAT STYLE AM I PLAYING IN?

CAMPAIGN ANALYSIS



Tactical Campaign Performance

Analysis of content performance based on vanity metrics

Campaign ROI

Analysis of impact of campaign (pre, during, post) based on business and social metrics

Campaign ROI Benchmark

Analysis of year over year campaign ROI results and identification of most effective investments

Measure Community Impact

Segmentation of campaign results by category, demographic, or psychographic groupings

MARKET RESEARCH



Influencer Identification

Analysis of social media users mapped to thematic, demographic, and psychographic segments

Trend Identification

Analysis of historical campaign content to surface trending topics around brands and keywords

Audience Segmentation

Clustering of defined audience groupings to harvest insights around what influences and motivates social tribes

CRISIS MANAGEMENT



Advocate/Detractor Identification

Definition of segments evolving influence and analysis of changing conversations over time

Hot Button Topic Identification

Analysis to discover high/low sentiment for problematic keywords and themes that could cause potential crises

Crisis Impact Analysis

Benchmarking the impact of crises on overall brand health based on strategic business metrics that go beyond volume and sentiment

Influencer Impact Analysis

Measurement of the impact that brand ambassadors or critics have over time on overall social brand equity

BRAND HEALTH



Competitive Analysis

Analysis of brand's place within the competitive landscape including customer satisfaction benchmarking for all main products/services

Customer Experience Analysis

Mapping of customer lifecycle stages of social ROI KPIs

Perception Analysis

Analysis of specific brand and product impact on segmented audiences

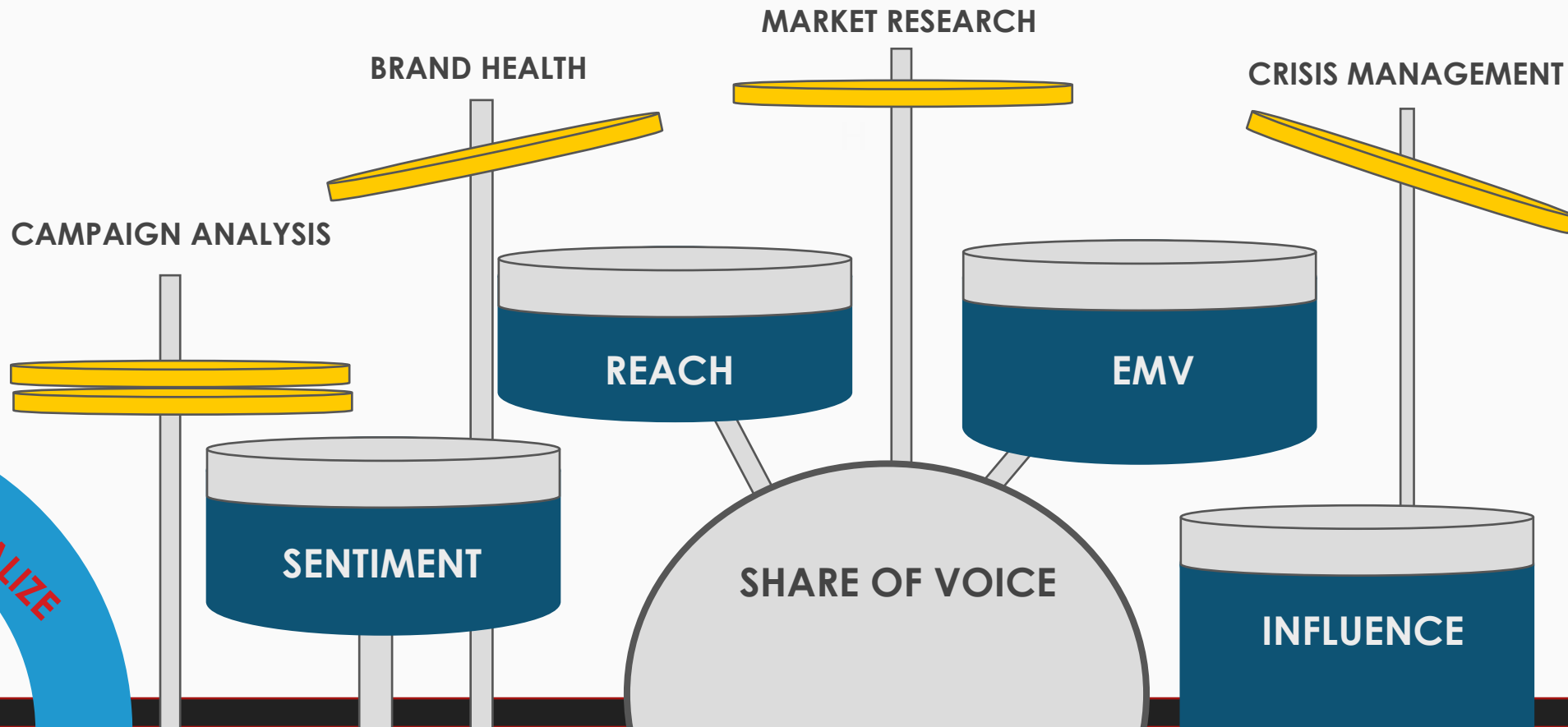
Brand Equity Analysis

Robust measurement framework of social KPIs and targets by segment, market and life stage



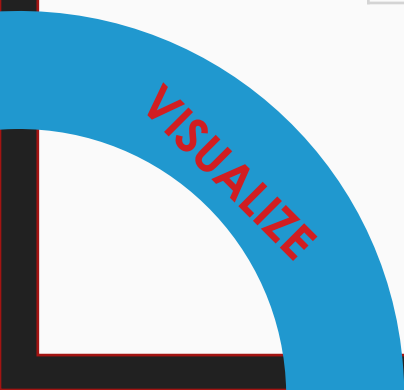
CHOOSE THE RIGHT KPIS FOR EACH USE CASE

Use cases and KPIs create the backbone of all social listening initiatives – just as the drummer defines the structure and cadence of a song.



SETTING A RHYTHM FOR SUCCESS

| | CAMPAIGN ANALYSIS | BRAND HEALTH | MARKET RESEARCH |
|-----------|---------------------------------|-----------------------------------|-----------------------------------------|
| Use Cases | March Madness – March Mayhem | E-surance Arity Competitors | Local Markets New Consumer Offerings |
| Metrics | Awareness EMV | SOV Sentiment | VOLUME TIME |
| Visuals | | | |



The insurance vertical presents a complex combination of different business and marketing goals. Heavy advertising, cut-throat competition, looming crises, and mutating markets make social listening integral to understanding target audiences of existing and potential customers.

REFINE QUERIES WITH SMART KEYWORD CHOICES

EXCLUSIONS

KEYWORDS

REFINE



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CREATIVITY IS THE KEY TO SHARP DATASETS

ALL LANGUAGES

ALL COMPETITORS

| | | | | |
|------------------------------------------------------------------------------------------------------------|---------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------|
| BRAND & PRODUCT | | GENERAL | SLANG | TARGETS |
| Converse Nike Chuck Taylor All-Stars One Stars Quantum Thunderbolt Play Essentials | | Sneakers Shoes High-Tops Low-Tops Boots Platform | Kicks Trainers Sneaks Tennies Chucks | Price Comfort Style Trend Fashion Durability |
| DESIGNERS | MATERIALS | COLORS | EXCLUSIONS | |
| John Varvatos Jack Purcell | Canvas Leather Velcro Rubber | SPORTS CONSUMERS | Geometry Inverse Angles Statement Opposite College | Sale Near Me Return Stores Promo Code Deals |

REFINE

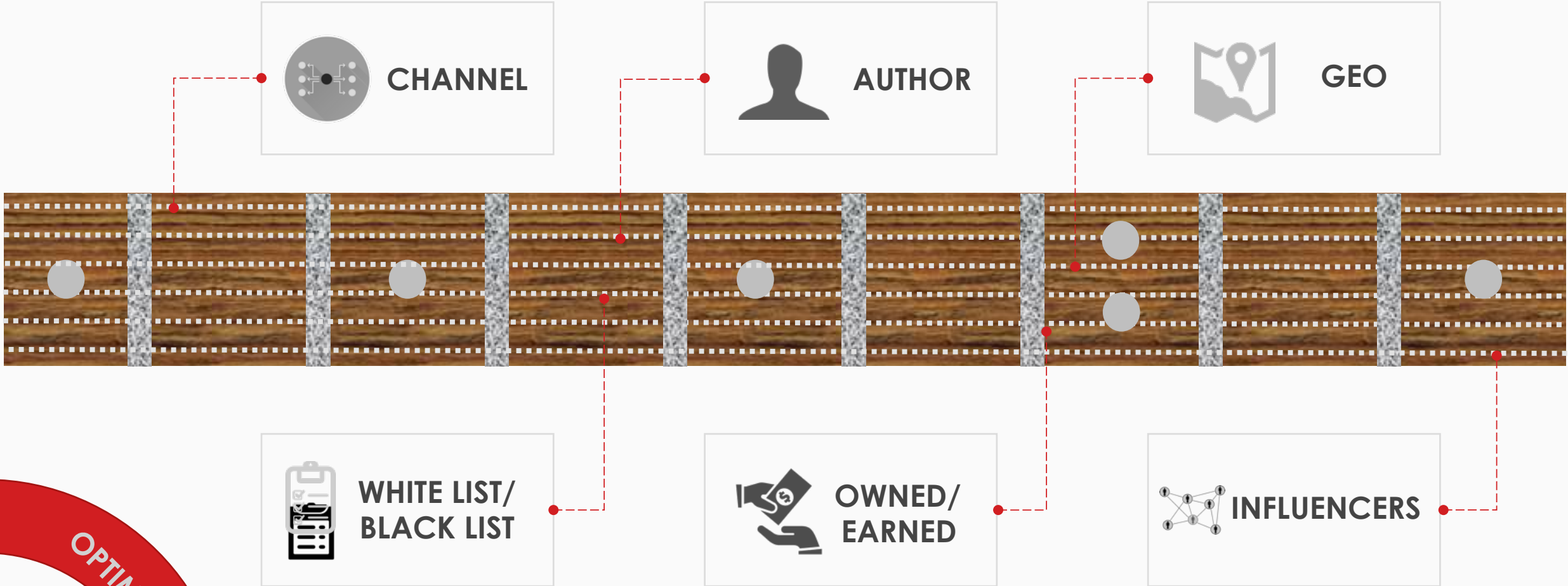


It's easy to get carried away with keywords - so remember, you're not looking for every single word consumers might use when talking about your brand. You're just looking for the words that have an impact on your social listening goals.



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DEVELOP OPTIMIZED DATA SETS WITH SMART SOURCING



OPTIMIZE

YOU CAN'T PLAY ALL THE NOTES AT ONCE

| | | | | |
|-------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| 100+  BRANDS | 25  PRODUCTS | 4  COMPETITORS | 100,000+  SOCIAL CHANNELS | 100,000+  MISCELLANEOUS |
|-------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|




If you're an enterprise brand, realize your limitations. Ensure that your sources align with your data needs. Tracking everything is not scalable or realistic.



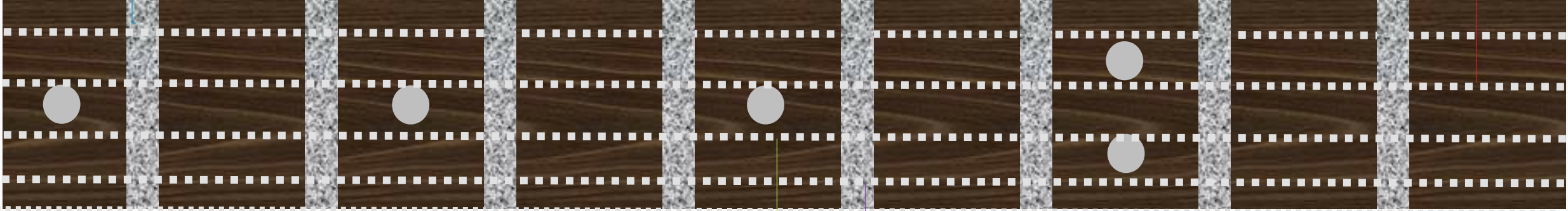
LEVERAGE ENRICHED DATA TO SEGMENT AUDIENCES



DEMOGRAPHICS



LOCATION



SENTIMENT



INTERACTION HISTORY



CONNECT WITH YOUR CORE USER BASE

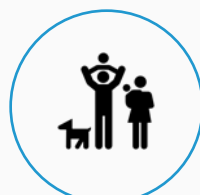
DEMOGRAPHICS



AFFINITIES



AGE



FAMILY STATUS



GENDER



MARITAL STATUS

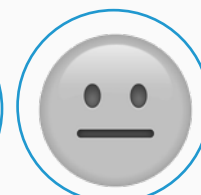


JOB

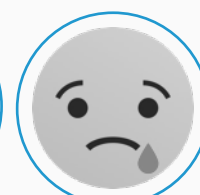
SENTIMENT



POSITIVE



NEUTRAL



NEGATIVE

LOCATION



CITY/STATE



REGION/COUNTRY

INTERACTION HISTORY



INSTAGRAM



TWITTER



FACEBOOK



YOUTUBE



PINTEREST



MAINSTREAM

ENRICH



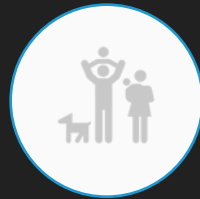
THE HIGH END



WATER
SPORTS



25 - 34



MALES



SINGLE



BOSTON



USA



INSTAGRAM



TWITTER



ENRICH

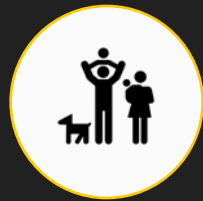


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THE LOW END



NATURE



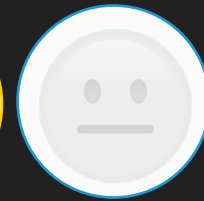
+ CHILDREN



FEMALE



POSITIVE



FR, UK, IT, DE



INSTAGRAM



YOUTUBE



PINTEREST



Stop the cold calls and mass communications.
Start segmenting social audiences into clusters of consumers
who make sense for your property/destination

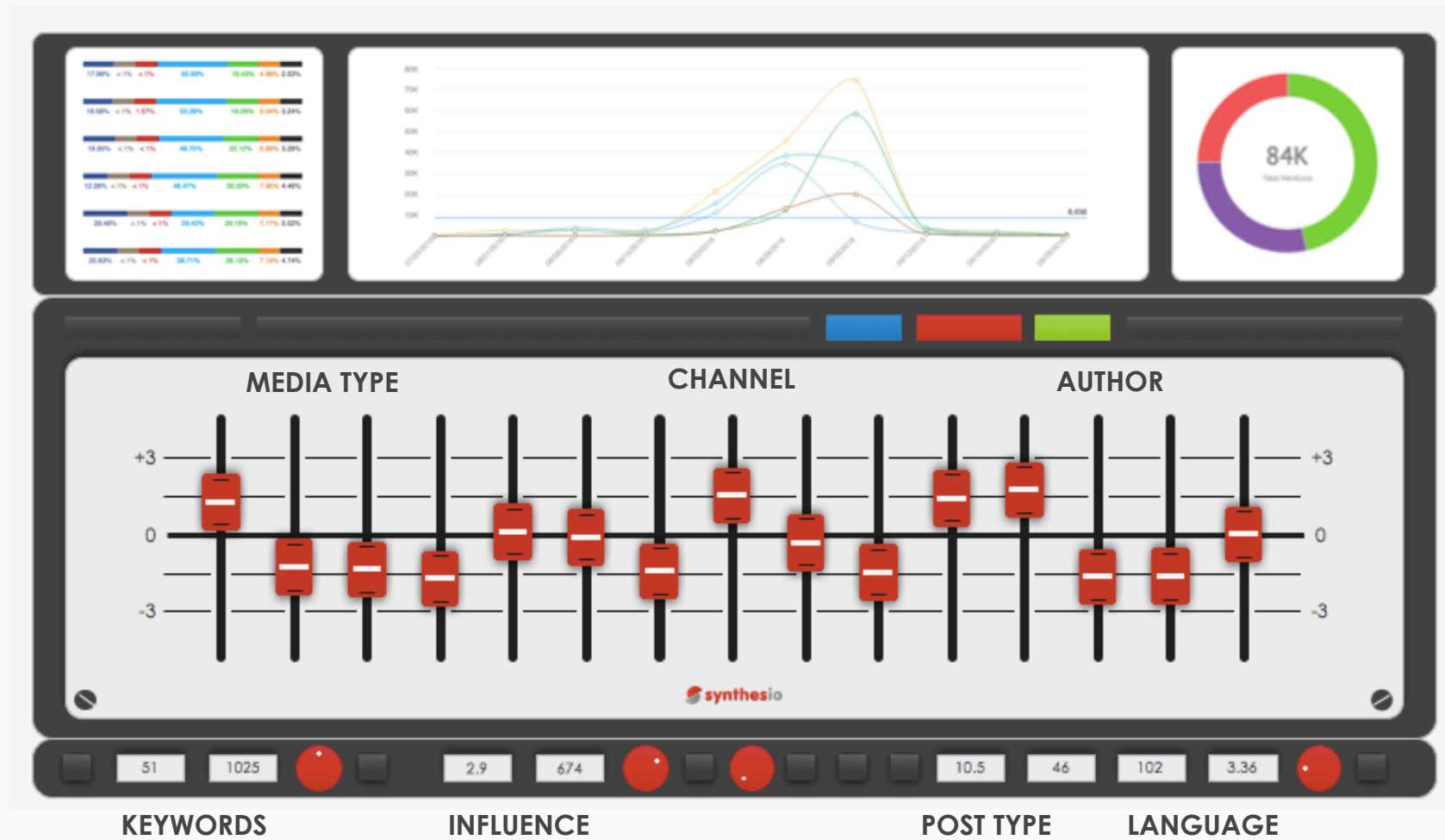


ENRICH



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FILTER THROUGH NOISE TO SPOT EMERGING TRENDS



FILTER



MAKE YOUR VOICE RESONATE

LONG TERM SUCCESSES



SHORT TERM SUCCESSES



BAD GAMBLES



MEDIA TYPE

CHANNEL

AUTHOR

INFLUENCE

KEYWORDS

POST TYPE

THE NEXT BIG THING



Forget everything I was saying, sometimes massive data sets provide value.

FILTER

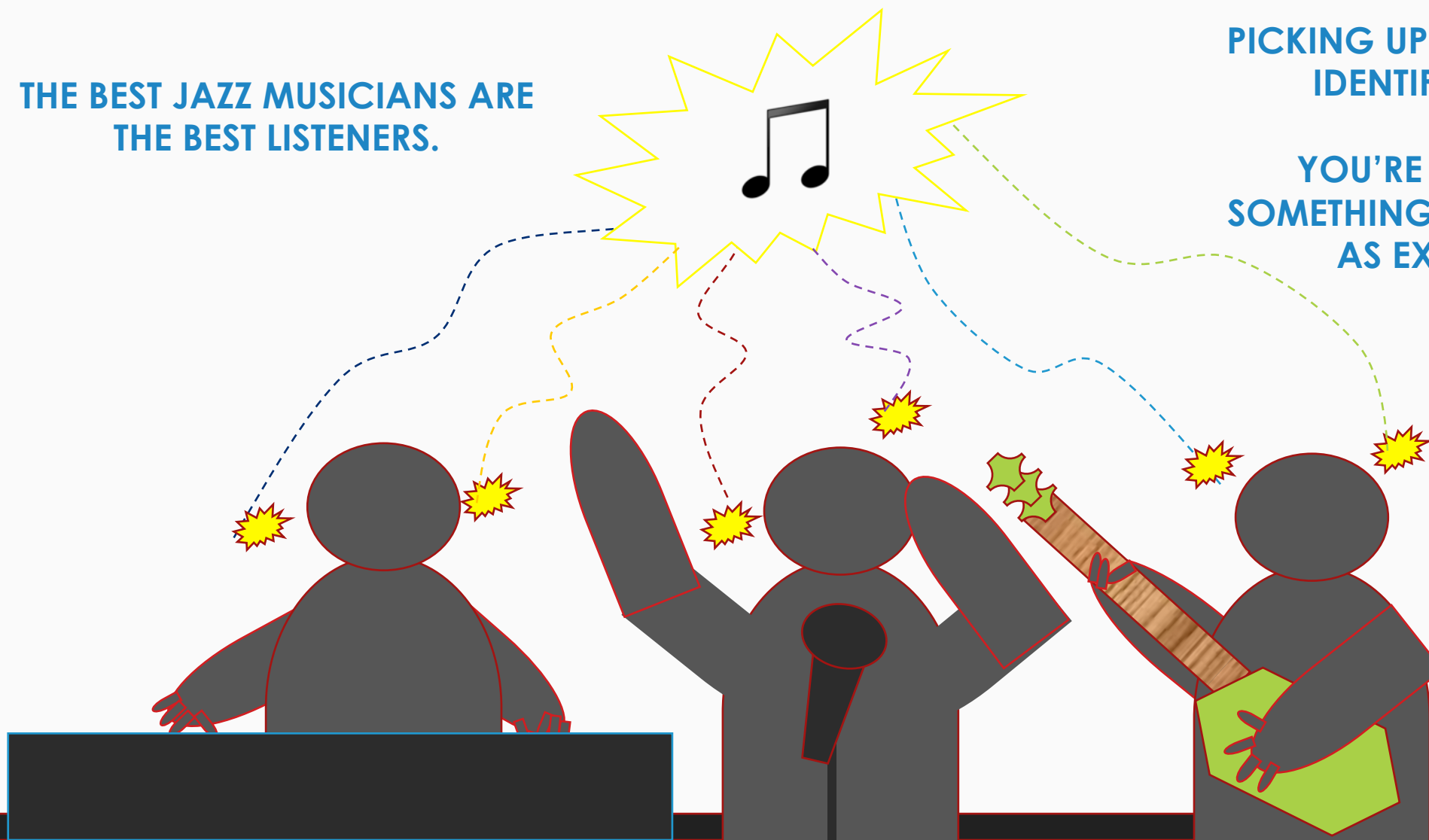


MUSICIANSHIP IS ABOUT LISTENING AND COMMUNICATION

THE BEST JAZZ MUSICIANS ARE THE BEST LISTENERS.

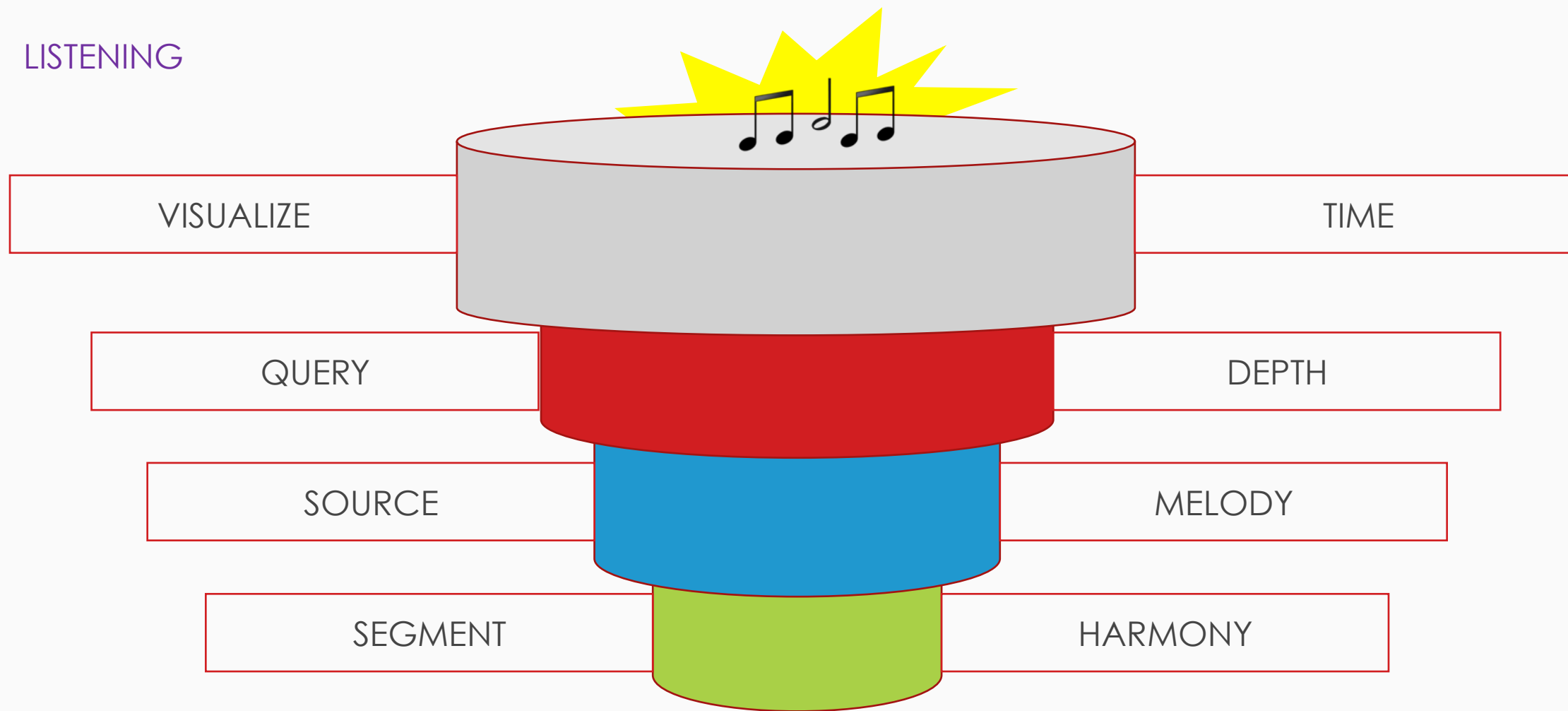
PICKING UP A GROOVE IS LIKE IDENTIFYING TRENDS

YOU'RE LOOKING FOR SOMETHING THAT STANDS OUT AS EXCEPTIONAL.



IT'S NOT A FUNNEL, IT'S A MACHINE

LISTENING



INTELLIGENCE

Trends, Insights, & Opportunities = YOUR BRAND'S VOICE



QUESTIONS AND ANSWERS



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