

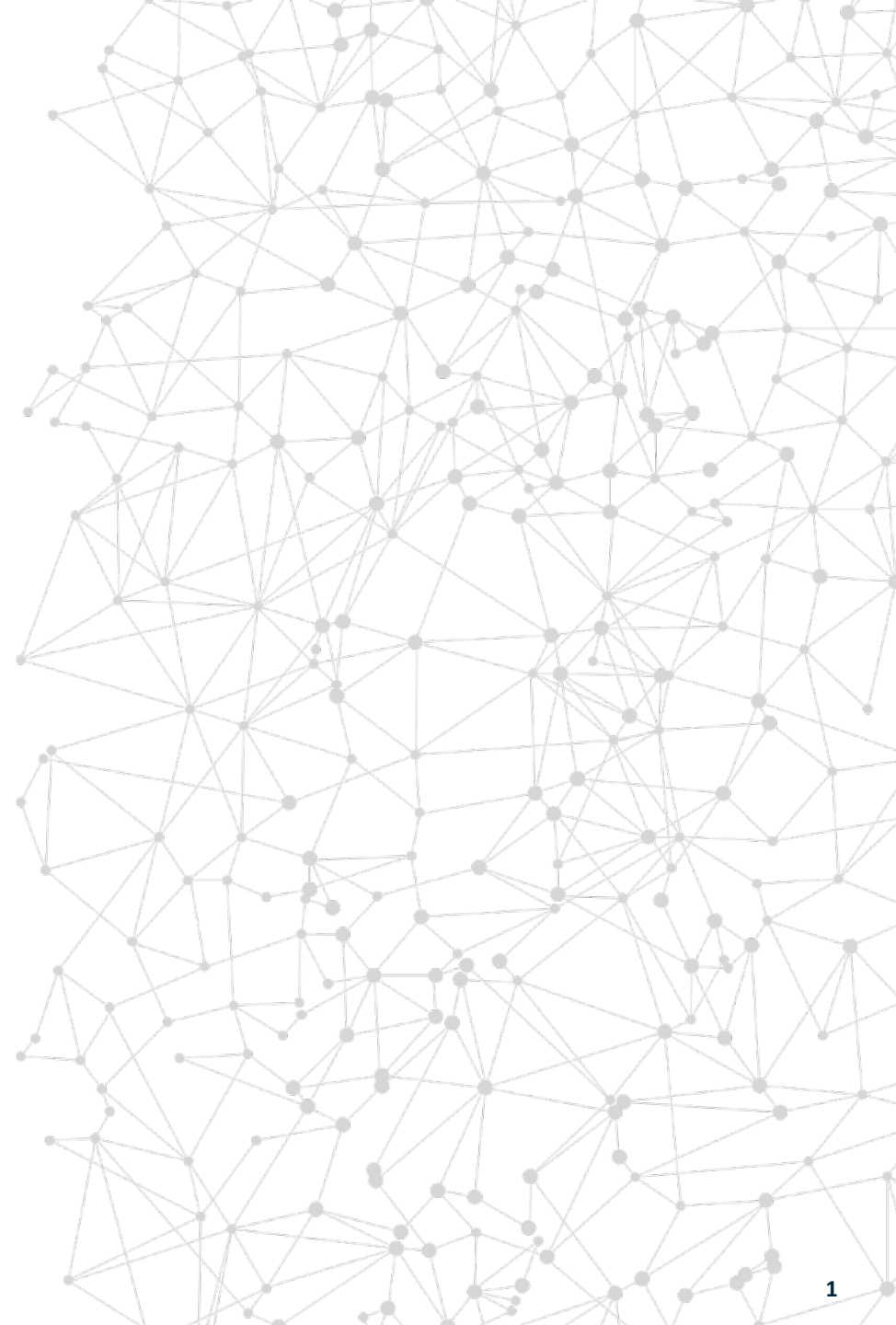
# SOCIAL LISTENING

What, How and Why

15<sup>th</sup> June 2023



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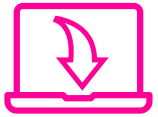
# Topics Covered





# What is Social Listening?

# What is Social Listening?



It involves extracting information from social media channels, such as social networking sites, blogs, news sites, video & photo sharing websites, forums, message boards and user-generated content



It is only possible to collect data that available in the public domain



Social Listening tools can connect data in real-time from multiple social platforms by tracking hashtags and identifying followers



Social Listening allows you to get closer to consumers to build powerful insights that inform your marketing

- ✓ What are talking about?
- ✓ What they think?
- ✓ How they feel?
- ✓ What they need from your business?

# Social Listening vs Social Monitoring



**Social listening** will help you use insights to understand conversations and trends around your brand and the industry to make better, more informed marketing decisions

## WHAT?

**Social media monitoring** = Service your customers by monitoring social media for messages directly related to your brand and responding to those messages appropriately.

### Monitor;

- Your brand and product name and common misspellings
- Mentions of your main competitors
- People searching products in the area you serve

## WHY?

**Social media listening** = Understanding your audience and improving campaign strategy by accessing the full conversation around your industry, brand, and topics relevant to your brand.

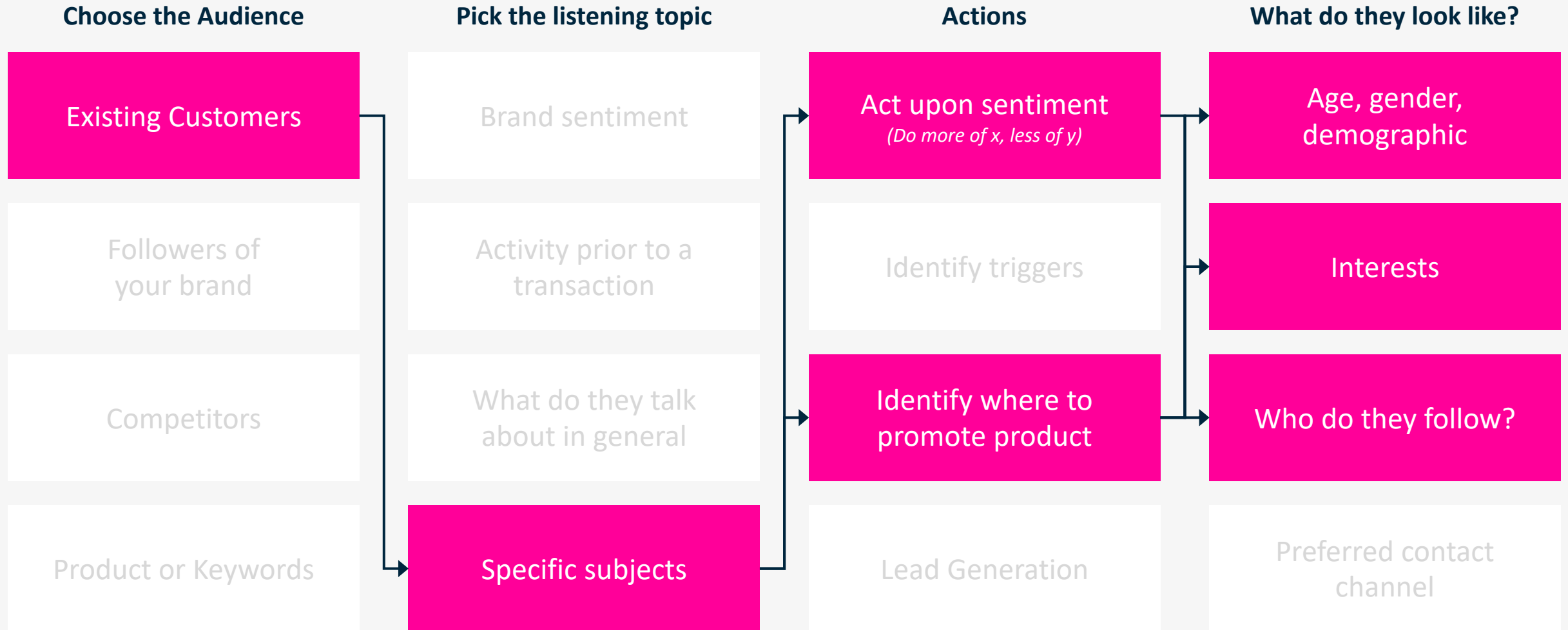
### Listen;

- Understand the why, who and how
- Uncover trends
- Pick up on triggers and key touch points

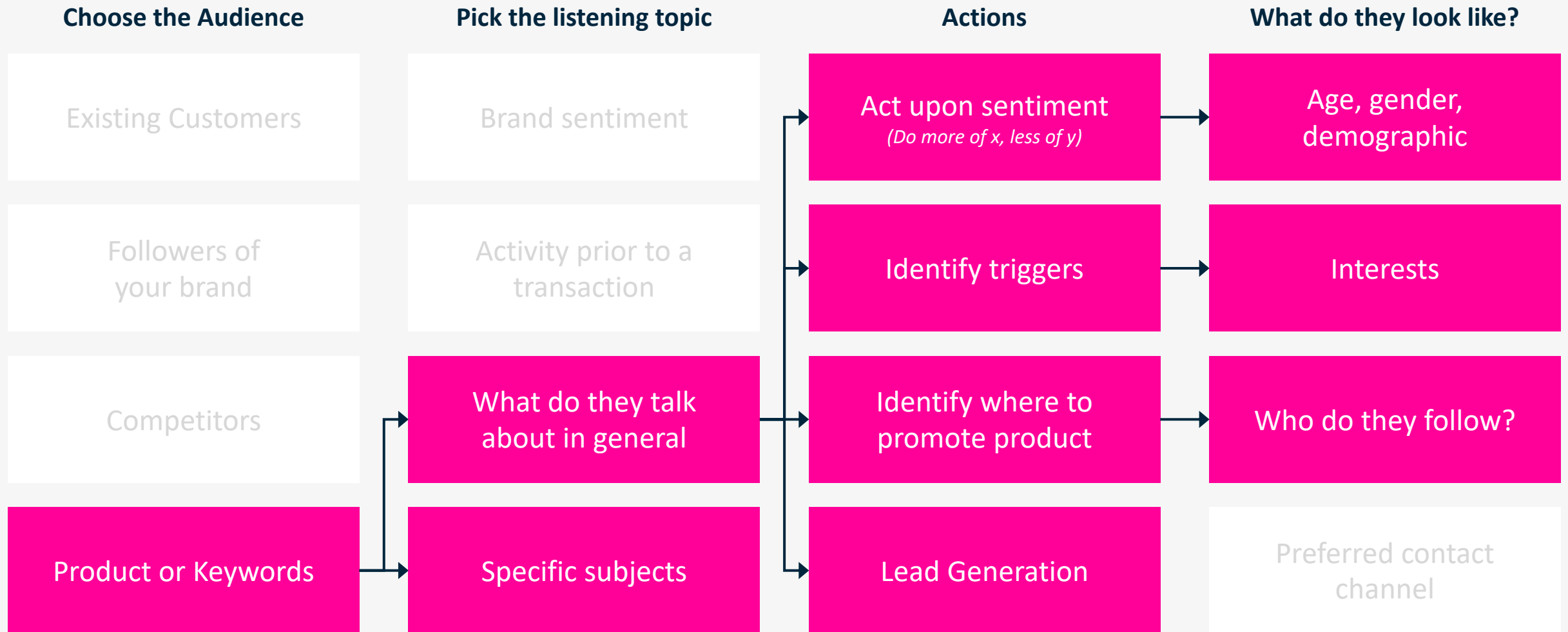
# Social Journeys

Choose the Audience	Pick the listening topic	Actions	What do they look like?
Existing Customers	Brand sentiment	Act upon sentiment <i>(Do more of x, less of y)</i>	Age, gender, demographic
Followers of your brand	Activity prior to a transaction	Identify triggers	Interests
Competitors	What do they talk about in general	Identify where to promote product	Who do they follow?
Product or Keywords	Specific subjects	Lead Generation	Preferred contact channel

# Social Journey – Marketing Insight



# Social Journey – An Optician





# Why it's an important part of your marketing

Integrate data from Social Platforms as part of your ongoing Marketing Strategy



## Customer Insight

- See how your customers talk and feel about your brand
- Uncover their affinities and interests
- Know what they are talking about
- Know who they are following



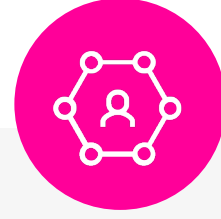
## Competitor Insight

- Keep an eye on what your competitors are doing
- Understand who is following them
- Understand the sentiment across competitor brands



## Lead Generation

- Gather insight on key word and brands to create a prospect list
- Niche audiences uncovered

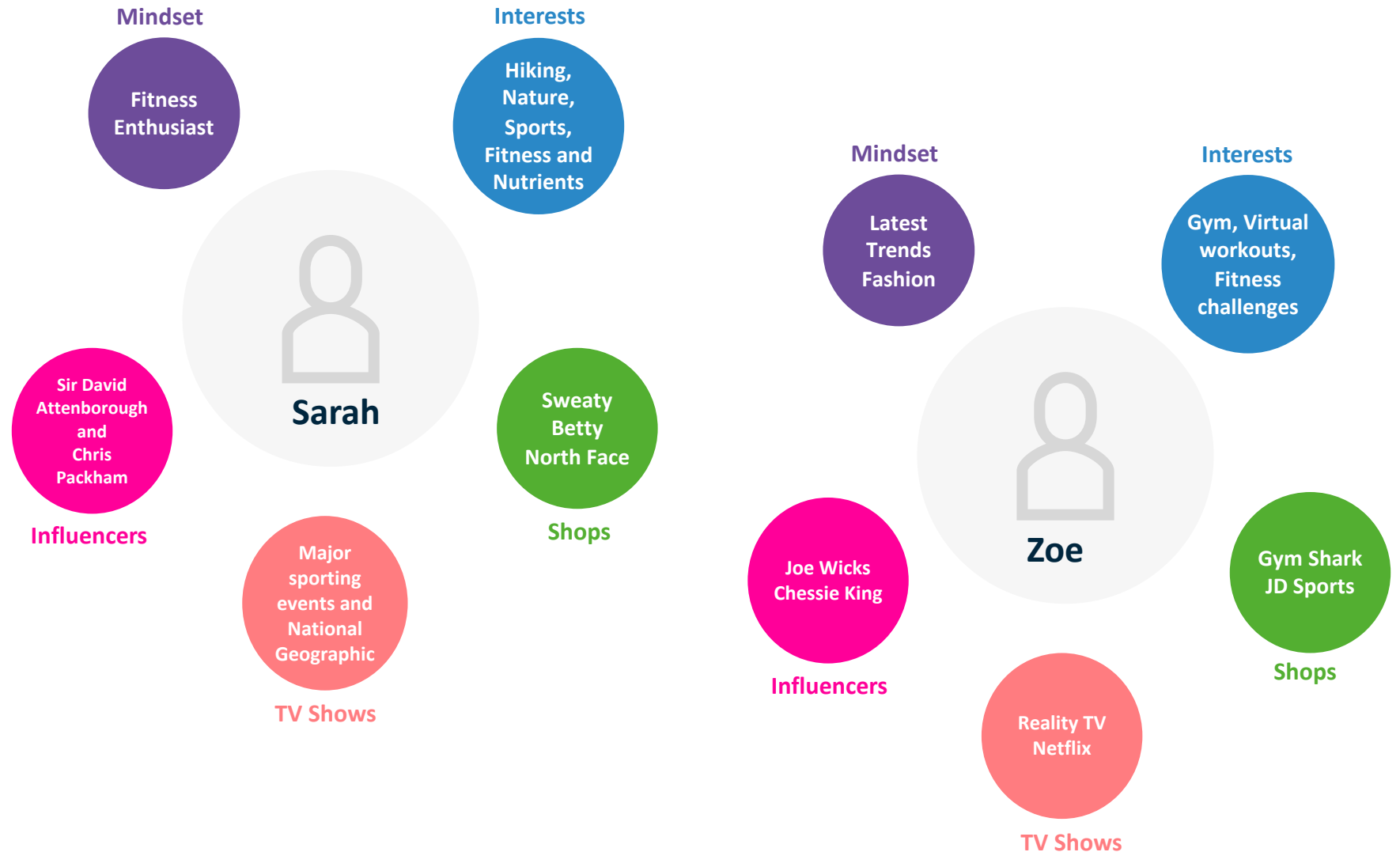


## Trigger Marketing Activity

- Target consumers based on behaviour in a timely manor
- Identify potential triggers that lead up to an action

# Uncovering Mindsets and Affinities

- Geo-demographic along with Social Listening provides a deeper understanding of customer needs
- Marketing messages can be optimised based on brand affinities, interests and mindsets





# Use Case Examples

# Acquisition Case Study

## Garden Appliances Retailer – Driving New Product Sales Using Social Listening

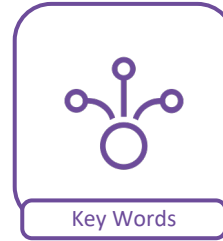
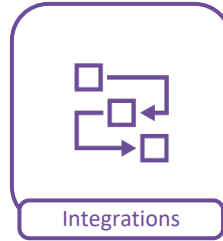
### Client Challenge



A leading retailer for home and garden appliances wanted to create a campaign for a new and improved hedge trimmer

Previous campaigns had seen generally low response rates and they wanted to use a new channel to identify the best customers for the product.

### How Did Sagacity Help?



We used social media listening, for example “cut the hedge last night” and “front garden looking great, but the hedge needs some work still”, and property data to find households we were confident actually had hedges on site.

### Outcome & Business Benefits

**174%**  
above  
response  
target

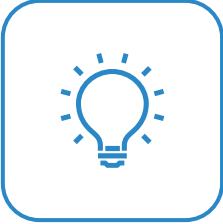
**3 to 1**  
ROI

We saw an instant increase in response rates and massive uplift in sales from our newly targeted campaigns.

# Acquisition Case Study

## Collectables Retailer – Driving New Product Sales Using Social Listening

### Client Challenge



A leading retailer for collectables wanted to find new ways to contact individuals who collect and most importantly by category.

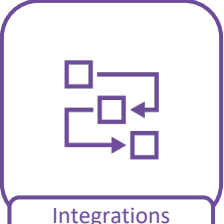
Campaigns using Sagacity data have delivered inline with expectations, but we believed we could do more.

Could we target customer of this competitors?

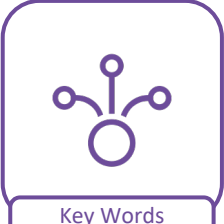
### How Did Sagacity Help?



Social Listening



Integrations

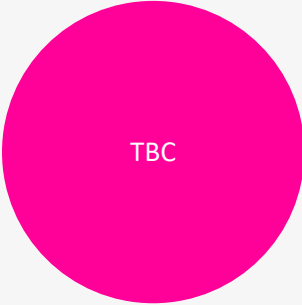


Key Words

We used social media listening to identify individuals who are actively following competitive brands within each of the client collectable areas.

Using probabilistic matching we are then able to identify these records with Sagacity's Prospect data and provide these to the client for immediate acquisition activities.

### Outcome & Business Benefits



TBC



**Questions?**

**Sagacity**

not just data

