

# HOW TO USE **SOCIAL LISTENING** TO INFORM YOUR CONTENT MARKETING STRATEGY



Presented by Brooke B. Sellas





# WHAT IS SOCIAL LISTENING?

# ARTIFICIAL INTELLIGENCE

**Artificial intelligence**  
is software that mimics  
human intelligence.



# MACHINE LEARNING

## Machine Learning

is where the machine writes its own code based on the data its given.

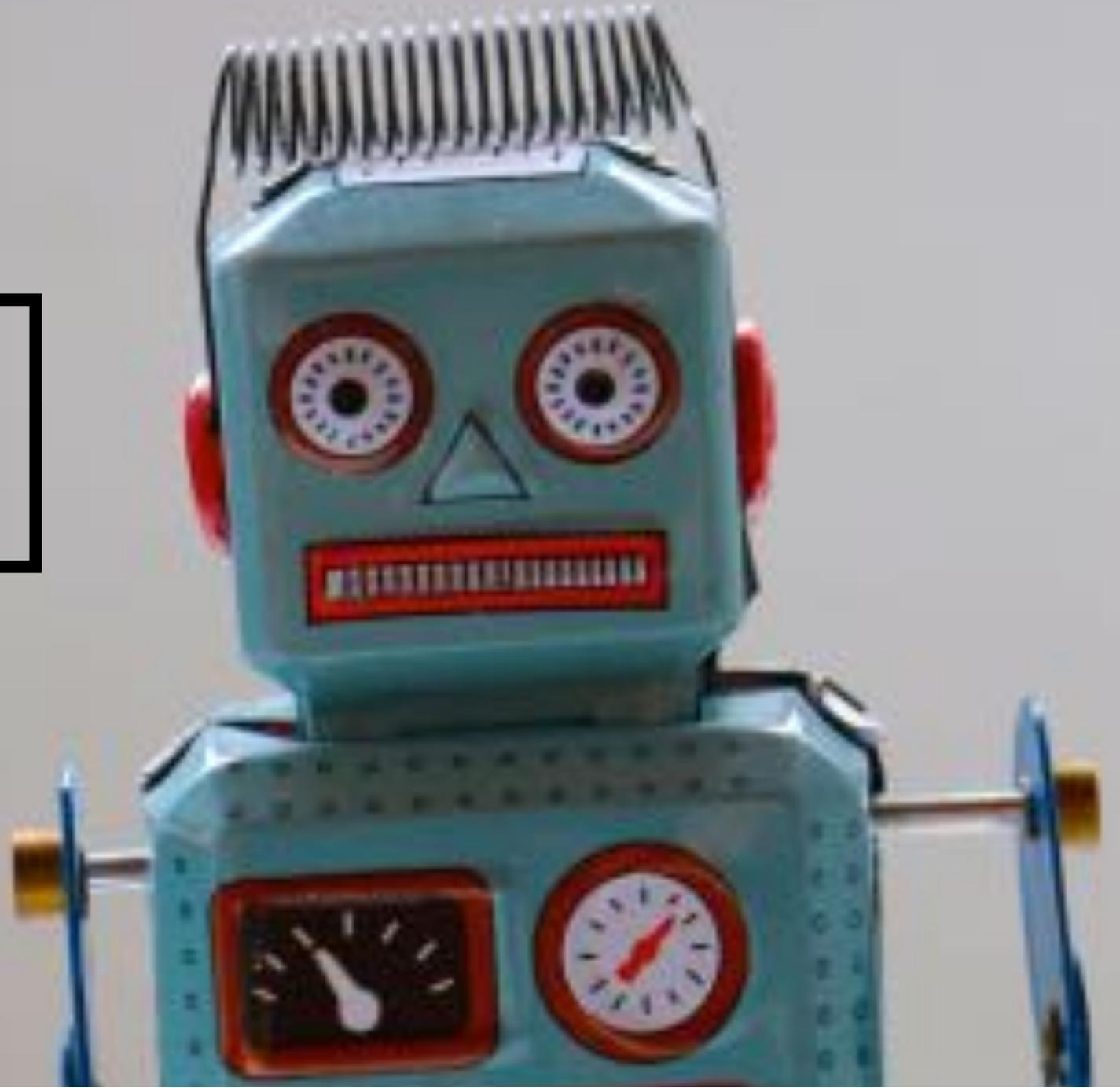


# WHERE THE **MAGIC** HAPPENS



@BrookeSellas

# **SOCIAL LISTENING & CONTENT MARKETING**



#GAMEOFGAMES



# WHAT VS. WHY



## Social monitoring vs. social listening

Monitoring tells you **what**, listening tells you **why**.

Social monitoring

Social listening



Data driving  
reactive responses.

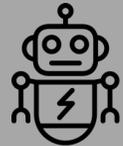
Insights driving  
proactive decisions.

# 3

## AREAS SOCIAL LISTENING CAN HELP CONTENT MARKETERS



1. BRAND INTELLIGENCE



2. INDUSTRY INTELLIGENCE



3. COMPETITIVE INTELLIGENCE





**BRAND INTELLIGENCE**

# BRAND INTELLIGENCE

**Brand health:** How do your customers feel about your brand?

**Customer experience:** What kind of experiences have customers had?

**Campaign analysis:** Which campaigns have the most positive and negative impacts on your customers?





Through social listening, we can drill into positive, neutral, and negative mentions and **adjust our content accordingly to be a larger part of the conversation.**



# BRAND HEALTH





# BRAND HEALTH



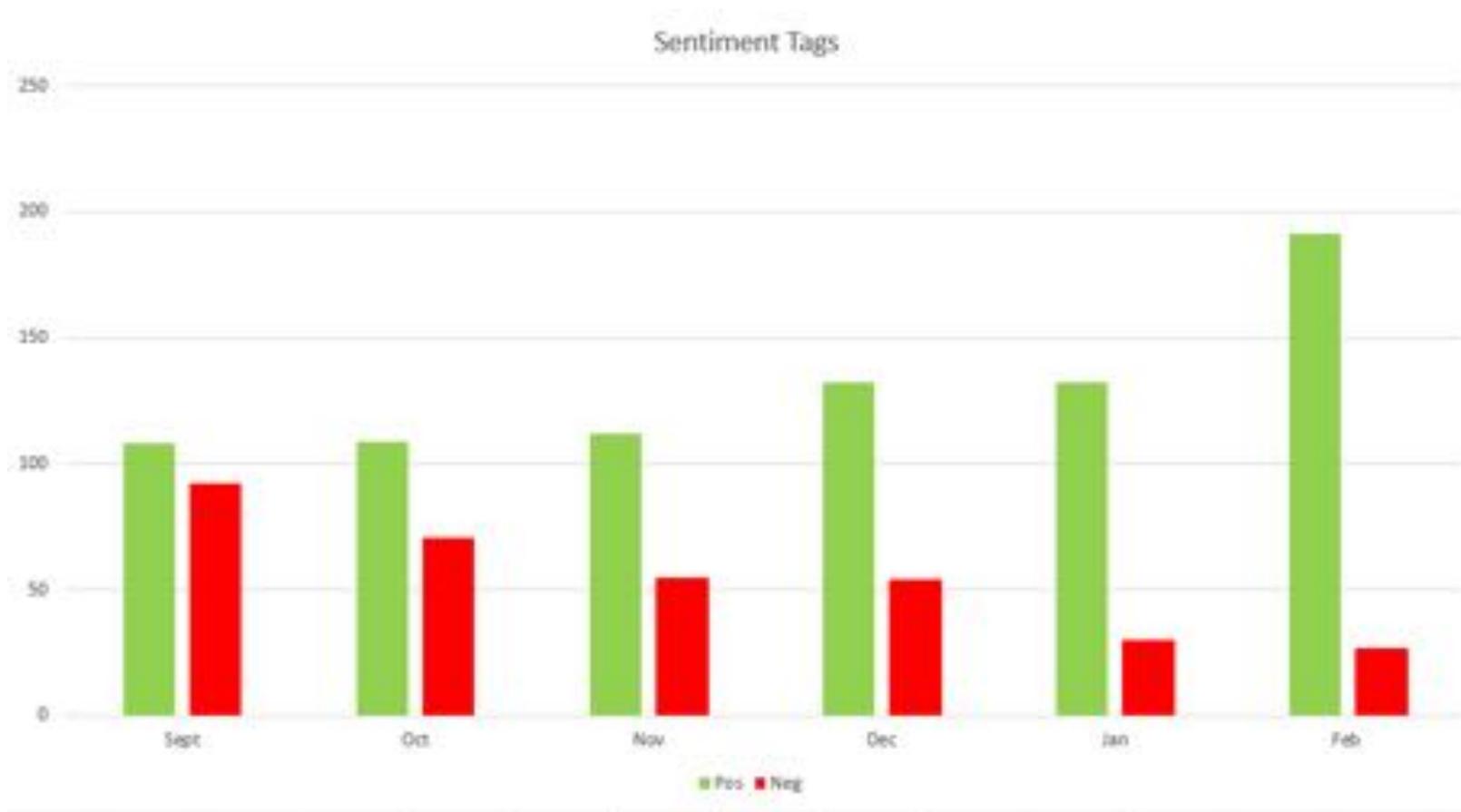


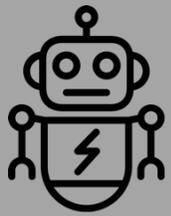
Using our listening data to articulate and quantify the customers pain points, we helped our client **solve the problem by creating new content that spoke directly to customer experience.**





# SENTIMENT & CONTENT ROI





# INDUSTRY INTELLIGENCE

# INDUSTRY INTELLIGENCE

**Audience and trend analysis:** How can you keep a pulse on your key demographics to help craft your messages?

**Product and content research:** How can you figure out the best products and content to create and share?

**Influencer recognition:** How do you find the influencers in your industry to help you broadcast your messages?





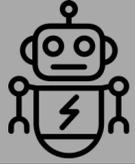
We work closely with our ads team include purchase data with listening data. With this partnering, we can help our clients **tell the complete story of their online customer.**

# FINDING OUR "GIRL"



VS



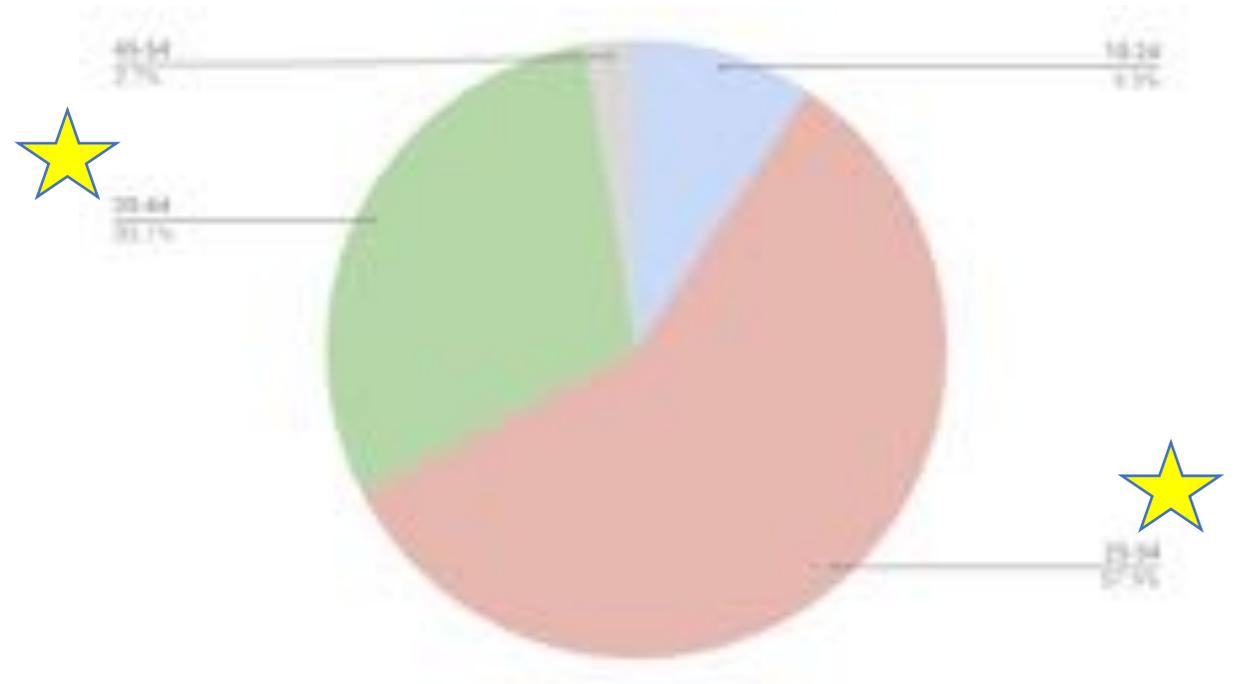


# DEMOGRAPHICS & AUDIENCE



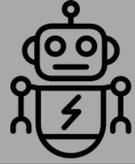
User Demographics – Who is talking based on personal data given to platforms

User Demographics – Who is talking based on listening data + purchase data





When a brand is looking to break into a new category or introduce a new product line, **we can get a bead on who is talking about that group and where they are located.**



# DEMOGRAPHICS & AUDIENCE

1/1 of 200 Results

Profile	Gender	Age	Followers	Volume	Engagement
@PancakeBot	Male	-	17,080,587	1	0
@RELLYFROMLA...	-	-	5,935,839	9	880
@Intouchwithg...	-	-	4,379,276	1	5,454
Marilyn Muz	Male	18-24	1,424,329	1	5,880
RoyMcMichael	Male	25-34	11,304	90	5,870
KathleenCofre	Female	35-44	48,862	3	5,779
@RacheeDoe	Female	25-34	902,767	4	5,778
GiselaMarta	Female	35-44	8,707	9	5,684
Rosabella	Female	25-34	-	600	4,958
Jeanette Oak	Female	35-44	-	-	-
@LooeyBoy	Male	25-34	103,770	5	1,754
@madsongods	Female	25-34	1,492,371	1	1,619
@BowserBot	-	-	1,297	98	1,190
@Miguel_Tamir	Female	25-34	2,762,846	7	979



HEAT MAP BY LOCATIONS

INFLUENCERS PARSED BY PLATFORM & CONVERSATION VOLUME



@BrookeSellas



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Pasadena, California

hellokatiegirlblog It's no secret that I love to shop! That's why I was so excited to register for an account with @paycepays because they give you cash back for online and in store purchases at stores like iCrew and Old Navy! They sent me a gift card to shop with their program and share my journey with you! Registration with Payce was quick and easy, which means I can get to the fun part...shopping! #GotPaidWithPayce #spon

#lovelysquares #thatsdarling #fashesofdelight #jcrew #jcrewstyle #oldnavy #oldnavystyle #pasadena

Liked by travelwithcandi and 119 others

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**MICRO-INFLUENCER**



brigittemarieforet Ohhh wow! I need to check that out!!

11w 1 like Reply

Hide replies



paycepays

@brigittemarieforet Hi!  
We're here to help if you have questions!



brigittemarieforet

Follow

435 posts 14.8k followers 3,307 following

brigittemarieforet  
Fashion | lifestyle | micro influencer NOLA | living in southern TX  
Sharing what I love  
Gratitude  
shop all my daily looks on  
@liketoknow.it  
linktr.ee/brigittemarieforet

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**INFLUENCER**



# **COMPETITIVE INTELLIGENCE**

# COMPETITIVE INTELLIGENCE

**Competitor comparison:** Who are your biggest competitors on social media and how much of the message do you own?

**Sentiment research:** How do your competitors' social followers feel about them and how can you leverage that data?

**Tactical differentiation:** What kinds of campaigns and content strategies do your competitors use and how can you differentiate yourself?





Knowing your share of voice [the amount of social media messages shared about your brand] in relation to all of your competitors can help you **more effectively allocate resources.**



# SHARE OF VOICE RESEARCH



COMPETITORS + CLIENT  
SHARE OF VOICE



COMPETITORS + CLIENT  
SHARE OF VOICE  
\*WITH SPECIFIC KEYWORD ("COFFEE")





Armed with listening data that's product specific, we can **create social content showcasing products we already have that fill the desire, and in return see a dramatic reduction in requests.**



WHATCHU  
WANT?



# TACTICAL DIFFERENTIATION

Create new rule

Title (required)  
But WHAT'S 36

Description  
product requests for silver pieces 221

If an incoming message

Has any of these words or phrases

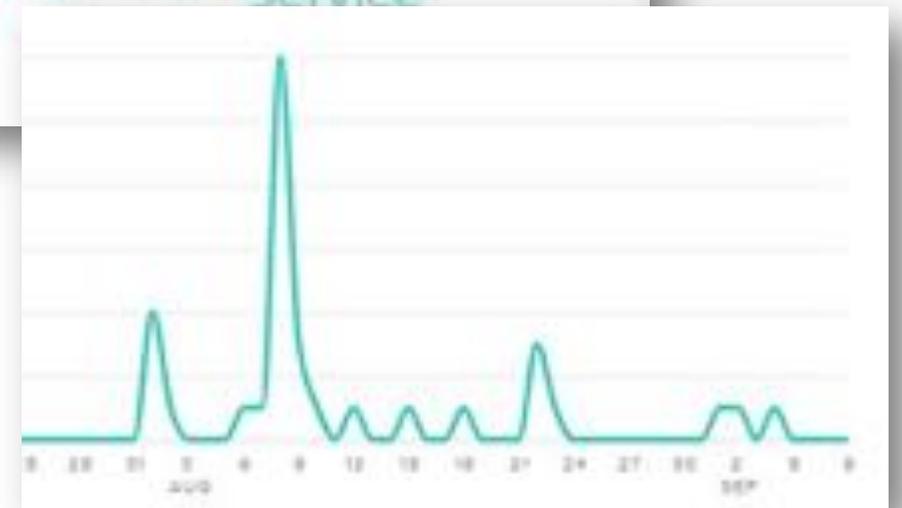
Separate words and phrases with a comma or by pressing enter.  
Inclusive words and phrases must be at least three (e.g. "silver" does not include "silver").

Select criteria

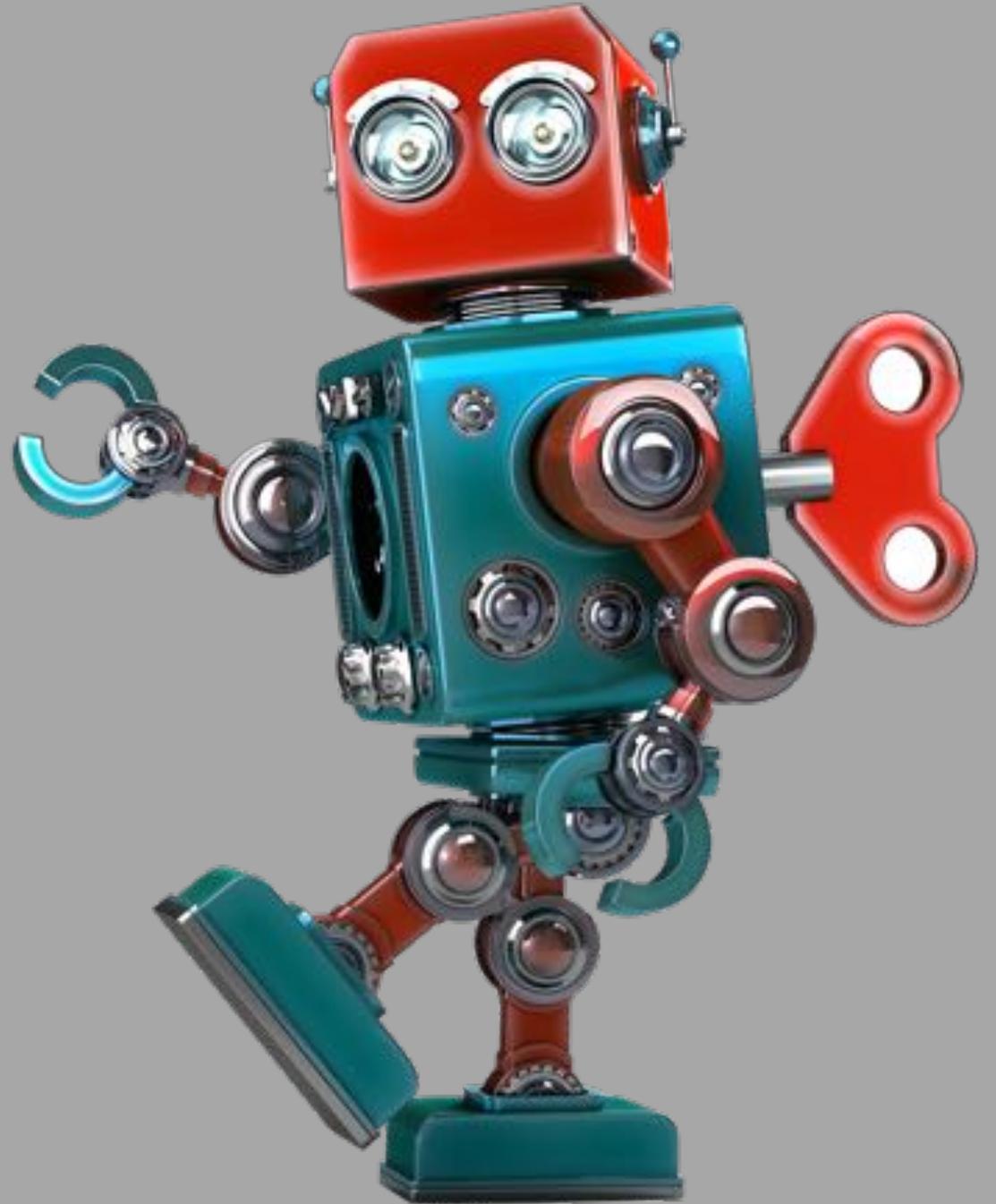
Then take these actions

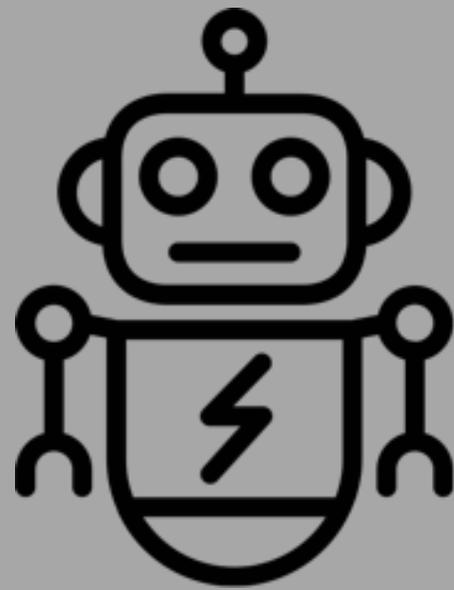
Apply Tags

Select an action



# WHY USE SOCIAL LISTENING?





AI-enhanced software can quickly answer questions and/or conduct routine research,  
**freeing up human time and resources.**



# AUTOMATION ANXIETY

The point of technology isn't to move us **further away** from communicating with each other. It should **bring us together** more easily, and put the human **front and center**, when needed.





**THANK YOU!**

**THINK CONVERSATION, NOT CAMPAIGN.**



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