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

Presented by Brooke B. Sellas

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# WHAT IS SOCIAL LISTENING?

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# ARTIFICIAL INTELLIGENCE

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

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# MACHINE LEARNING

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

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# WHERE THE MAGIC HAPPENS

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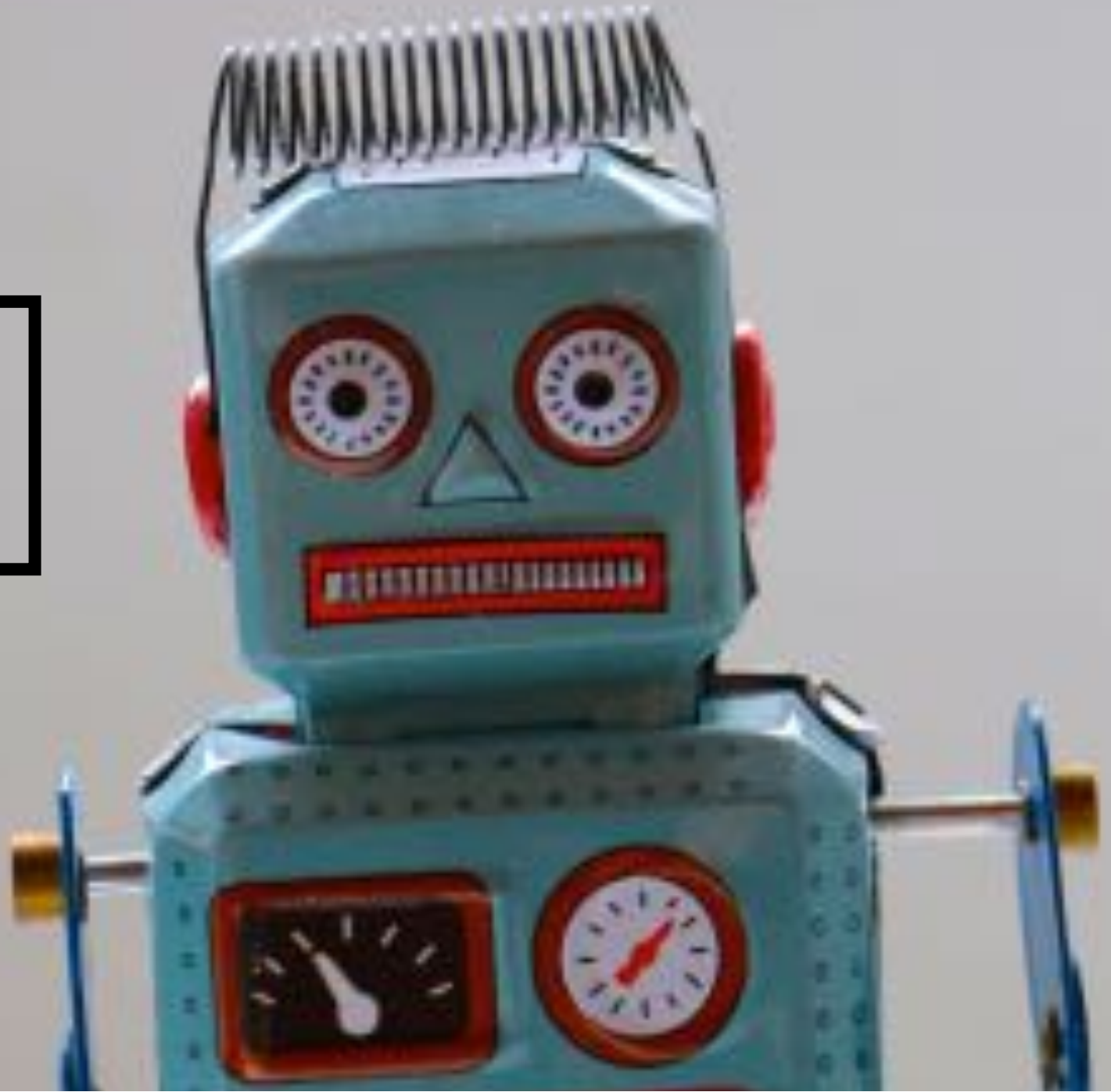
# SOCIAL LISTENING & CONTENT MARKETING



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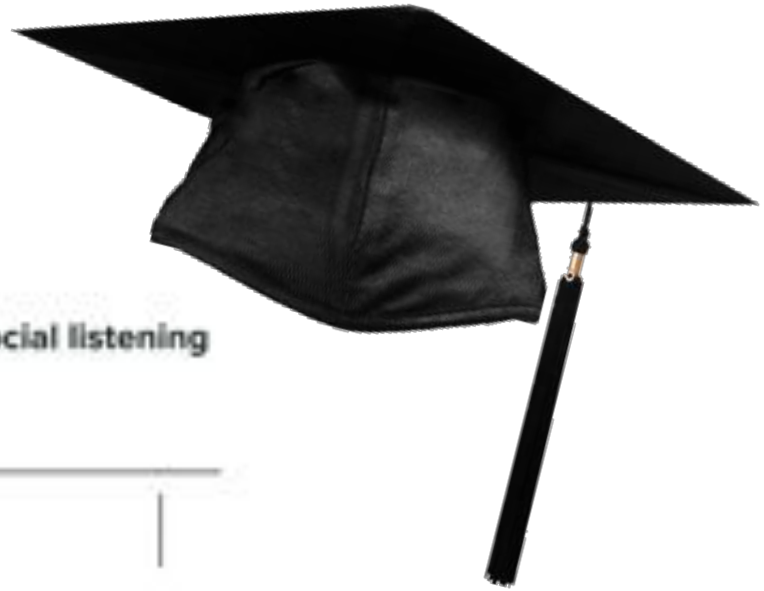
@GameOfGames
NBC

# 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.

sproutsocial

# 3 AREAS SOCIAL LISTENING CAN HELP CONTENT MARKETERS

1. BRAND INTELLIGENCE

2. INDUSTRY INTELLIGENCE

3. COMPETITIVE INTELLIGENCE

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# 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?

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BRAND HEALTH

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

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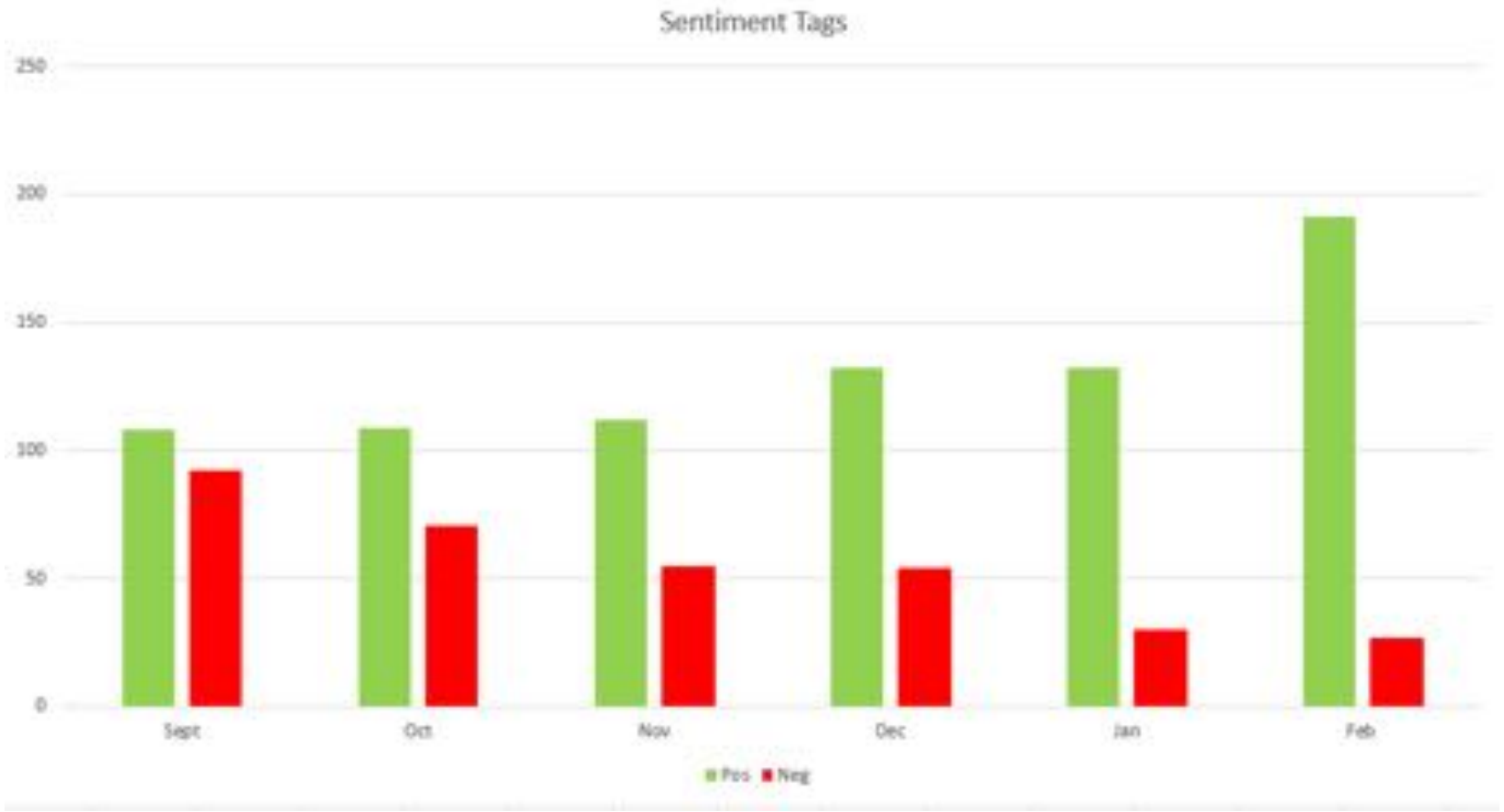
# BRAND HEALTH

CUSTOMER EXPERIENCE

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

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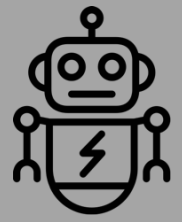

# INDUSTRY INTELLIGENCE

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# 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?

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## AUDIENCE & TRENDS ANALYSIS

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

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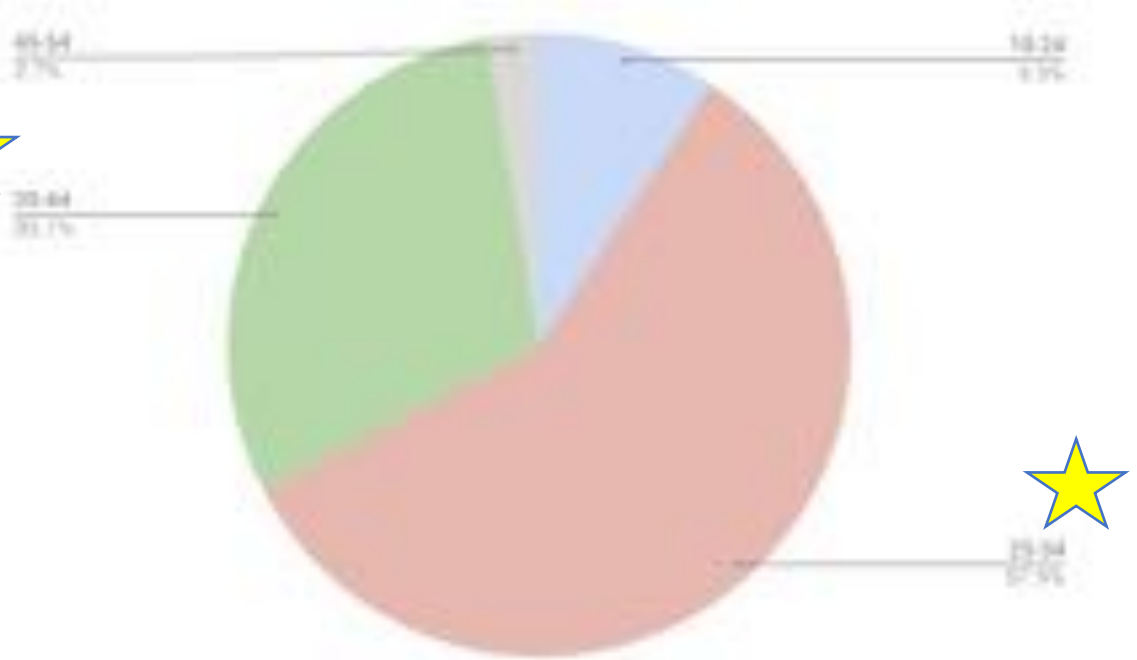
# DEMOGRAPHICS & AUDIENCE

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

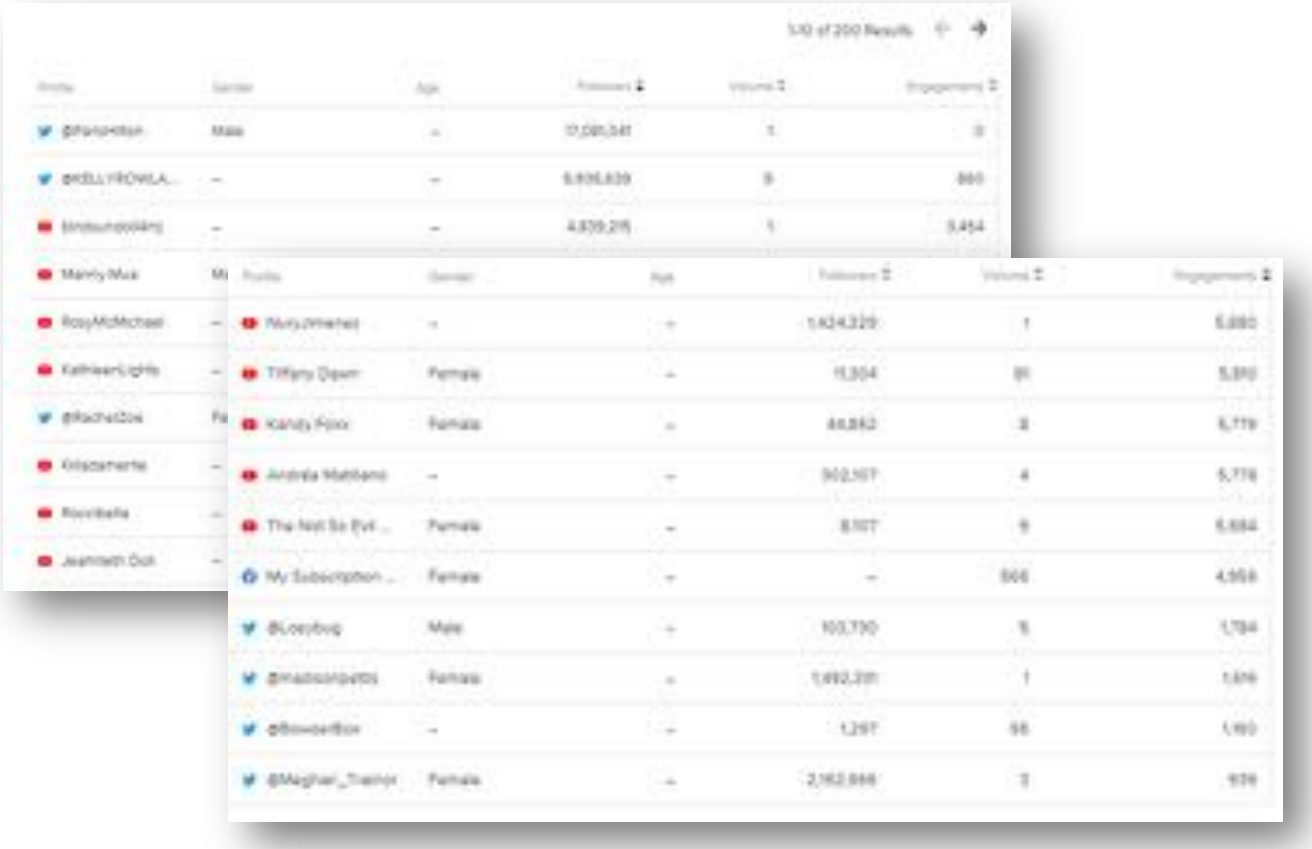
**User Demographics – Who is talking based on listening data + purchase data**



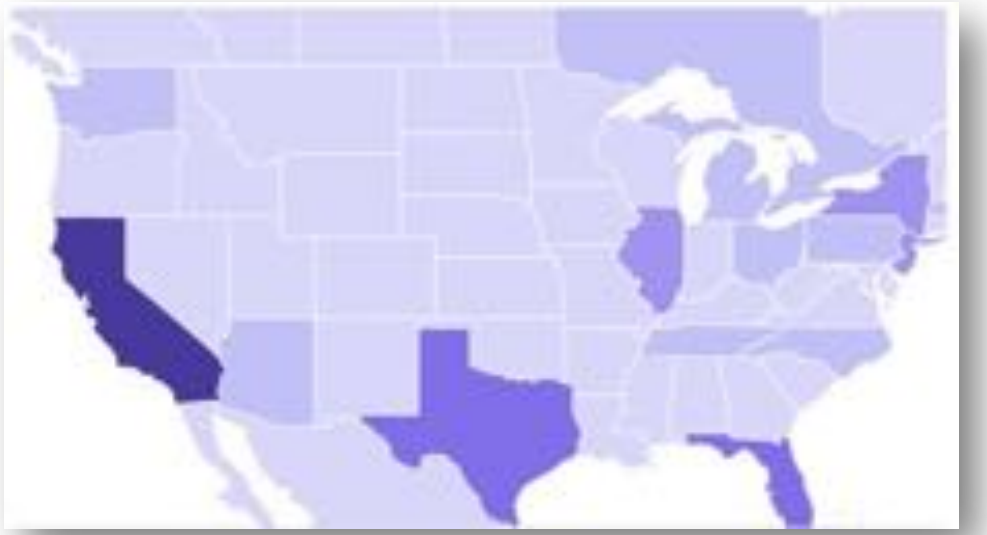
## INFLUCENCER RECOGNITION

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



INFLUENCERS PARSED BY PLATFORM & CONVERSATION VOLUME



HEAT MAP BY LOCATIONS

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**MICRO-INFLUENCER**

**INFLUENCER**

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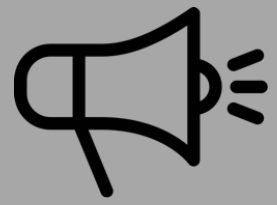

# COMPETITIVE INTELLIGENCE

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# 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?

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## COMPETITOR COMPARISON

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")**

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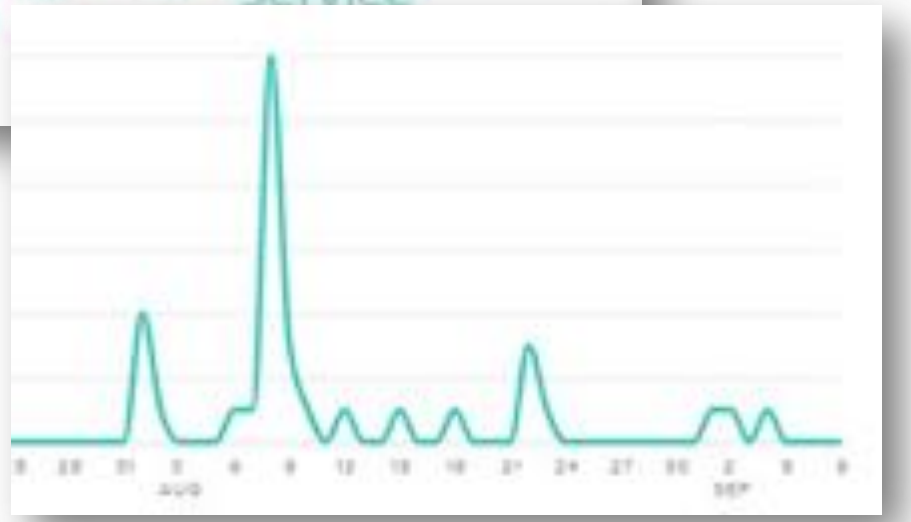
TACITAL DIFFERENTIATION

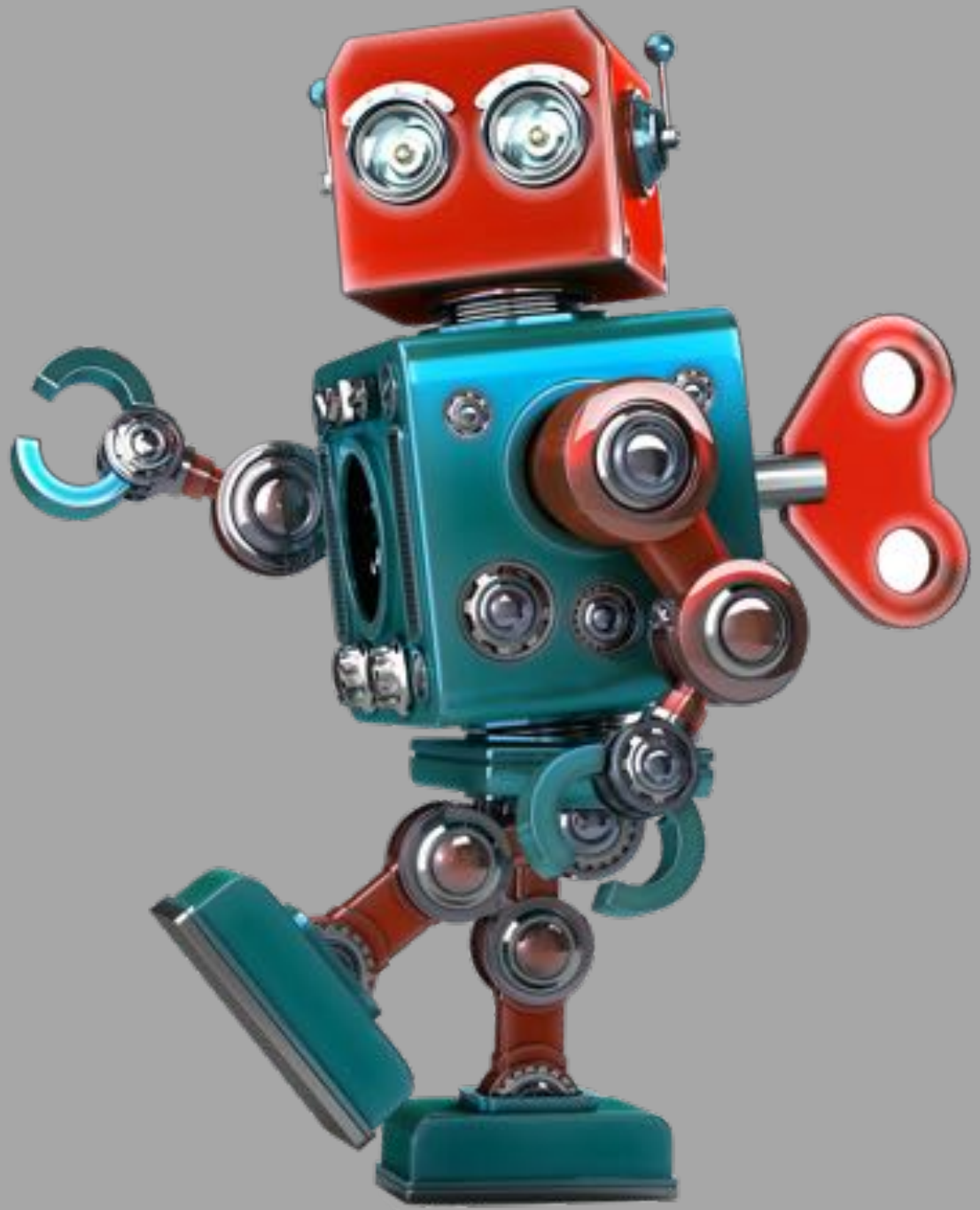
Armed with listening data that's product specific, we can **create social content showcasing products we already have that fill the desire, and in return see a dramatic reduction in requests.**

WHATCHU
WANT?

# TACTICAL DIFFERENTIATION



# WHY USE SOCIAL LISTENING?



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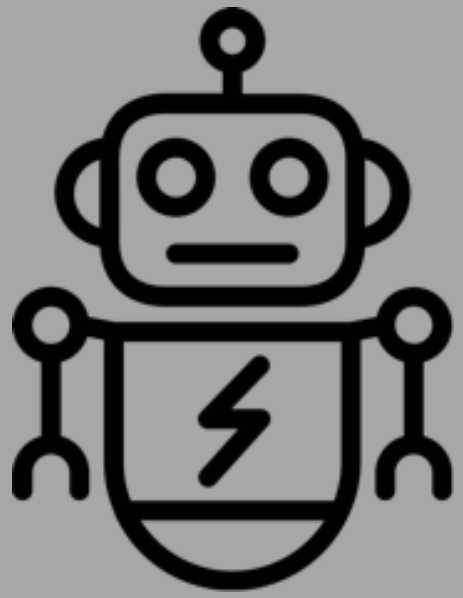

AI-enhanced software can
quickly answer questions and/or conduct
routine research,
**freeing up human time and resources.**

# 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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