

A modern office interior with large windows and a group of people in a meeting. The scene is brightly lit, with natural light coming from the windows. A group of five people are gathered around a wooden table, engaged in a discussion. One man is standing and pointing at a laptop screen, while others are seated or standing around the table. The office has a clean, professional look with white walls and modern decor.

# The **AGENCY GUIDE** to Social Media Analytics

How Agencies Can Win New Business and Prove ROI With Social  
Media Analytics

# Executive summary

## Why agencies need consumer insights from social media

### Win business and prove success with data

In today's business landscape, data serves as a key differentiator between agencies. Creative and strategy still matter, but they need to be backed up with data. Data plays a key role in both pitching and winning new business and proving ROI, the two most important parts of any agency campaign.

### Why social media analytics?

Social media analytics provides a source of data-driven insights on any brand, product, or topic of interest to your client. By tapping into the mindset of consumers with constant real-time updates, social data has become the best source of consumer insights for agencies. Agencies can perform a deep analysis in seconds and AI can surface relevant insights as trends emerge.

#### **Speed to insight**

- Don't wait for research, survey results, or focus groups. Get the data you need instantly on any brand, product, or topic.

#### **Unsolicited opinion vs. solicited opinion**

- Asking consumers for their opinion will never provide results as accurate as observing consumer opinion in the wild (social media).

#### **Ease of use**

- Anyone from account executives to analysts can quickly get the data-driven insights you need to impress the client and win the business

## What insights can you uncover with social media data?

Here are the top categories insights that agencies that agencies can uncover from social media data and use to win business and prove ROI:

### **Audience Insights**

- Interests
- Age
- Gender
- Geography

### **Brand perception**

- Purchase intent
- Sentiment and emotion
- Share of voice
- Competitive comparison

### **Consumer trends**

- Emerging trends in a specific market
- Changing consumer preferences
- How any conversation has changed over time

All of these data points can be used in the pitch to back up your ideas and prove your expertise. Once you win the business, these insights can be used to inform creative and strategy. During and after the launch of a campaign, these metrics can prove ROI and the value of your agency's work. Data-driven campaigns and creative are the best because you can predict their success.

# Introduction

How do the best agencies set themselves apart? Data. Data-driven pitches, campaigns, and results will always be more impactful to clients than the gut feelings of the even the most creative minds.

But where should this data come from? There is rarely enough time before a pitch to conduct extensive consumer research through traditional channels like surveys and focus groups. Additionally, solicited consumer opinion will never provide the same level of insights as unsolicited consumer opinion in the wild.

Social media data can serve as a source of powerful consumer insights, providing data-backed validation to your creative in far less time. Analyzing consumer conversation on social media is a great way to measure anything from opinion about a campaign or purchase intent for a client's product. Social media analytics help the best agencies win business and prove ROI.

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# Using social data to win new business

“It could have been a great pitch if we had more time.” This statement has likely been uttered at every agency, but it doesn’t change the fact that there is usually a very limited amount of time to prepare for a pitch. That means maximizing the time that you do have is essential.

Data-driven pitches will always outperform pitches that aren’t backed by data. That said, the limited timeframe also limits the scale and scope of the data that can be collected. The speed with which you can run an analysis to uncover data-backed insights for your pitch is key.

That’s where social media analytics comes in. In general, analyzing social media data is far more efficient and effective than the traditional methods of understanding consumers like surveys and focus groups.

Beyond the general speed and efficiency of social data, it’s now possible to run an analysis with the same time and effort it takes to Google something. That means that anyone at the agency, from creative to account managers, can quickly get the data-backed insights they need for pitches with even the shortest timelines.

So you can get fast insights from social media data, but how should you actually use them?



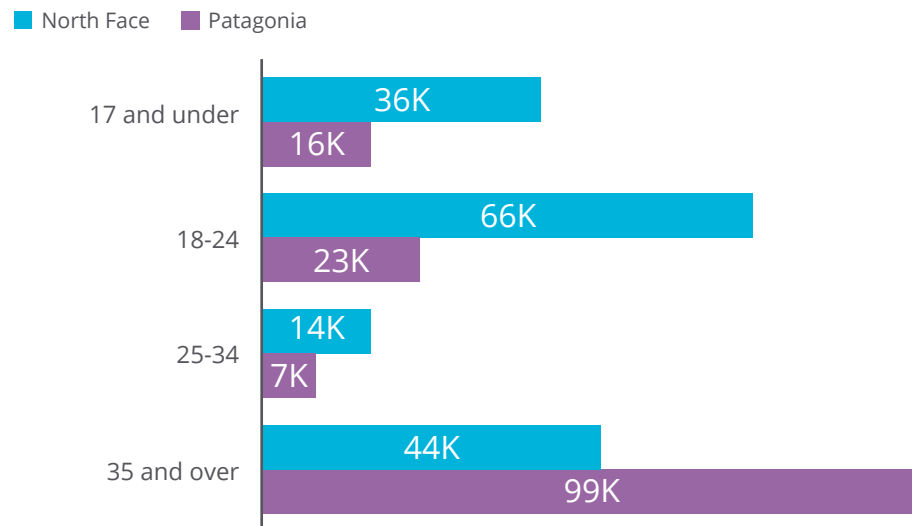
**In this section, we’ll look at how consumer insights from social data can help agencies better understand:**

- Audience demographics
- Audience interests
- Brand perception
- Consumer trends

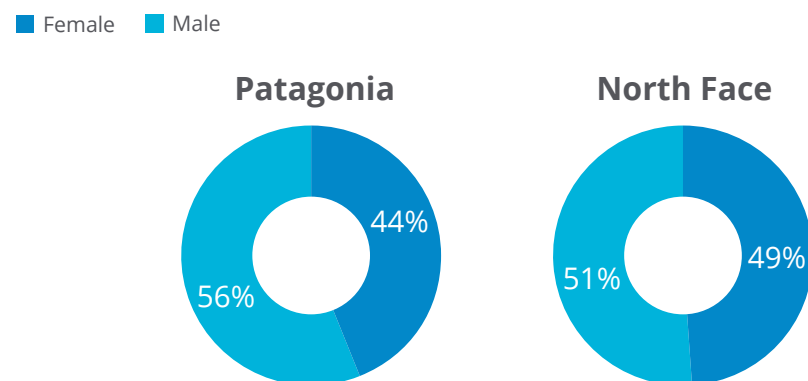
## Audience demographics

Any pitch will be better with audience demographic data. Social media data presents the opportunity to understand the demographics of the audience for any brand, product, entertainment, or any other topic. If you can show the client something they already know, but didn't tell you, about their audience they'll take you more seriously. Better yet, if you surprise them with an insight about their audience they weren't even aware of, you can establish yourself as trusted source of consumer insights from the start.

### Patagonia vs North Face Age Breakdown Discussion (2015-2017)

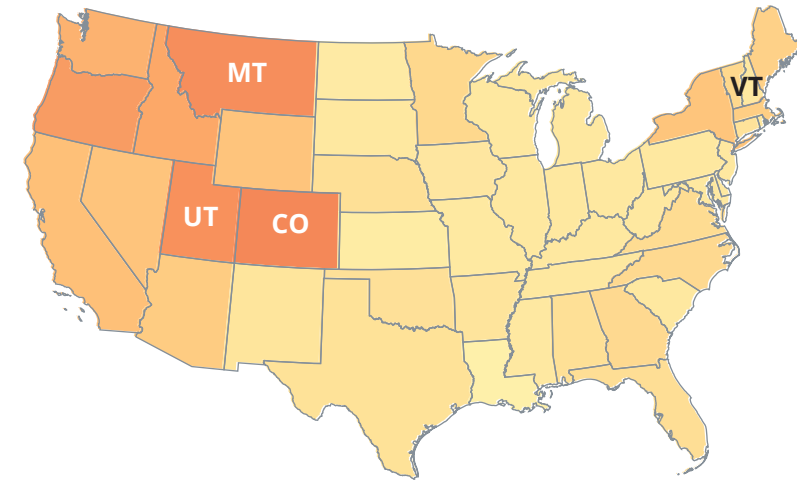


### Patagonia vs North Face Gender Breakdown Discussion (2015-2017)



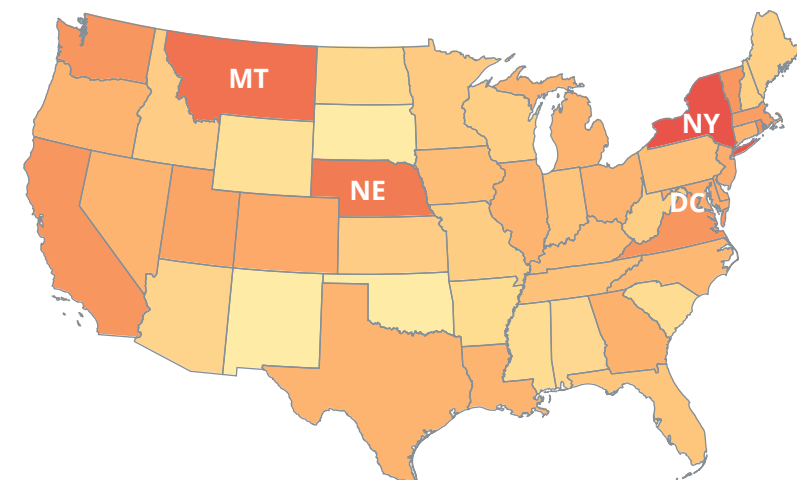
### Patagonia Conversation by Location

State	Posts per million
Colorado	2,845
Vermont	2,710
Montana	2,685
Utah	2,625



### The North Face Conversation by Location

State	Posts per million
New York	2,097
Washington DC	1,952
Montana	1,818
Nebraska	1,723

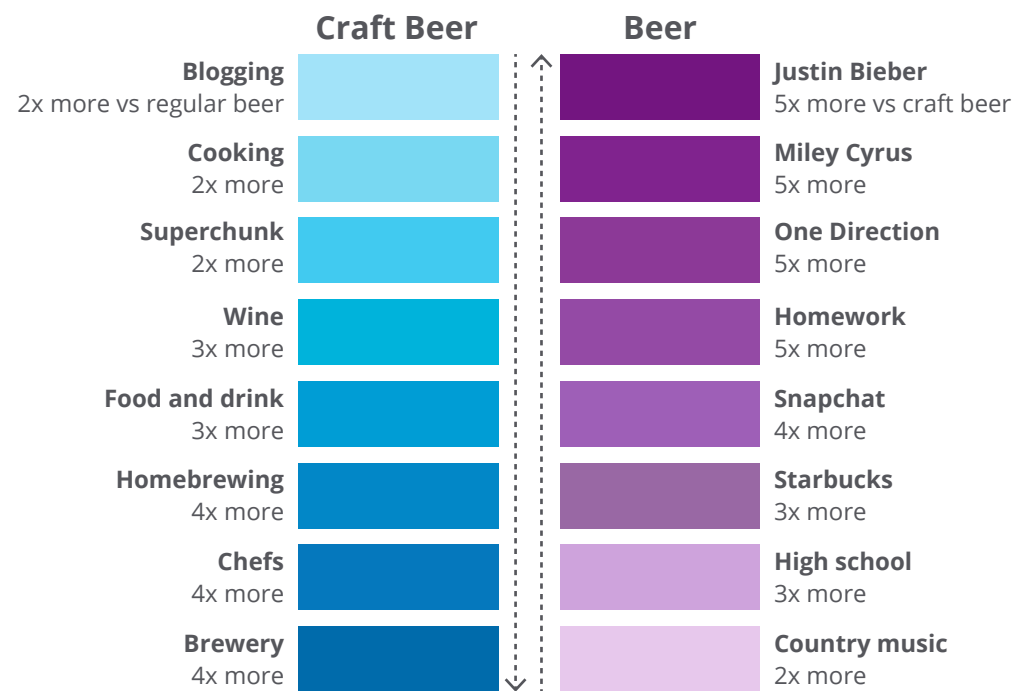


## Audience interests

Beyond the demographics of an audience, social media analysis can reveal the interests of an audience. With a quick search of any topic, social media analytics can reveal the audience discussing that topic cares about in seconds.

To dive deeper into understanding audience interests, you can run an analysis that compares the audience to the rest of social media or to another specific audience. This will allow you to get the details on what makes this audience different and what their unique interests are.

### Craft Beer vs Regular Beer Affinities



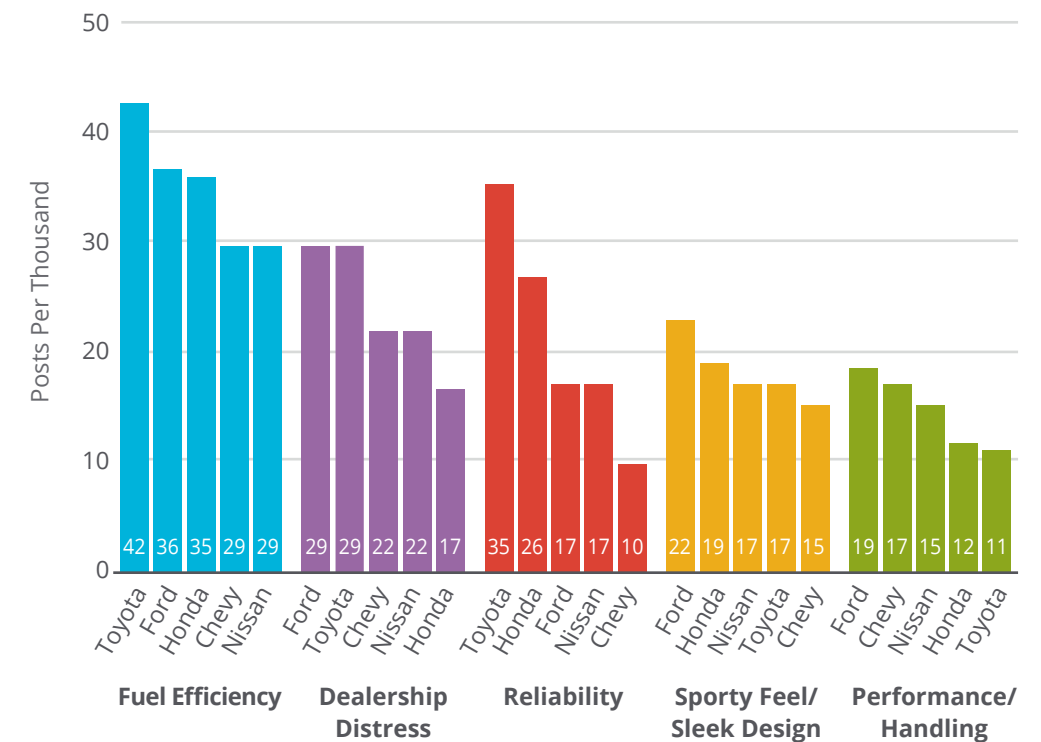
## Brand perception in the market

When you're pitching, proving that you understand the client inside and out is important. While a simple chart showing conversation volume about a brand is fine, it doesn't show that deep understanding. Social media analytics allows you to create custom categories to analyze the intricacies of a brand or industry. Custom categories from BrightView give you a deeper insights on what matters most to any brand.

Beyond showing a client that you understand their business and their audience, you can provide a benchmark to improve upon. "Here's how consumers view your brand now, with our campaign we'll change their perception to this" For example, in the auto chart, a pitch for Toyota could focus on altering consumers' view that their vehicles aren't as sporty as their competitors.

Pitching to an automaker? Data like this will blow them away:

### Most Discussed Topics of US Auto Brands (2016)



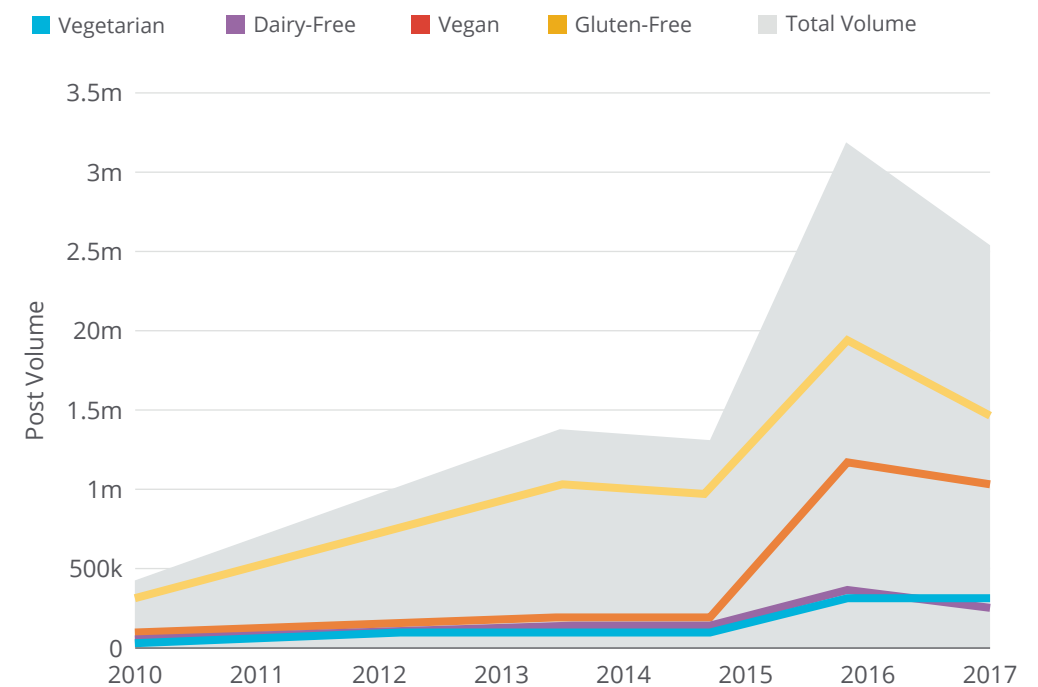
## Consumer trends

Proving to the client that you understand ever-changing consumer preferences is another valuable piece of data to highlight in your pitch. Clients want to know that you understand consumer behavior well enough to create campaigns that will increase sales and brand perception.

Social media data offers a window into the mind of the consumer allowing brands to track consumer preferences over time in real-time. The very nature of social media makes it the perfect place to uncover the most current and relevant consumer insights. It's also important to include as much historical data in your trend analysis as possible so you can demonstrate how consumer preferences have changed over the past decade instead of just how they are trending currently.

For example, if you're pitching to a CPG brand, showing them that you have detailed insights on the latest diet trends will go a long way:

## Diet Trends on Social Over Time



# Using social data to prove ROI

From the pitch to the end of a campaign, every client is looking for the ROI of your work. While the ROI of a great campaign used to be rather ephemeral, data from social media analytics can provide much more concrete ROI measurement.

Tracking the metrics on the social aspects of a campaign has always been possible, but powerful social media analysis can give you far more context around the data. Instead of just measuring likes, shares, and clicks you can provide data on how a social campaign changed sentiment, emotion, or any custom analysis categories such as purchase intent.

Additionally, it's easy to create dashboards that track a custom set of metrics in real time. You can also easily create reports that prove the impact of your work and share them with the client.



**In this section, we'll look at how consumer insights from social data can help agencies prove ROI by showing how the campaign impacted:**

- Success in offline channels
- Brand perception
- Purchase intent
- Target audience engagement

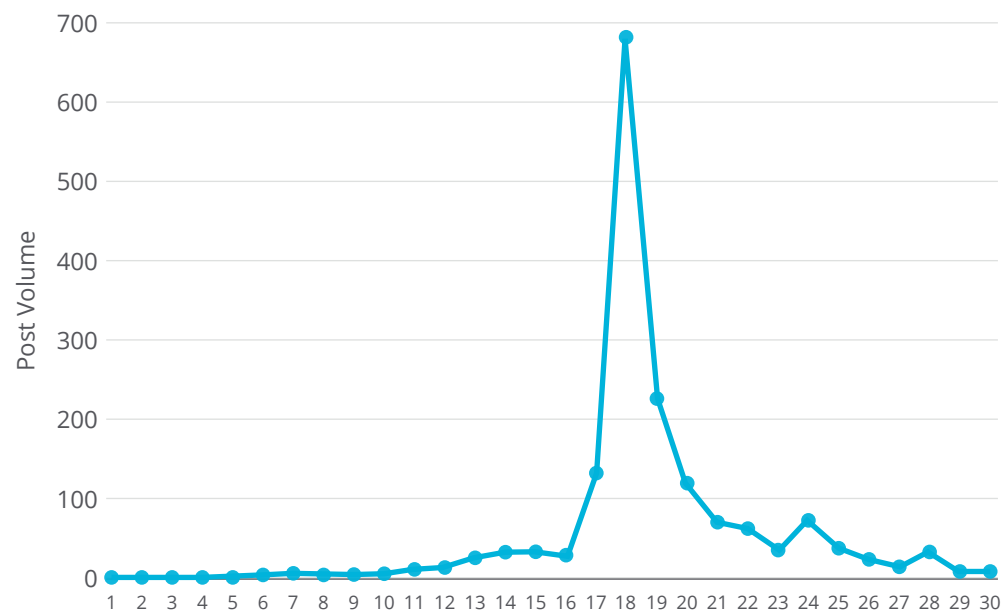


## Success in offline channels

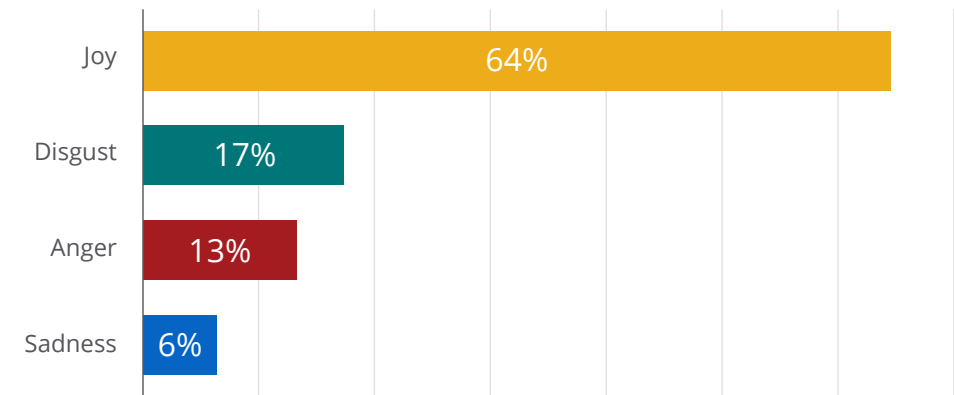
Consumers use social media to discuss everything. That means you can analyze those conversations to measure a lot more than just your social campaign performance. Consumers discuss the aspects of your work that are seen on TV, on billboards, and every other “offline” source.

This means you can measure the previously unmeasurable impact of offline advertising to see how people are talking about your entire campaign, more importantly, how it affects conversation about the brand and their products. Tapping into the consumer mindset in this way allows you to track overall brand perception and how it is impacted by your entire campaign, not just the social element.

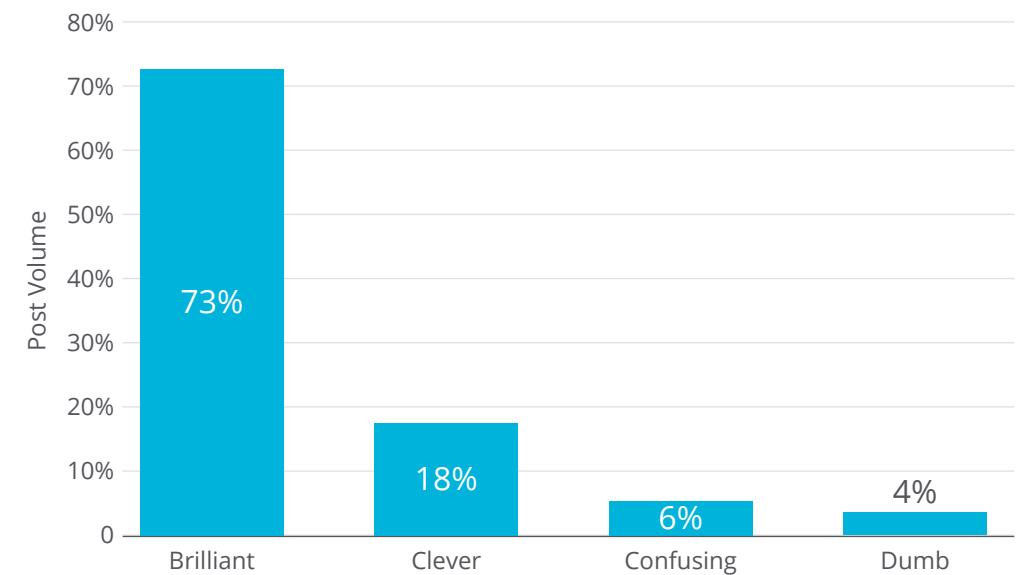
### McDonald's Ad with Mindy Kaling Discussion Trend (April 2017)



### McDonald's Ad with Mindy Kaling Emotion Share of Voice



### McDonald's Ad with Mindy Kaling Reactions Share of Voice



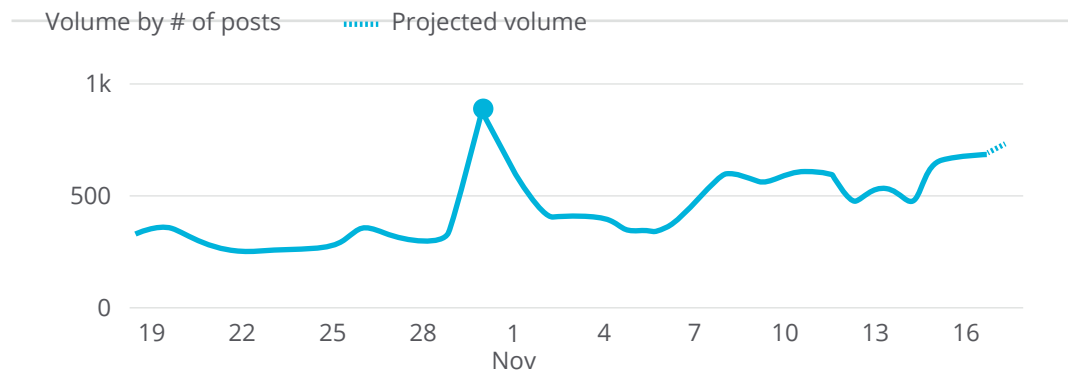
## Brand perception

How do people feel about the campaign? With sentiment and emotion analysis, agencies can easily track how consumers feel about a campaign. More importantly, you can track how the campaign is impacting overall brand perception.

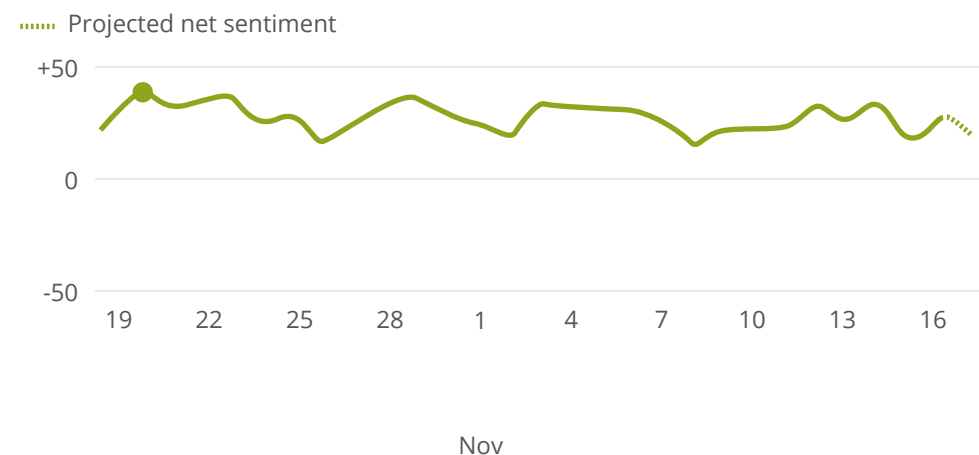
While sentiment and emotion are important to measure, analyzing categories directly related to client's brand or product is even more valuable. Using customizable categories, agencies can measure what's going on within key client conversations and why.

### #OptOutside Conversation Sentiment

This conversation peaked on **Oct 30**. Sentiment is **highly positive**.



### Net sentiment by % positive post - % negative posts



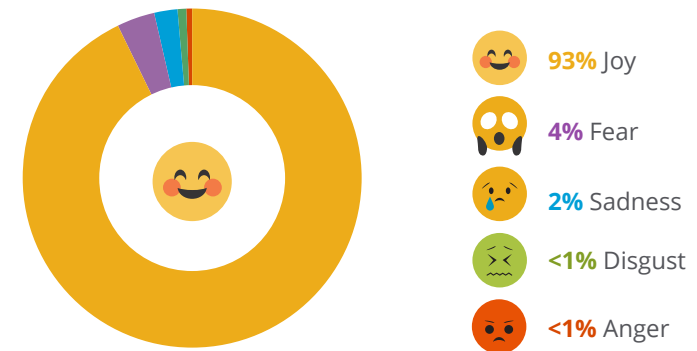
## Purchase intent

For example, by using social opinion analysis, agencies can identify, quantify, and map out, purchase intent. By correlating purchase intent with campaign activity, or plotting changes to purchase intent throughout the purchase lifecycle (from consideration through to advocacy), agencies can prove ROI.

Ideally the boost in brand perception will also increase demand for the client's products or services. Social media analytics allows you to measure purchase intent. Showing that your agency's work directly boosted consumer's intent to purchase the client's product is a powerful way to prove ROI.

### #OptOutside Conversation Emotion

The predominant emotion in this conversation is **joy**.



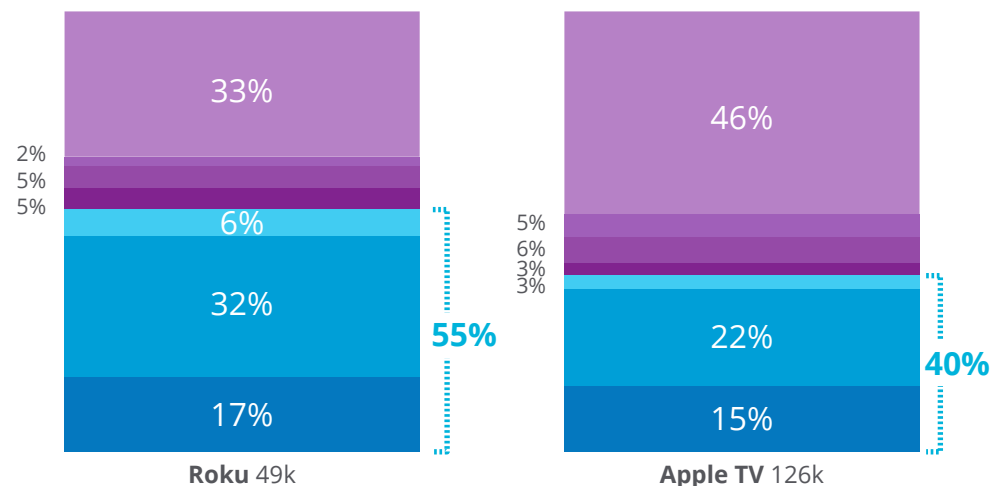
\*Based on 44% of posts with identified emotion

## Target audience engagement

Another metric that makes it easy to show a client your campaign's value is to highlight changes in audience. For example, if a brand wanted to expand their audience to a new group or narrow their audience to a more specific target group, social media analytics allows you to let the data show them how your campaign helped to achieve those goals.

### Purchase Behavior Breakdown: Apple TV vs Roku (Nov 2015-Oct 2016)

**Pre-purchase** Awareness Interest/consideration Evaluation Purchase intent  
**Post-purchase** Conversion Post-purchase chatter Loyalty/advocacy



Social data can reveal a lot more about the ROI of your work beyond the usual simple social campaign metrics. We can also see the value of changes in metrics like brand perception, purchase intent, and growth within particular target audiences. By starting your relationship with a client by backing up your ideas with social data and then proving the ROI with the same data, agencies can prove their value to the client from pitch to the end of the campaign.

## Conclusion

Social media analysis is the most valuable source of data-driven insights for agencies that want to win business and prove ROI. Strategy and creative are as important as ever, but they need to be backed up with data. Social media analytics allows agencies to get the consumer and campaign insights they need in far less time.

**Interested in learning more about how agencies can use social media data? Contact us for a personalized demo today.**