



Turn Social Media Listening Data & Analytics Into Business Opportunities

Caitlin Mills
Director of PR &
Social Media
Planit
@crmills

Johna Burke
EVP
BurrellesLuce
@gojohnab

Michelle Vangel
Insights VP
Cision
@mvangelic

#PowerOfPR

Introductions



Caitlin Mills

*Director of Public
Relations and Social
Media*
Planit
@planit



Johna Burke

EVP
BurrellesLuce
@gojohnab



Michelle Vangel

VP of Insights
Cision
@Cision



The Client



Challenger



1) Identify the business objectives

- How can social support?
- As a research or as a marketing/communications, CRM tool?
 - Understanding the audience
 - Understanding perceptions among audiences
 - Driving thought leadership, awareness and engagement
 - Servicing customers
 - Driving sales and traffic
- Be realistic about your capabilities and resources



Overall Strategy: Demonstrate how excellence in innovation impacts lives around the world



STRATEGY A

Position AGCO as a global thought leader

TACTIC 1: Develop a microsite: 25 years of excellence in innovation.

TACTIC 2: Host a symposium for technology and innovation.

STRATEGY B

Reinforce AGCO as a global brand

TACTIC 1: Encourage employees to participate in a global charitable effort

TACTIC 2: Develop a global innovation YouTube series

STRATEGY C

Engage with employees, dealers and customers to build brand loyalty

TACTIC 1: Create a 25th anniversary campaign.

TACTIC 2: Create a virtual presence for the major trade shows

STRATEGY D

Grow global sales

TACTIC 1: Secure advertising opportunities at trade shows

TACTIC 2: Continue to promote AGCO branded apparel at global conferences

Tie listening objectives to business questions to derive insights that impact results



Business Travelers were willing to pay more

Price was not a deterrent to business travelers



Similar to a traditional pie chart, the circle visualization depicts what themes surface within the topic of business travel. The themes appear in rank order of size of social buzz, from most-often to least-often discussed.

Willing to Pay Price Discussion Drivers

Business Travel buzz often related to logistics

An examination of business travel social buzz evokes commentary about logistics

During the assessment, specific business lounge amenities were identified as key factors.

A shape larger than another on the graphic represents a theme that drove greater levels of social buzz. The surrounding themes are more closely related than those not directly bordering the shape. Like the circle visualization, each theme may be drilled into for further analysis to identify supporting content.

For business travelers, comments about the flight discussed seating related

Options, miles and bookings were topics surfacing highest in discussion.

Social Content/Strategy Implication:

- Create content connecting themes with meaningful associations

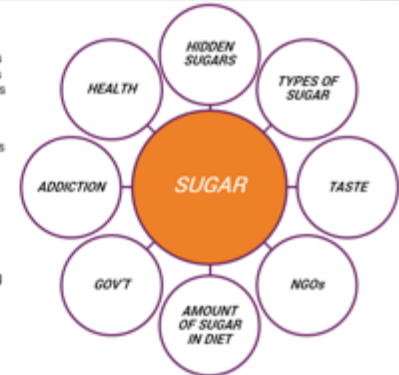


Executive Summary: Key Themes

The hidden sugar in processed foods and beverages was a frequent theme in social discussion

Key Themes:

1. **Hidden sugars** were a key topic of social media conversation, fueled by mainstream media reports on the subject. People were advised to read labels carefully to avoid consuming products with excess amounts of hidden sugar.
2. The **impact of sugar on health** was frequently discussed. Diabetes and obesity were the ailments mentioned most often.
3. There was debate about what – if any – **types of sugar** were 'healthy.' Consumers and 'experts' expressed varying opinions and some confusion.
4. Social media users often conveyed a desire to **reduce their sugar consumption** (for reasons related to health and weight) even while indicating a strong affinity for the **taste** of sugar.
5. **NGOs and special interest groups** weighed in on the topic of sugar consumption; their recommendations generated buzz in mainstream and social media.



2) Get a seat at the table



@crmills @gojohnab @mvangelic

#PowerOfPR

3) Determine what other data is available

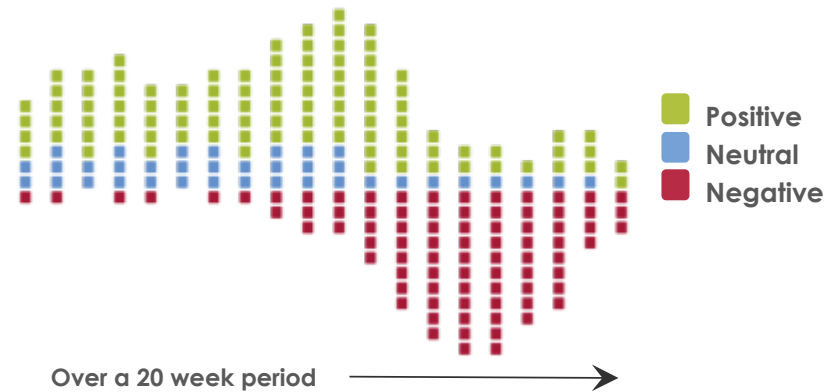


Use social to augment/supplement other research modalities

Traditional survey-based trackers allow a consistent framework to monitor brand health...

BRAND X Competitive position February 2011		
	Vs. Competitor Y	Vs. Competitor Z
Unaided Brand Awareness	●	●
Total Brand Communication Awareness	●	●
MARKET POSITION Offers personalized service	●	●
REAPPRAISAL Is a company that is changing for the better	●	●
RELEVANCE Is a card for someone like me	●	●
RELEVANCE Offers products and services that meet my needs	●	●
Likelihood to Recommend (T3B)	●	●
Perception of Coverage (Mean)	●	●

...while online listening provides a means to observe **how** brands are being talked about in an unfiltered environment



When paired together, this 'unfiltered' consumer voice uncovers emerging issues not 'asked' about in survey research, and can also serve as a diagnostic tool bringing in an additional layer of depth.

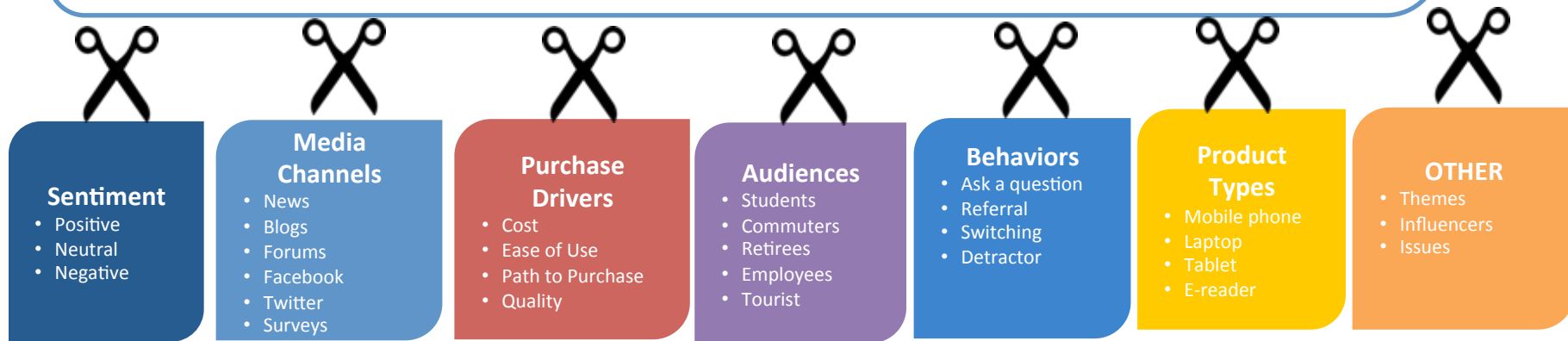
4) Create a Data Framework



CONTENT UNIVERSE

Branded & Unbranded Content Across Channels and Content Sources

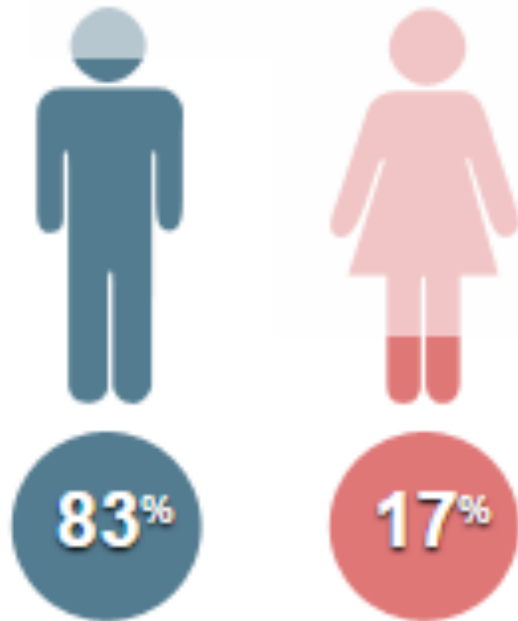
Data Filters



The flexibility of layering pre-made and custom filters against the content universe

is what leads to extracting focused **Insights**

5) Audit: Understand Your Target



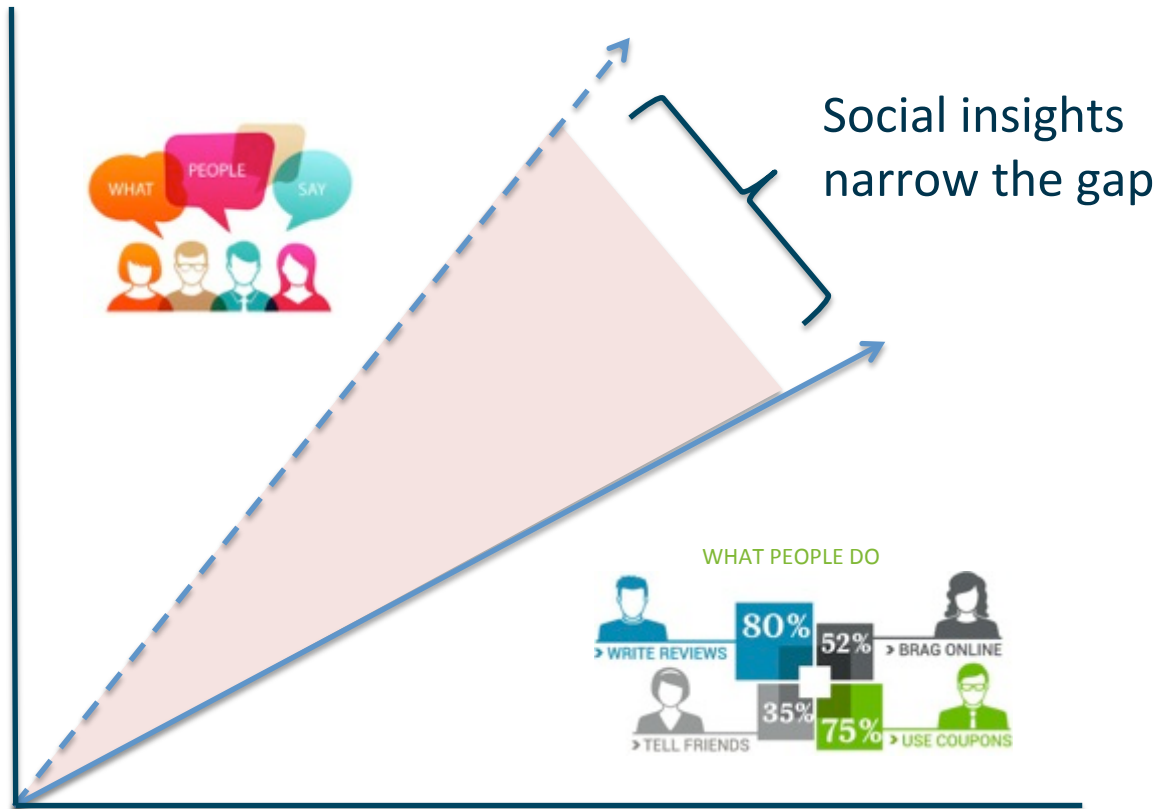
Word Cloud from Followers Bio



It's more than what people say...

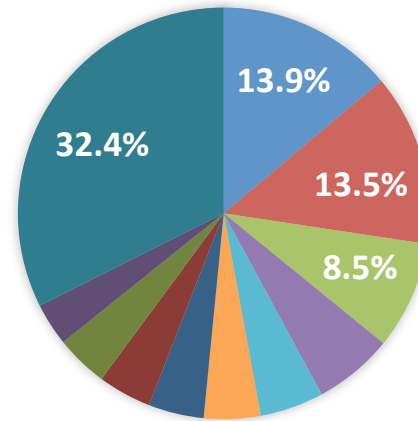
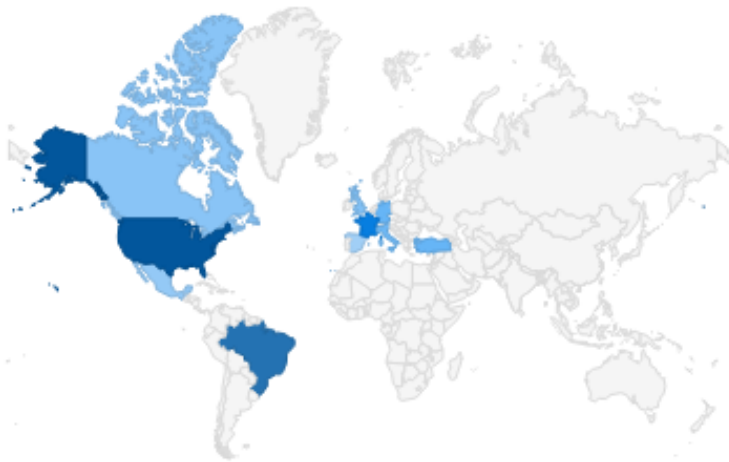


Social can also tell us what people think and what they do



The addition of organic, online consumer conversation provides **candid descriptions of** an individual's **purchase path and unbiased opinions**, delivers **in-depth insight into why consumer opinions shift** and can fill in the **missing pieces to the puzzle**.

Where are they?



- United States
- Brazil
- Pakistan
- Mexico
- Argentina
- Turkey
- Russia
- Germany
- United Kingdom
- India
- Other

Understand your target's unmet needs and the way they talk



Psychographic Consumer Segmentation: Identifiable mindsets at product entry and/or exit

When women initiate a dialogue about bareMinerals, they often qualify their need against their skin type and condition and describe what specific results they want to achieve with their foundation. **Moments-in-life or unique occasions**, such as the ones illustrated below, appear minimally in the conversation. This implies that segmenting consumers and developing targeting strategies based on them resonate with a small proportion of potential customers.

Conversation overview



New Mom:
Too busy for multi-step makeup

Time of the Month:
Breakouts galore = dialing up coverage

Traveling:
The complexity of transporting minerals

Special Occasion:
Need coverage + staying power

I love my bare minerals like you but I just don't have ne... that whole having a baby thing, but I do like having a bit of makeup on... So I was inking about a tinted moisturizer if you have a favorite past away!
- thebump.com

I love bare minerals and my acne is bad around that time of the month! I find it works really well. I actually don't have to wear the foundation too much anymore because it's helped my skin a lot.
- babycenter.com

I do love my Bare Minerals, but for traveling, I really like the pressed compact.
- weightwatchers.com

Ok, so I'm going to be in a wedding in October... while I love my Bare Minerals, I want a better "finish" and staying power with my make up for this event. It's... on the beach, so I'll probably glisten (haha...you know southern girls don't sweat).
- weightwatchers.com

Top 100 Keywords in Baking Discussion

n= 96,384

These keywords provide a bird's eye view of conversation drivers.

Top 3 products:

1. cookies
2. cake
3. bread

Top 3 raw ingredients:

1. sugar
2. butter
3. flour

Top 3 flavors:

1. chocolate
2. vanilla
3. cinnamon

good	33.7%	cup	14.1%	idea	8.5%	soft	5.7%	spoon	3.7%
love	33.5%	favorite	13.8%	tried	8.5%	sheet	5.5%	vanilla extract	3.6%
cookies	26.4%	mix	13.8%	mixture	8.4%	homemade	5.5%	coconut	3.6%
recipe	23.1%	cool	13.5%	store	8.3%	batch	5.4%	purpose flour	3.6%
cake	22.1%	bread	13.0%	fresh	7.9%	box	5.3%	chocolate chips	3.4%
oven	20.2%	help	12.9%	cheese	7.8%	mixer	5.2%	wheat	3.3%
great	19.6%	sweet	12.6%	oil	7.3%	smooth	5.0%	gluten	3.3%
minutes	19.2%	low	12.3%	pie	7.2%	dessert	4.8%	directions	3.3%
sugar	19.1%	easy	12.2%	powder	7.2%	melted	4.7%	top	3.3%
together	18.7%	enjoy	11.5%	preheat	7.0%	flavor	4.6%	large bowl	3.3%
family	18.6%	cream	11.2%	degrees	6.8%	baking powder	4.5%	texture	3.2%
chocolate	18.5%	cut	11.2%	stir	6.5%	icing	4.2%	set aside	3.1%
christmas	17.9%	salt	11.0%	cinnamon	6.4%	leaf	4.1%	almond	3.1%
butter	16.9%	dough	10.7%	cupcakes	6.3%	frothing	4.1%	fluffy	3.0%
best	16.6%	delicious	10.1%	roll	6.2%	brown sugar	3.9%	natural	3.0%
try	16.2%	perfect	10.0%	better	6.0%	sprinkle	3.9%	scratch	3.0%
better	16.0%	vanilla	9.4%	top	6.0%	tablespoons	3.9%	room temperature	3.0%
flour	14.8%	milk	9.4%	beat	5.9%	muffins	3.9%	unsalted	2.9%
ingredients	14.5%	taste	9.2%	350	5.8%	perchment	3.8%	dry ingredients	2.9%
fun	14.4%	egg	8.9%	teaspoon	5.7%	whisk	3.7%	moist	2.9%

Visible Technologies, Inc. All rights reserved.



How often are they talking?



592,381

Mentions

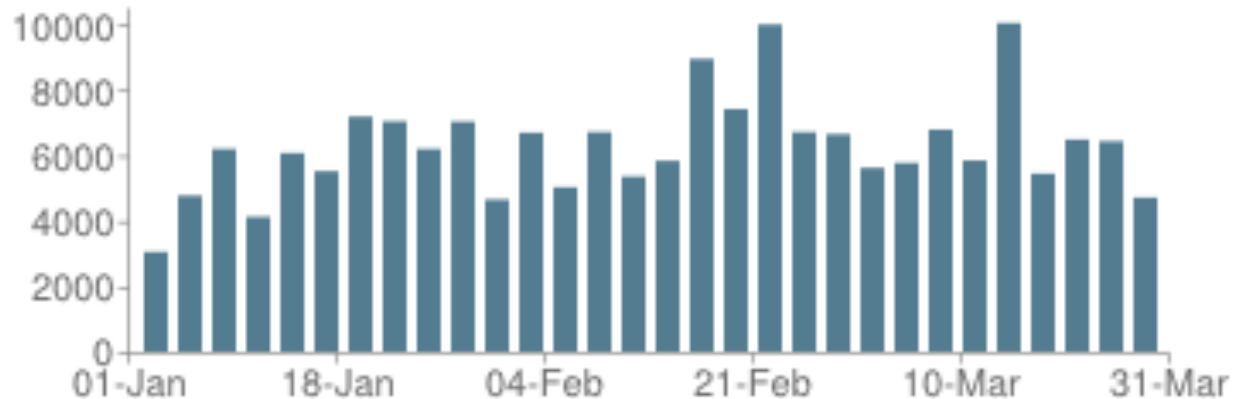
6,582

Tweets / day

274

Tweets / hour

Tweet Mentions



Key takeaways from Audit



- Technology and agriculture
 - Drones
- Global fan base
 - Addressing global audiences on variety of channels
- Opportunity to grow female audience and younger farmers
- Poverty is a concern

6) Create the Social Plan



GOAL 1:

Increase brand awareness and position AGCO as a global leader in the agricultural and technology community.

TACTIC 1: Create editorial calendar for 2015 to drive social content.

TACTIC 2: Develop and promote noteworthy stories through social media channels.

TACTIC 3: Utilize geo-targeted Facebook ads.

GOAL 2:

Educate target audiences about the family of brands, products, and key initiatives.

TACTIC 1: Develop a blog for Fuse Technologies focused on innovation.

TACTIC 2: Spotlight technology and innovation during trade shows.

TACTIC 3: Incorporate info from family of brands into social content.

GOAL 3:

Increase global social media audience and engagement across all platforms.

TACTIC 1: Host a quarterly Instagram giveaway contest. Secure new assets.

TACTIC 2: Share AGCO YouTube clips on Instagram

TACTIC 3: Utilize geo-targeted Facebook ads.

GOAL 4:

Drive AGCO social media audiences to purchase merchandise from ShopAGCO.com.

TACTIC 1: Utilize listening tools to find people looking for AGCO-branded merchandise; drive sales to ShopAGCO.com.

TACTIC 2: Implement and manage a yearlong 25th Anniversary e-commerce campaign.

What does success look like?



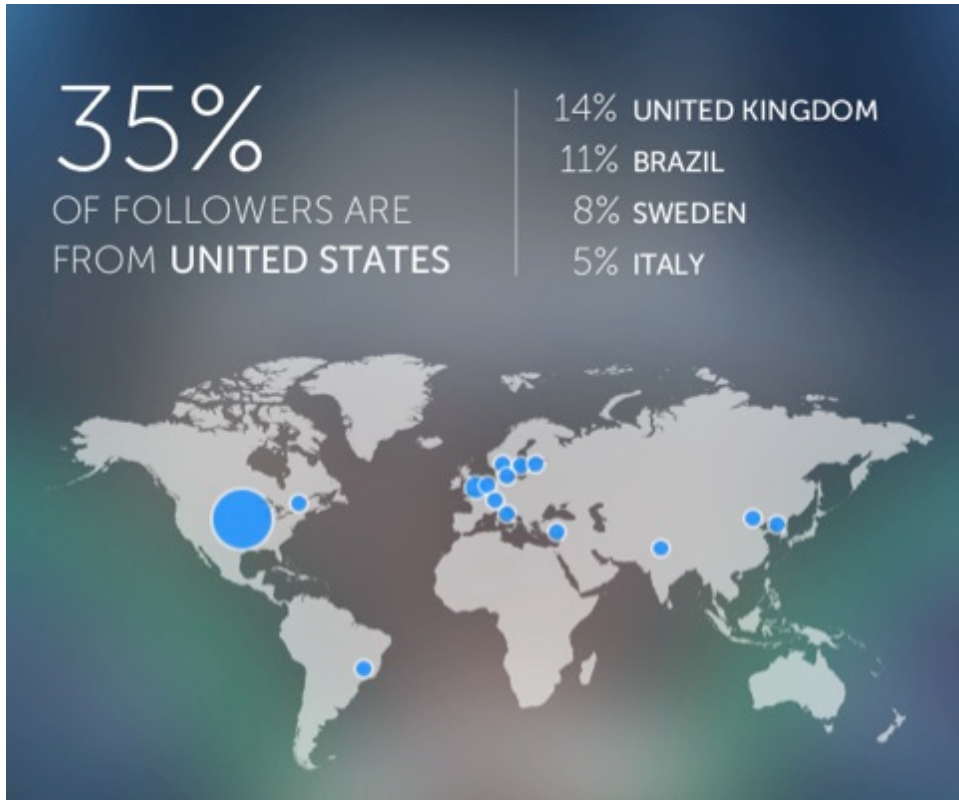
Assign Key Performance Indicators

- Likes, comments, shares
- Reach
- Engagement rate
- Applause rate
- Amplification rate
- Conversation rate
- Global following (demographics)
- Web traffic
- Bounce rate
- Duration on site
- Merchandise sales through social

Goal: Growing Fan Base



Instagram



@crmills @gojohnab @mvangelic

Goal: Collecting Assets



AGCO
Page Liked · December 15, 2014 ·

This week's honor of #MachineCrushMonday goes to this hardworking Gleaner!

Photo courtesy of Big Tractor Power. Leave a picture of your #MCM below and we may share it next week!

Like · Comment · Share

Liz Borcik, Dida Martins, Bert ChanPheakdey and 475 others like this.

28 shares

Chris Clausen Corn in wisconsin with a massey 9790






Unlike · Reply · 29 · December 15, 2014 at 11:04am




Goal: Thought Leadership



 **AGCO**
Sponsored · 

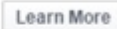
 Like Page




Read the latest on Fuse Technologies and precision agriculture on the AGCO Blog.




AGCO Fuse™ Technologies

Fuse is AGCO's next-generation approach to precision agriculture that connects the entire crop cycle from enterprise planning to planting, crop care, harvesting and grain storage.

BLOG.AGCOCORP.COM 

Like · Comment · Share ·  10,083  91  812

 **AGCO** @AGCOcorp · Mar 24

Our #FuseTech team traveled the world demonstrating the bottom line benefits of Fuse Technologies: agco.co/YYmJ. #TechTuesday




AGCO

AGCO Challenger Fendt Massey Ferguson Valtra Dealers Seeding & Tillage Biomass Fuse Technologies

**FUSE™ TECHNOLOGIES:
PRECISION FARMING**

Connecting your farm enterprise like never before.

CONTACT US
SHARE YOUR STORY

 **AGCO** @AGCOcorp · Apr 2

Partial stover harvest has shown to increase the next year's corn yield by an average of 5.2%: agco.co/ZQHm #Biomass #AGCOBiomass

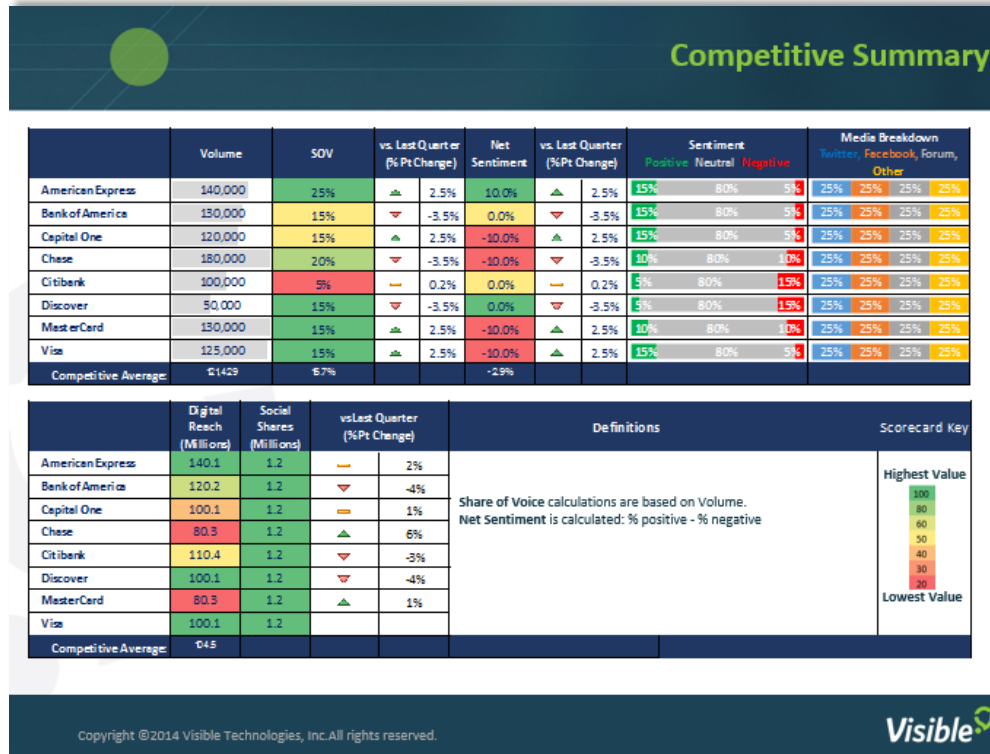
@crmills @gojohnab @mvangelic

Is it working?

How does conversation shift over time? Use metrics/KPIs as a *foundation*

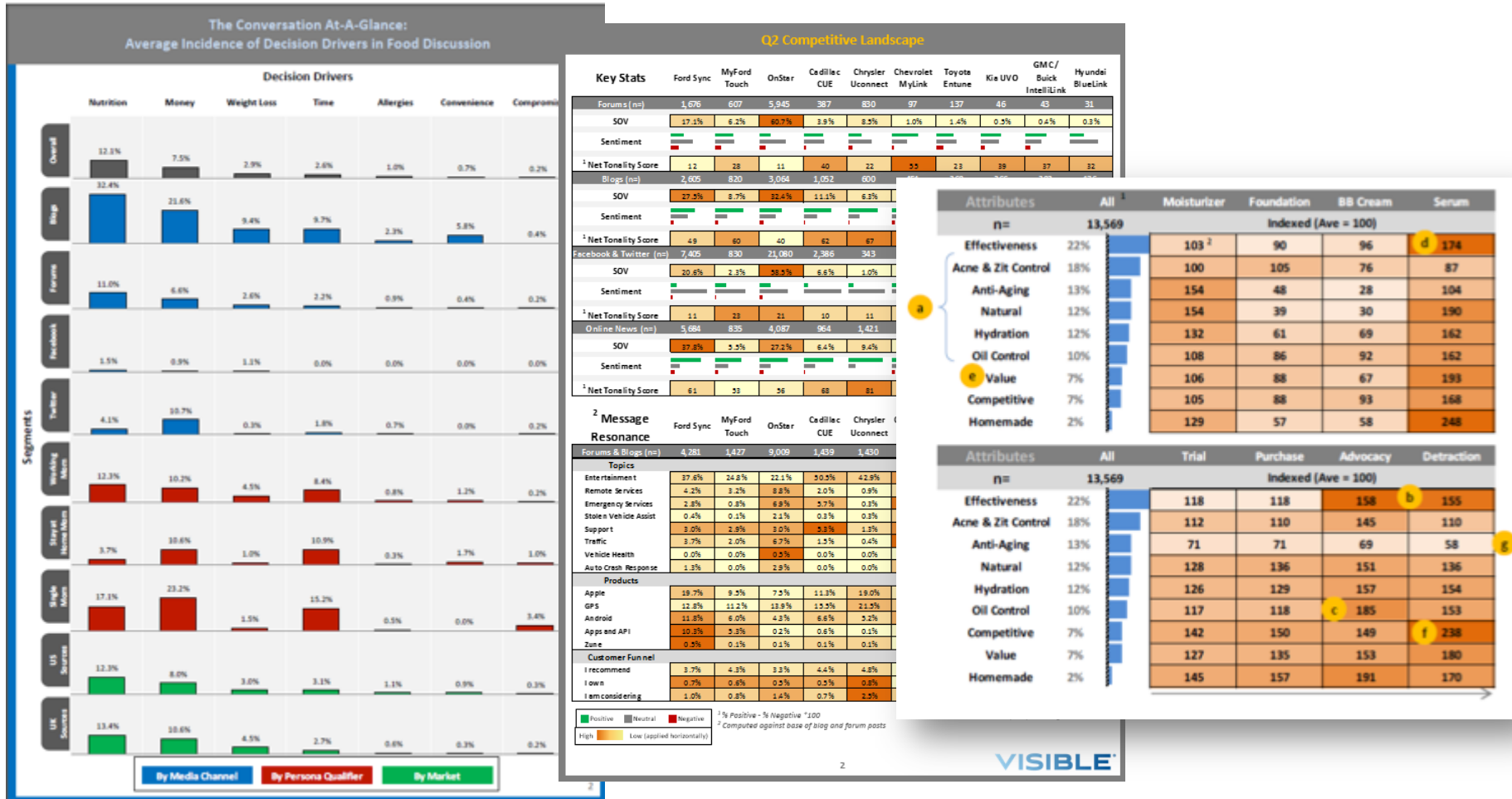
Applying Structure to Unstructured Data

- A foundational framework for analysis serves as a consistent data set for gauging shifts over time in core KPIs
- Foundational quantitative data views can point to areas of interest for deep dives into segmentations or particular hot topics, emerging themes, or business questions



Is it working?

Sentiment and share shouldn't be your only focus; how are perceptions changing?



Is it working?



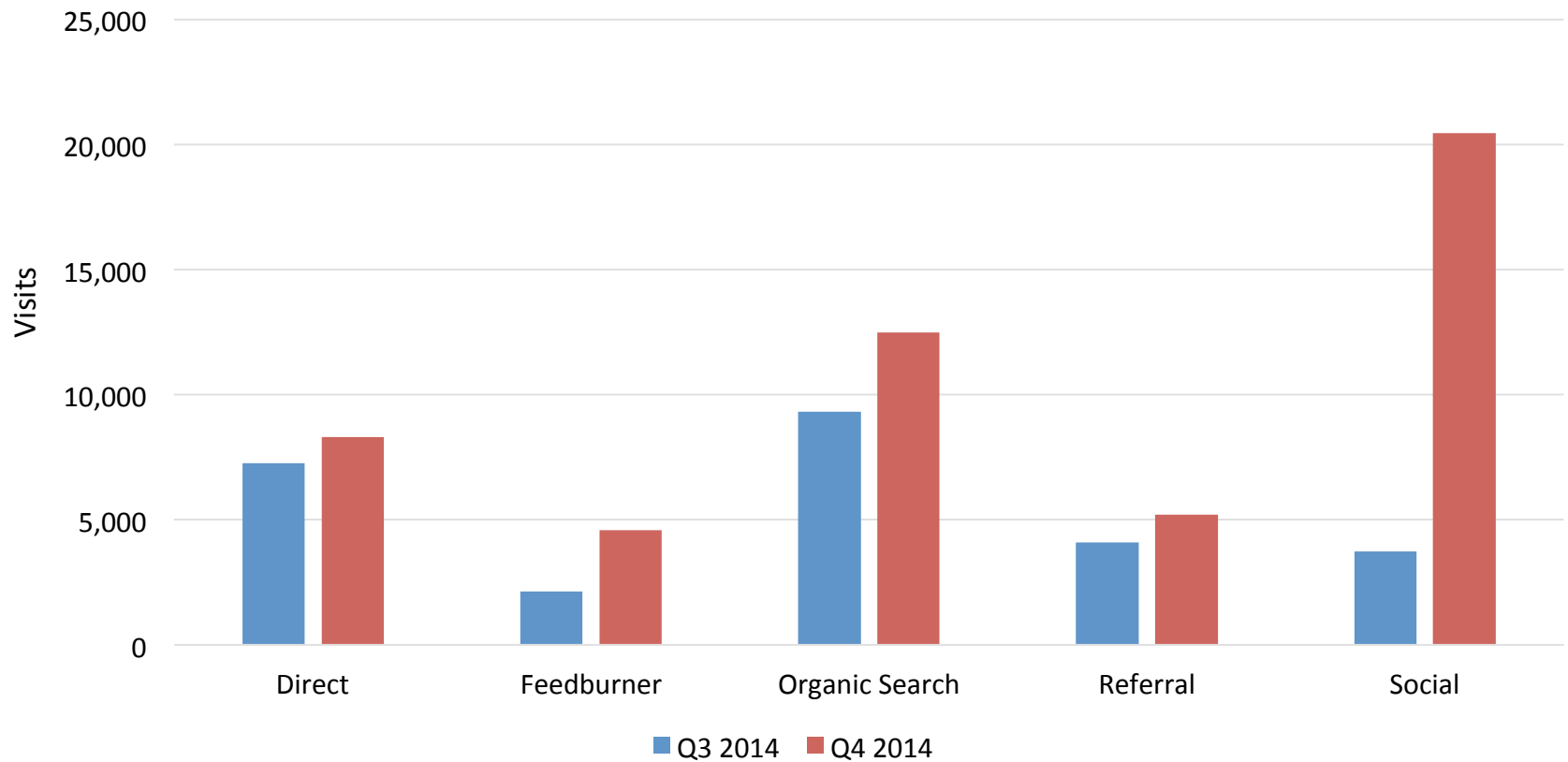
Google Analytics



Is it working?



Google Analytics Visits by Traffic Channel

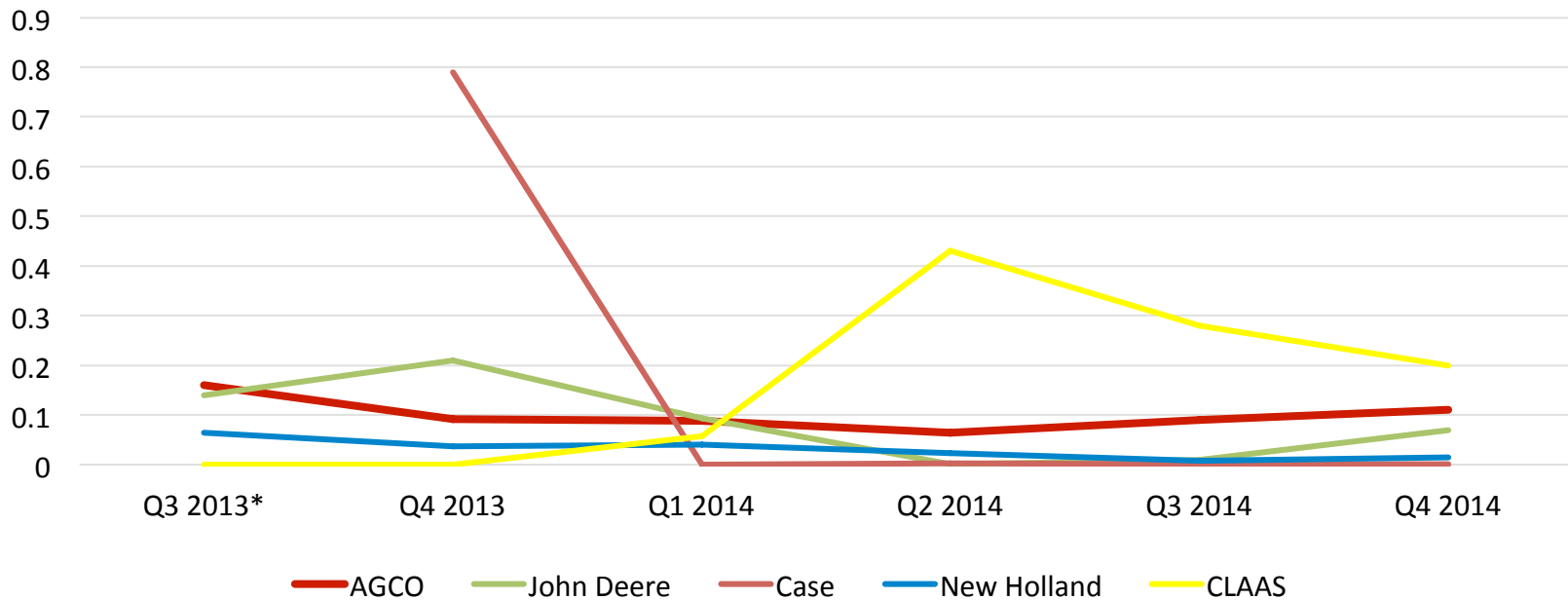


Is it working?



TrueSocialMetrics

Facebook Amplification Rate



ALWAYS...ALWAYS...ALWAYS...



Exercise Your Brain



New Opportunities



Where are you from? AGCO's collection of brands brings together fans from around the world. Comment below with the name of your country! #question #AGCO #Valtra #Challenger #Fendt #MasseyFerguson

1:44 pm 4/2/2015

agcocorp
AGCO Corp

challenger fendt agco question masseyferguson valtra

409 Like

alberto_salvetti faustobiasotti15 raymond.langvik dirtbikejosh8

> VIEW ALL

32 Comments > VIEW ALL

s.mohadjer 5 days ago
The best policy.it seems no brands can compete with Agco.

magnusderas 5 days ago
Massey Norway

maanrakennuspatakangas 3 days ago
Finland #valtra

Your comment

repost

Closing: Key Takeaways



- Understand the overall goals
- Create realistic social-specific goals
- Use social listening to find key insights; turn them into opportunities
- Create your plan
- LISTEN & Measure!
- Apply insights

Every good conversation starts with good listening.



Appendix



LISTENING

Making Meaning from Sound

@crmills @gojohnab @mvangelic

#PowerOfPR

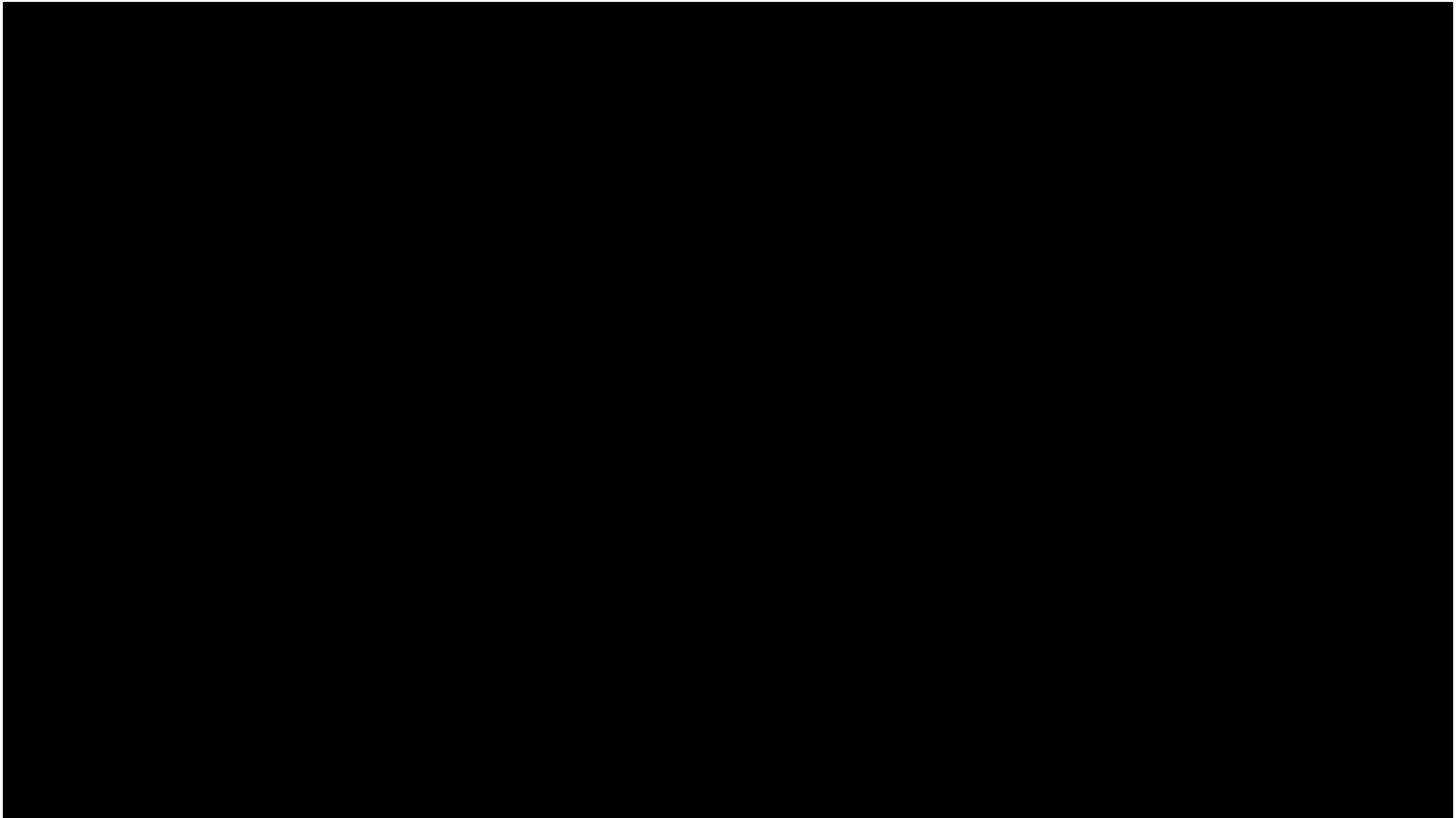


Social Listening

Making **Meaning** from Social Sound

It's noisy





@crmills @johnab @mvangelic

#PowerOfPR

4) Develop a social strategy



- Create a plan
- Make it transformational
- Make sure it works
- Don't please everyone