WCG
Visual Storytelling

Jessica Vanner

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Jessica Vanner

Senior Manager, W2O Group

Jessica Vanner is a social media marketing & communications professional with experience across consumer, beverage, sports, entertainment, beauty, technology and healthcare business. She holds a Master of Business Administration degree specializing in Marketing Management. Experienced and self-motivated individual with expertise in creating and leading strategic, integrated and innovative programs for some of the most prominent brands in the world, with a proven track record of success.

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» *EDITORIAL CALENDARS*

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MAKING THE MOST OF QUALITY CONTENT

Videos

Infographics

Infograms

UGC

GIFs

Images

Interviews

Meme's

Podcasts

Movies

Organization is key & timing is everything

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WILL YOUR CUSTOMERS SEE YOUR CONTENT?

CONTENT &
MEDIA SURPLUS

Consumers are inundated with 3,000 marketing messages, daily

ATTENTION
DEFICIT

Consumers are inundated with over 3,000 marketing messages daily

TUNNEL
VISION

74% of consumers get frustrated with content when its irrelevant to their interests

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ALIGN CREATIVE CONTENT & SOCIAL STRATEGY

Great Story + Great Creative = Visibility

Develop a story that breaks through the clutter, is relevant to a specific audience and delivers brand value. Every great story should have great creative.

Develop a Social Channel Strategy

Create a robust, social media channel strategy based on audience segmentation and native platform capabilities and functionality.
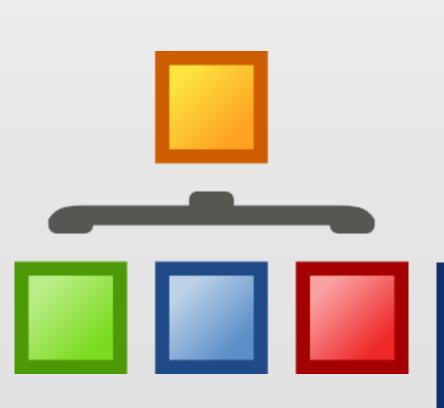
Determine Content Performance Metrics (KPIs)

Build an analytics infrastructure that tracks content through the lifecycle and informs future content creation.

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CREATE CONTENT CATEGORIES

Use What You Know:

Brand positioning | Audience affinities/interests | Customer segmentation data | Brand perceptions from media/community | Search behavior | Historical content performance metrics

To Create Content Categories:

A messaging and brand storytelling document with content themes/pillars and editorial framework that informs all content creation
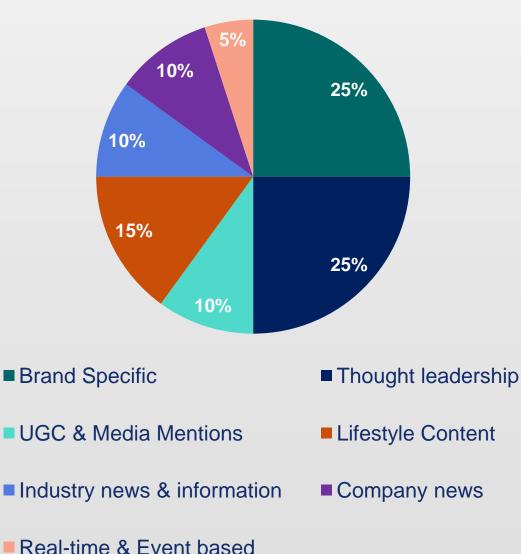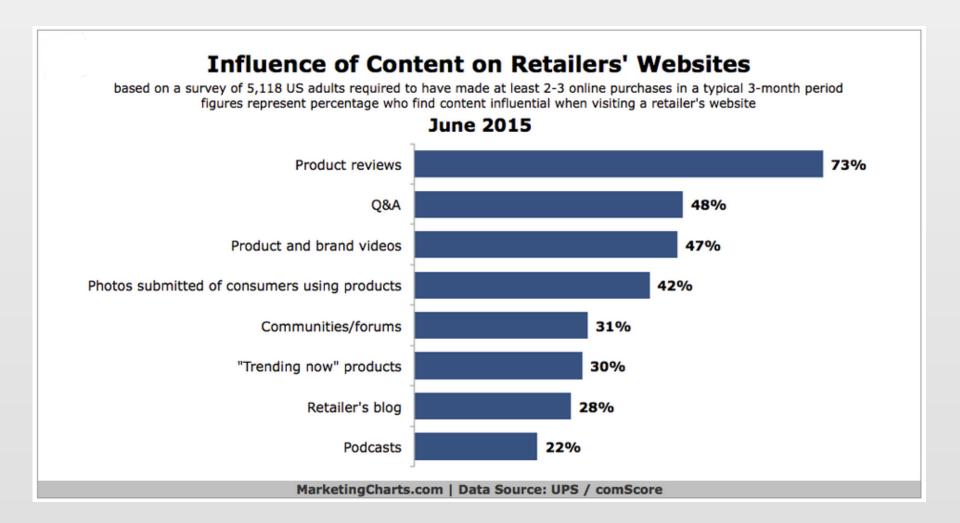
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BALANCE CONTENT CATEGORIES

Rank the importance of your messaging to determine how much content should comprise each category

Create content calendars with the correct balance of content across all categories each month

- ■ Brand Specific — 25%
- ■ Thought leadership — 25%
- ■ UGC & Media Mentions — 10%
- ■ Lifestyle Content — 15%
- ■ Industry news & information — 10%
- ■ Company news — 10%
- ■ Real-time & Event based — 5%

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EX: BALANCE CONTENT CATEGORIES

Influence of Content on Retailers' Websites

based on a survey of 5,118 US adults required to have made at least 2-3 online purchases in a typical 3-month period
figures represent percentage who find content influential when visiting a retailer's website

June 2015

Content	Percentage
Product reviews	73%
Q&A	48%
Product and brand videos	47%
Photos submitted of consumers using products	42%
Communities/forums	31%
"Trending now" products	30%
Retailer's blog	28%
Podcasts	22%

MarketingCharts.com | Data Source: UPS / comScore

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PLACE CONTENT INTO CATEGORIES

Determine your brand's role in the story being told ➡️

The brand is the story	The brand is a character in a story	The brand narrates or comments on a story

Filter content ➡️

Messaging & Brand Voice Filter

Place compelling content into the appropriate category ➡️

- Brand specific content (promotions, product launches)
- Thought Leadership
- Event based content
- Customer stories (UGC, high production testimonials)
- Third party articles, videos, blog posts that mention the brand
- Lifestyle content (based on audience insights)
- Real-time content based on trending topics
- Company/Employee news

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MAKE EVERY POST VISUALLY APPEALING

Use images to promote all social posts

- Use eye-catching social images to clearly tell your social audiences what they will find if they click on an article or link
- Create different teasers for every social post you push out
- Free tools available:
  - Canva.com

Articles that contain images get 94% more views than articles without

Best Buy News @BBYNews · Jul 13
It's #EmbraceYourGeeknessDay and our @GeekSquad Agents have 6 tips to make the most of it: corporate.bestbuy.com/?p=9390 |
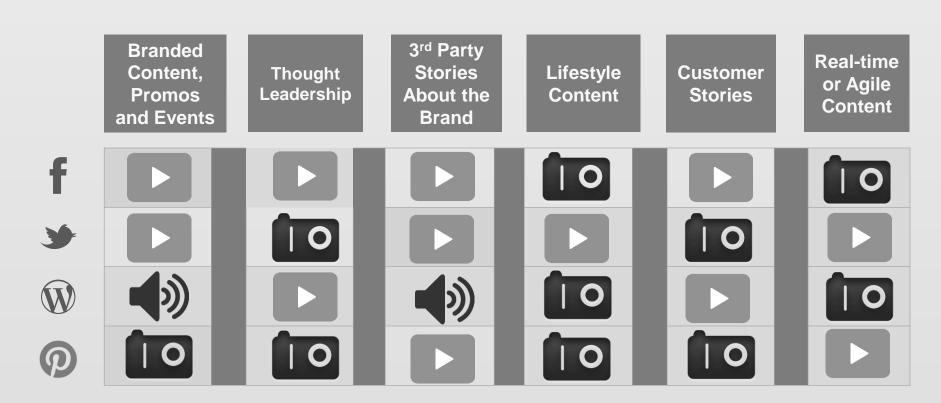
6 Tech Tips

To Embrace Your Geekness

Embrace Your Geekness With These 6 Tech Tips

DISTRIBUTE CONTENT ACROSS CATEGORIES

> **You already know what you're going to be communicating, now determine HOW you will communicate your messages visually across your different social channels**

	Branded Content, Promos and Events	Thought Leadership	3rd Party Stories About the Brand	Lifestyle Content	Customer Stories	Real-time or Agile Content
f	▶	▶	▶	📷	▶	📷
🐦	▶	📷	▶	▶	📷	▶
W	🔊	▶	🔊	📷	▶	📷
📌	📷	📷	▶	📷	📷	▶

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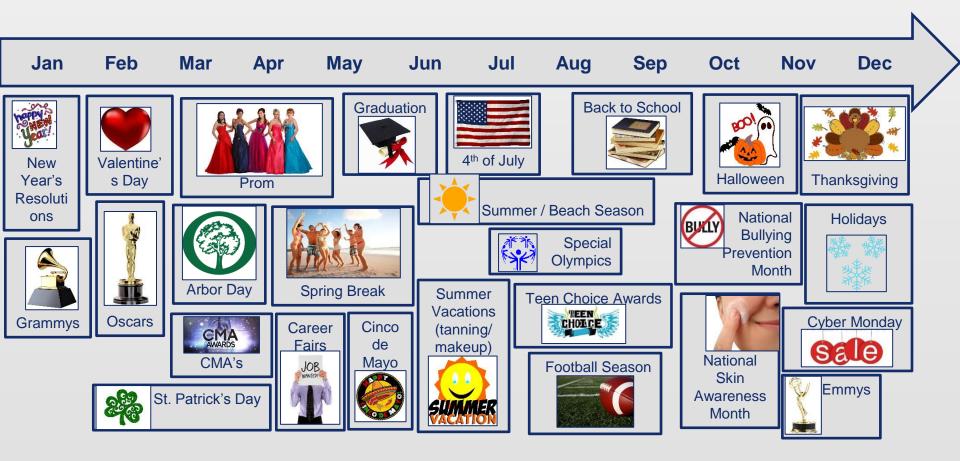# PREDICT THE FUTURE

Anticipate Audience Interests

- Use what you know about your audience to predict what type of content will resonate & trend

- Best Buy audiences showed continual interest in obscure holidays such as National Man Cave Day

- BBY looked ahead to National TV Dinner Day, proactively creating a GIF to post on Twitter & Instagram to join in with the hashtag once it began

- Sites:
    - Cute-calendar.com
    - Chickiday.com
    - Nationaldaycalendar.com

#NationalTVDinnerDay

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PLAN FOR THE ANNUAL STAPLES

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |

New Year's Resolutions

Valentine's Day

Prom

Graduation

4th of July

Back to School

Halloween

Thanksgiving

Grammys

Oscars

Arbor Day

Spring Break

Summer / Beach Season

Special Olympics

National Bullying Prevention Month

Holidays

CMA's

Career Fairs

Cinco de Mayo

Summer Vacations (tanning/makeup)

Teen Choice Awards

Football Season

National Skin Awareness Month

Cyber Monday

Emmys

St. Patrick's Day

ORGANIZE CONTENT INTO A CALENDAR

Date	Type	Post	Links	Creative Image Thumbnail	Character Count
Week 1 (2/2-2/6)					
Wednesday February 18	Brand/Product Promotion	That feeling when a very stubborn, prominent zit finally goes away!			132
Thursday February 19	How To	Wondering how to send the perfect care package? It just got a lot easier with the Benzac Complete Acne Solutions regimen!	http://bit.ly/1yMAvFQ		122
Friday February 20	Brand/Product Promotion	Are Friday night plans being called off because of a breakout? It's time to break the acne cycle with Benzac.			109
Week 4 (2/23-2/27)					
Monday February 23	Brand/Product Promotion	You should shield your face from the cold, yet be ready to share it with the world!			84

Facebook Twitter YouTube ...

POST WITH APPROPRIATE FREQUENCY

Posting frequency varies depending upon brand, goals and paid spend.

Best practices outlined are only suggestions and not necessarily applicable to all brands.

| 3x Daily | 1.5x Daily | 1x Daily | 3x Daily | 5x Upload | 1x Daily |

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FREE & CHEAP CONTENT CALENDAR TOOLS

CoSchedule

Basecamp

Evernote

HubSpot

DivvyHQ

Icebergs

Trello

GatherContent

Gimme Bar

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» *VISUAL STORYTELLING FOR BRANDS*

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DETERMINE WHAT YOUR AUDIENCE WANTS ON THE SOCIAL CHANNELS WHERE YOU HAVE A PRESENCE

Different social channels excel with different types of content (i.e. video for Facebook)

Does your audience care to see product or do they respond better to content which highlights their areas of interest?

Timeliness matters – are you trying to jump on a trend? Don't miss it and appear "behind the times"

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10 TIPS TO INFUSE VISUAL STORYTELLING INTO YOUR SOCIAL STRATEGY

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» **1. SPARK CONVERSATION**
2. JOIN TRENDS
3. ENCOURAGE #HASHTAGS TO EXTEND CONTENT'S REACH

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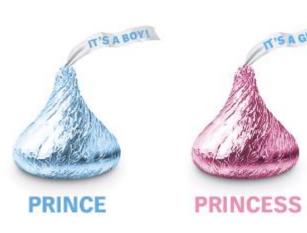
SPARK A CONVERSATION: JOIN REAL-TIME TRENDS: #ROYALBABY

Join the hype preceding a major event. Use hashtags!

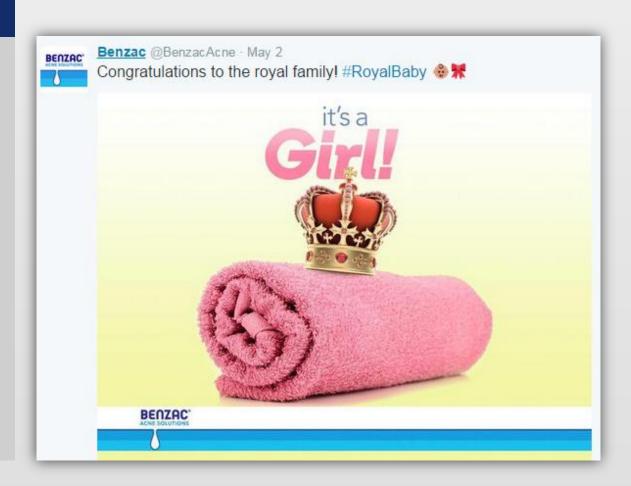**Prepare multiple posts for all possible event outcomes – post immediately following event**

REUSE CONTENT: IF SOMETHING WORKS, DO IT AGAIN!

Keep Trends Brand Relevant

- Baby #2 – there will undoubtedly be hype, create a post to join the conversation in a relevant fashion
- Benzac is a face wash, creative imagery ties in a face towel to represent the brand and a crown to tie to represent the royals
- Post in a timely fashion following the announcement of the baby's gender

Benzac @BenzacAcne · May 2
Congratulations to the royal family! #RoyalBaby

it's a Girl!

BENZAC
ACNE SOLUTIONS

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4. CREATE CHANNEL RELEVANT CONTENT

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CREATE CONTENT FOR THE CHANNELS WHERE YOUR AUDIENCE HANGS OUT

Task:
Drive awareness of a new brand targeted toward teens

Create content for the channels where the target audience is active

More than three-quarters of teens use Instagram, most popular platform amongst this age group

Teens like to see content relevant to them and their lives - video resonates & performs well on IG

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THE RESULT: "THE BENZACS" INSTA-DRAMEDY

- "The Benzacs" webseries is an insta-dramedy that parodies high school cult favorite movies, translating the classic teen story to the modern social world through the new trend of a social media series.

- The Benzacs was released on Instagram in :15 second episodes and via more than 80+ original pictures and videos.

- Fans could follow along with the hashtag #MakeMeABenzac.
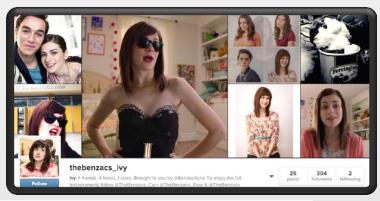
THE BENZACS: 4 FRIENDS. 4 FEEDS. 1 STORY.

3,153 Followers

14,396 Likes

374 Comments

@BenzacAcne	@TheBenzacs	@TheBenzacs_Ivy	@TheBenzacs_Cam	@TheBenzacs_Essy
2,042 Followers	339 Followers	304 Followers	237 Followers	231 Followers
9,813 Likes	745 Likes	1,358 Likes	1,352 Likes	1,119 Likes
283 Comments	27 Comments	36 Comments	17 Comments	11 Comments

82.1MM Press Release Potential Reach

6.7MM Earned Media Potential Reach

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5. FIND WAYS TO INVOLVE & SHOWCASE YOUR AUDIENCE WITH THEIR PICTURES OR VIDEOS

6. DECIDE WHICH STORY YOU WANT TO TELL WITH YOUR IMAGES – KEEP IT SHORT

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PUT HIGH QUALITY CREATIVE TO WORK

Original Creative Content

THE ORIGINAL MINI.
#ReesesSummerOfLove

EYE CANDY.

Innovative Social Campaigns

Let's Go Reese's:	Reese's Mug Shot:	Reese's Summer of Love:
37.7 MM Impressions	6.1MM Impressions	30+MM Impressions

CHALLENGE	APPROACH	RESULTS
Develop and grow a social media presence for Reese's without incurring significant costs. Ensure the new fans were truly advocates of the brand and not just "purchased followers." Determine the motivations of the hard core fans of the brand and develop a content strategy to enhance and sustain engagement.	W2O Group employed its industry-leading social media analytics to determine the interests of Reese's online fans. In particular, we utilized our Conversation Blueprint to determine the top passion areas of brand fans, the most appropriate channels for various topics and campaigns, the content that resonated the most online, the right key words driving the conversation, as well as the demographic make-up of the most loyal fans.	Developed and grew the Facebook fan base organically to 15 million by focusing primarily on curated and created recipe-based content (a surprise for a fast-moving consumer brand). Additionally focused on brand equity content created by W2O Group, as well as created sports-related content to support NCAA partnership. Started and grew robust Twitter presence.

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» 7. LINK YOUR CONTENT TO THE END GOAL
8. REUSE CONTENT

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HERSHEY'S KISSES: 25 DAYS OF MERRY KISSMAS

THE BEST KISSES ARE IN THE DARK.

SOMETIMES THE COOKIE CRUMBLES IN YOUR FAVOR.

EXECUTION

Facebook Promoted Posts

eNewsletters

Kisses Microsite

Paid | Owned

PR/Blogger

Earned | Shared

Twitter

Facebook

Merry Kissmas!

CREATE A PRINTABLE HOLIDAY CARD

CHALLENGE	Approach	Results
Bring Hershey's KISSES to the forefront of relevant holiday conversations online and create organic discussions about the product. Renew discussion around the product each day with new content, and encourage audience to share their own ideas of how to use KISSES.	Partnered to create a campaign spanning across paid, earned, owned and shared media; utilized Facebook, Twitter and the KISSES microsite, as well as newsletters and blogger outreach to share the message of 25 Days of Merry Kissmas. For 25 days, created new content each day to publish to social channels and the microsite, along with 6 newsletters sent to e-mail distribution lists and blogger integration through bloggers developing recipes featured on their sites and/or within newsletters	Secured over 24k+ new Facebook Fans & 2,700 Twitter Followers Overall Facebook reach was 7.5M Garnered 1.2M social impressions through blogger & PR outreach Increased Twitter follower growth by 512% E-newsletter drove 14.7K visits to the website between 11/12 and 12/30 Visitors of the microsite viewed 50K+ pages on the KISSES website

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LINK YOUR CONTENT: DRIVE TO THE END GOAL
REUSE CONTENT: EDIT THE IMAGE COPY

CREATE
A HERSHEY'S KISSES
Chocolates Wreath.

Day 1: Hershey's Kisses Chocolates Wreath
Likes: 938
Comments: 38
Shares: 176

Day 2: Candy Cane Blossoms Video
Likes: 110
Comments: 7
Shares: 20

BAKE
A BROWNIE CHRISTMAS TREE

Day 3: Brownie Christmas Tree
Likes: 422
Comments: 6
Shares: 83

WHAT SANTA *REALLY* WANTS.
COOKIES

EVEN BETTER UNDER THE MISTLETOE.
CANDY CANE

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» 9. BUILD MOUNTAIN RANGES NOT SKY SCRAPERS
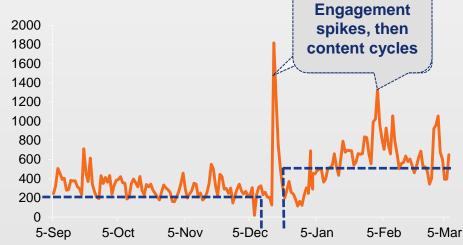
YOPLAIT: BUILDING MOUNTAIN RANGES

Engagement spikes, then content cycles

CHALLENGE

In an effort to generate news for the Yoplait Light brand, Yoplait developed a clinically-approved two-week diet. The brand sought to have the news be more than just a 2 or 3 day news spike, but rather be sustainable over a period of time, in order to build merchandising and marketing programs around it.

APPROACH

W2O Group identified nearly 300 influencers (traditional media and non-traditional) and planned a campaign that would live for more than three months.

We staged an exclusive, invitation-only online launch event for the top 60 influencers, using a Style Network celebrity and our own RD.

Over the next several weeks, we pulsed various content to the remaining influencers.

RESULTS

In addition to achieving the desired, initial news spike, we increased the overall level of conversation for the brand, and the clinically-approved diet, over several weeks – nearly doubling the level of conversations during the campaign. And, using other news, we helped sustain the increased level and grow it even further.

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» 10. PLAN YOUR VISUAL CONTENT TO PUBLISH AT "HOT" TIMES

PUBLISH VISUAL CONTENT AT THE RIGHT TIME

- Relevant visual tweets surrounding the Final Four prompted a total of
  - 5,295 new followers
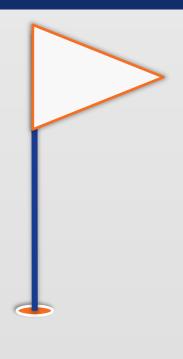 - 145 Retweets
  - 105 favorites

QUICK-QUALITY: HIGH-CREATIVE CONTENT IS NOT ENOUGH

Traditional Creative processes cost time and money, but produce very few video assets. The old model emphasizes High-Spend Production.

Consumers want to hear from you **now** – not when you're ready. High Production Volume and the right Production Value are most important for your audience

["Flagship" creative video]

[Build a Sandbox of video assets to hold up your flagship.]

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CREATE A CONTENT WORKBENCH

IMAGE ENGAGEMENT WORKBENCHES

INFOGRAMS (MINI-INFOGRAPHICS)

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SHAREBAIT: TRENDABLE & PERSONAL

Trendable Sharebait

- Rapidly produced to ride a current topic of conversation
- Tells a broader story that contributes to the topic
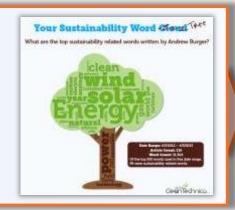- Lightly branded from the company

P
E
S
O

Personal Sharebait

- Individually produced for trends or top influencers
- Personalized to the influencer's own life, reach, or focus
- Branded for the influencer as a gift

P
E
S
O

WCG
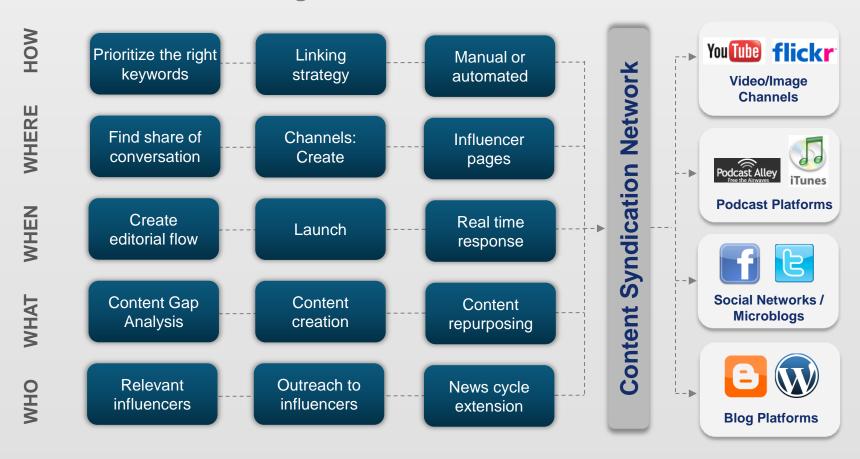
B2B QUICK CONTENT CHECKLIST

Does your content…
✓ Educate customers
✓ Provide proof of your expertise
✓ Help customers look better to their superiors
✓ Contain details to teach about problems & solutions

Expert Interviews (original topics)

Blog Posts

Research Findings

Case Studies

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SUSTAIN MESSAGES THROUGH CONTENT SYNDICATION

Distribute the Right Content. Make it Findable/Shareable

HOW	Prioritize the right keywords	Linking strategy	Manual or automated
WHERE	Find share of conversation	Channels: Create	Influencer pages
WHEN	Create editorial flow	Launch	Real time response
WHAT	Content Gap Analysis	Content creation	Content repurposing
WHO	Relevant influencers	Outreach to influencers	News cycle extension

Content Syndication Network

You Tube flickr
Video/Image Channels

Podcast Alley iTunes
Podcast Platforms

f t
Social Networks / Microblogs

Blog Platforms

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FREE & CHEAP CONTENT CREATION TOOLS

Images w/ Text	Infographics	Infographics
Canva	**Piktochart**	**Infogr.am**

Quick Upload Images	Interactive & Linkable Images	Meme
Placeit	**ThingLink**	**QuickMeme**

Photoshop Capabilities	Photoshop Capabilities	Photoshop Capabilities
Pixlr	**BeFunky**	**PicMonkey**

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USING VISUAL CONTENT TO DRIVE USERS TO BRAND PAGES

BREAKUP WITH YOUR MAKEUP

LET'S GO REESE'S

The Challenge	The Approach
• Create awareness of the NCAA/Reese's Peanut Butter Cups partnership	• Create a repertoire of online content using footage, images and inputs from NCAA and Reese's fans
• Determine how to reach online Reese's fans and online NCAA fans, bringing them together in one space	• Create a hub for this content on a microsite – Let's Go Reese's
• Find the right type of people for PR outreach, create the most engaging type of content for both audiences	• Syndicate all Let's Go Reese's content on social channels and use social channels as a way to drive people to the Let's Go Reese's microsite
• Deliver content that will be sharable, engaging and live on for the remainder of the NCAA basketball season	• Begin the creative process by using analytics to determine top NCAA schools by volume of conversation around NCAA sports as well as identifying top relations to Reese's
	• Excite NCAA fans at top NCAA schools to spread the word via online content and live PR stunts

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REAL-TIME ENGAGEMENT & BTS FOOTAGE

Kentucky Cheerleaders   Rowdy Reptiles   Cameron Indoor Stadium

» *MEASURING ROI – TRACKING CAMPAIGNS*

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WHICH OF THESE BEST DESCRIBES YOUR APPROACH TO SOCIAL MEDIA LEARNINGS?

MONITORING

"What did people say today?"

LISTENING

"What is most important to our customers?"

ANALYZING

"How should we go to market in new / different ways?"

MEASURING

"How successfully am I meeting my objectives?"

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ANSWER THE BIG QUESTIONS UP FRONT

Social Channels

ID Objectives	Identify Objectives	Identify Objectives	Identify Objectives	Identify Objectives
	Generate awareness of the Benzac brand including full acne line of products with the hero being the 3-step regimen.	Create consideration and need for Benzac Acne Solutions.	Drive conversion through product trial	
Determine Core Strategy	**Core Strategy** Develop large, engaged social communities that will increase WOM for the Benzac brand by leveraging social paid and organic activities.	**Core Strategy** Conduct ongoing media outreach to generate media coverage connected our target audiences.	**Core Strategy** Encourage active sharing of Benzac content/messaging through social platforms, communities.	**Core Strategy** Drive conversion through key activations including 2-week challenges.
Assign KPIs	**Assign KPIs** **Primary KPI:** Consumer SOV - Acne Companies (Benzac %. Focused on Social Platforms)	**Assign KPIs** **Primary KPI:** Media SOV - Acne Companies (Benzac %. Focused on Earned media)	**Assign KPIs** **Primary KPI:** Engagement Rate (total + type of engagement + by platform)	**Assign KPIs** **Primary KPI:** Sales for Benzac (Daily and 3 step product) **Secondary KPI:** Traffic to site
Set Goals	**Set Goals** Increase SOV for Benzac by X% in the Acne conversation on social platforms; Facebook, Twitter, YouTube driven from social marketing	**Set Goals** Increase SOV for Benzac by X% in the Acne conversation from traditional news outlets, forums, blogs	**Set Goals** Increase engagement rate by X% from social platforms; Facebook, Twitter, YouTube, and blogs.	**Set Goals** Drive X amount of sales per month
Segment for Analysis	**Segment for Analysis** By social platform, date	**Segment for Analysis** By digital media outlet, date	**Segment for Analysis** By social platform, type of engagement, date	**Segment for Analysis** By total, state, city, store, date

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THE "ERA" MEASUREMENT APPROACH
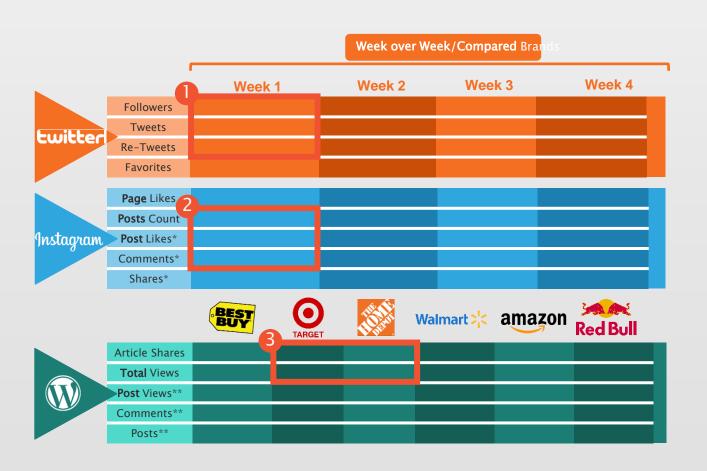
	What we are Measuring	Example Metrics
Engagement	Are consumers taking action to indicate they are on board and sharing with their personal networks?	• Likes • Comments • Inbound Links • Retweets • Shares • Database registrations
Reach	How many consumers did we reach, multiplied by how many times did we reach them, during the last 30 days?	• FB post impressions • Tweets x Followers • Paid digital impressions • Video views • Blog post UVMs • Website visits • Share of Attention
Audience	What is the size of our Audience that we are building to communicate with in the future?	• Fans • Followers • Subscribers
Cost Avoidance	How is our social engagement allowing us to reach people without buying paid media inventory?	• Media value of social impressions and views
Learnings	What did we learn that can be applied to future effectiveness?	• Social Poll results • Qualitative feedback

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DETERMINE EXACTLY WHAT YOU WILL MEASURE ON EACH SOCIAL CHANNEL
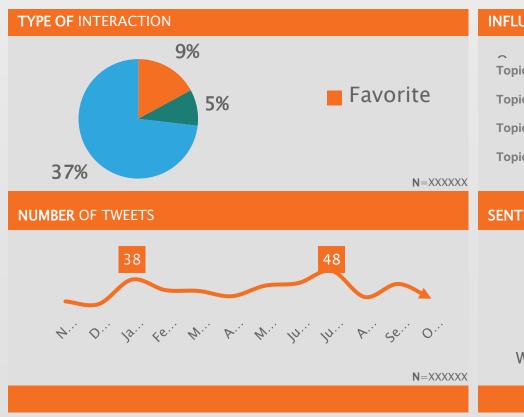
REPORT THESE FINDINGS (WEEKLY OR MONTHLY)

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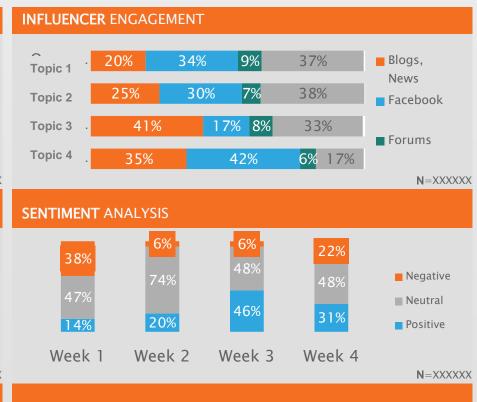
TWITTER METRICS TO DETERMINE ROI

TYPE OF INTERACTION

9%

5%

37%

■ Favorite

N=XXXXXX

INFLUENCER ENGAGEMENT

Topic 1	20%	34%	9%	37%
Topic 2	25%	30%	7%	38%
Topic 3	41%	17%	8%	33%
Topic 4	35%	42%	6%	17%

■ Blogs, News
■ Facebook
■ Forums

N=XXXXXX

NUMBER OF TWEETS

38

48

N… D… Ja… Fe… M… A… M… Ju… Ju… A… Se… O…

N=XXXXXX

SENTIMENT ANALYSIS

	Week 1	Week 2	Week 3	Week 4
Negative	38%	6%	6%	22%
Neutral	47%	74%	48%	48%
Positive	14%	20%	46%	31%

■ Negative
■ Neutral
■ Positive

N=XXXXXX

WCG
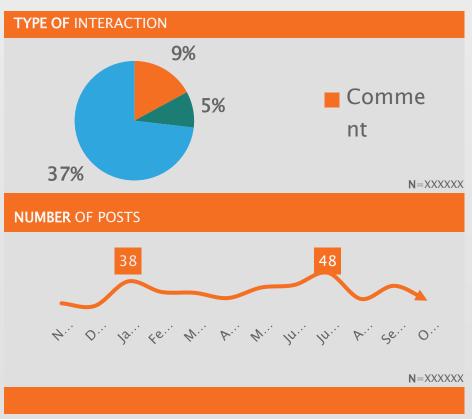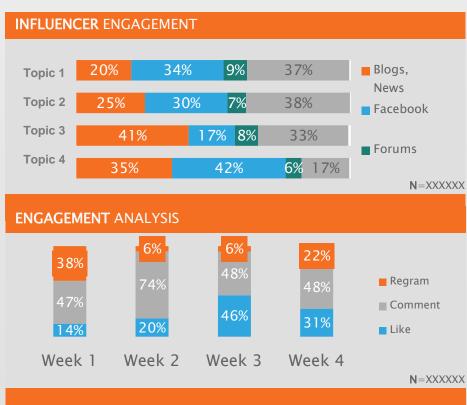
INSTAGRAM METRICS TO DETERMINE ROI

TYPE OF INTERACTION

9%
5%
37%

■ Comment

N=XXXXXX

INFLUENCER ENGAGEMENT

Topic	Blogs, News	Facebook	Forums	
Topic 1	20%	34%	9%	37%
Topic 2	25%	30%	7%	38%
Topic 3	41%	17%	8%	33%
Topic 4	35%	42%	6%	17%

■ Blogs, News
■ Facebook
■ Forums

N=XXXXXX

NUMBER OF POSTS

38
48

N… D… Ja… Fe… M… A… M… Ju… Ju… A… Se… O…

N=XXXXXX

ENGAGEMENT ANALYSIS

	Week 1	Week 2	Week 3	Week 4
Regram	38%	6%	6%	22%
Comment	47%	74%	48%	48%
Like	14%	20%	46%	31%

■ Regram
■ Comment
■ Like

N=XXXXXX

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BLOG METRICS TO DETERMINE ROI

MOST SUCCESFUL BLOG POSTS

- Topic 1 — 6,754
- Topic 2 — 5,000
- Topic 3 — 1,123
- Topic 4 — 175
- Topic 5 — 154
- Topic 6 — 150
- Topic 7 — 100

N=XXXXXX

SUBJECT OF BLOG

- 31%
- 29%
- 14%
- 9%
- 5%

Legend: ■ Topic 1 ■ Topic 2

N=XXXXXX

TRENDLINE ANALYSIS

- 10
- 38
- 48

N..., D..., Ja..., Fe..., M..., A..., M..., Ju..., Ju..., A..., Se..., O...

N=XXXXXX

PLATFORM Shares

- 1,500
- 500
- 150

N=XXXXXX

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» **TRACK YOUR MOST ENGAGING CONTENT NOTE THE CONTENT TYPE AND CATEGORY**

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NOTE ATTRIBUTES OF MOST ENGAGING TWEETS

@BBYNews – August 9, 2015

Retweets	Favorites
71	42

Best Buy News @BBYNews · Jul 10
Coming Sunday! @GoPro #HERO4SESSION hits @BestBuy stores. Read more here: corporate.bestbuy.com/?p=9372

Product focused image based tweet

Trending topic

Hashtag usage

@BBYNews – August 12, 2015

Retweets	Favorites
35	12

Best Buy News @BBYNews · Jul 10
Thrilled to welcome Washington DC Mayor Muriel Bowser to Geek Squad Academy with Boys and Girls Club @BestBuy

Posed picture

Relatable charity work

Tags outside handle

@BBYNews – August 19, 2015

Retweets	Favorites
27	20

Best Buy News @BBYNews · Jul 10
Did you see @BestBuy corporate HQ on @MyFOX9 Dance Off this morning?

Tags outside handle

Candid photo

Timely

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» **USE THE TOOLS AT YOUR DISPOSAL**

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NATIVE PLATFORM ANALYTICS TOOLS

Find out what your followers are interested in to drive content creation. Track tweet engagement, account metrics and paid campaign metrics. Track engagement rates & determine best time of day/day of week to tweet.

Track user interaction on your Facebook page and posts. Determine the best times of day/days of week to post and see what type of content is resonating with your fans.

Google Analytics Campaign Tracking allows you to set up links for campaigns with UTM parameters (URL tags) to track the campaign. **GA Custom Report Sharing** is also helpful – allowing you to track # visitors to website from different social channels

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CHEAP/FREE 3RD PARTY ANALYTICS TOOLS

TweetReach

Track your campaign reach and view the details of the most influential Twitter users participating

Keyhole

Track your campaign, hashtag or event in real time- look across Facebook, Instagram and Twitter.

Bit.ly

Track what you share, see how your audience is interacting & what they find valuable

Social Mention

Receive alerts on what is being said and who is saying it in the social space
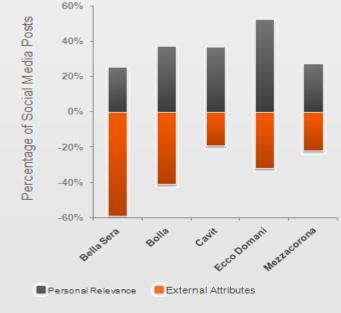

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» REVIEW RESULTS & ADJUST STRATEGY

BELLA SERA SHIFTS MARKETING STRATEGY TO CONNECT WITH CORE CONSUMERS

- Brand was focused on Italian heritage and trying to "out Italian" its top competitor via fancy Italian partnerships, food pairings, etc.

- Consumers were talking about value and taste of the wine… but it wasn't relevant in their life.

- Their customers were bigger Fans of Jolly Time Popcorn and Walmart than fancy cheeses.

- Launched an exploratory Conversation Blueprint that led to a repositioning around capturing the everyday beautiful moments and celebrating with Bella Sera.

Percentage of Social Media Posts — Bella Sera, Bolla, Cavit, Ecco Domani, Mezzacorona

Personal Relevance | External Attributes

TWIZZLERS DISCOVERS CONSUMERS' PASSION AREAS ARE ON-THE-GO

- Discovered that consumers primarily consumer Twizzlers during "on the go" activities… Movies, Sports, and Vacation/Road Trips.
- Conversation largely populated through Twitter and blogs – trailing behind is Facebook.
- Majority of passion areas evident in blogs.
- Twitter provides a key lifestreaming channel in relation to top passion areas.
- Twizzlers launched a major road trip promotion with ten key bloggers across the country.

Vacation/Road Trips
Watching TV
Diet/Weight Loss
Sports
Movies

0% 20% 40% 60% 80% 100%

■ Blogs   ■ Micromedia
■ Facebook   ■ Forum Replies
■ Comments   ■ Forums

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