

FINDING GOLD IN SOCIAL DATA

Useful tips on looking at conversation data

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TOP GOLDMINING TIPS

- Set clear objectives
- Listen to the data before imposing structures
- Segment & structure the data
- Look for the underlying differences
- Be aware of data limitations

BRANDWATCH: How our clients use us (today)

SEARCH

- Site analysis
- Language optimization

ONLINE REPUTATION MANAGEMENT

- Brand research
- Identify, route, engage, manage
- Campaigns

SCRM

- Identify, route, engage, manage
- Customer Services
- Prospecting
- Customer retention

MARKETING

- Campaign Planning
- Campaign Measurement
- Campaign Evaluation

RESEARCH

- Market research
- Brand analysis
- Thematics



Set **CLEAR OBJECTIVES**

- Clear objectives separate the “**so what**” from the “**ah, so...**”
- Your objectives help define what you’re looking for
- Objectives need to be clear for each stakeholder
- Objectives help decide how and what information is shared
- Objectives get the best value from the data

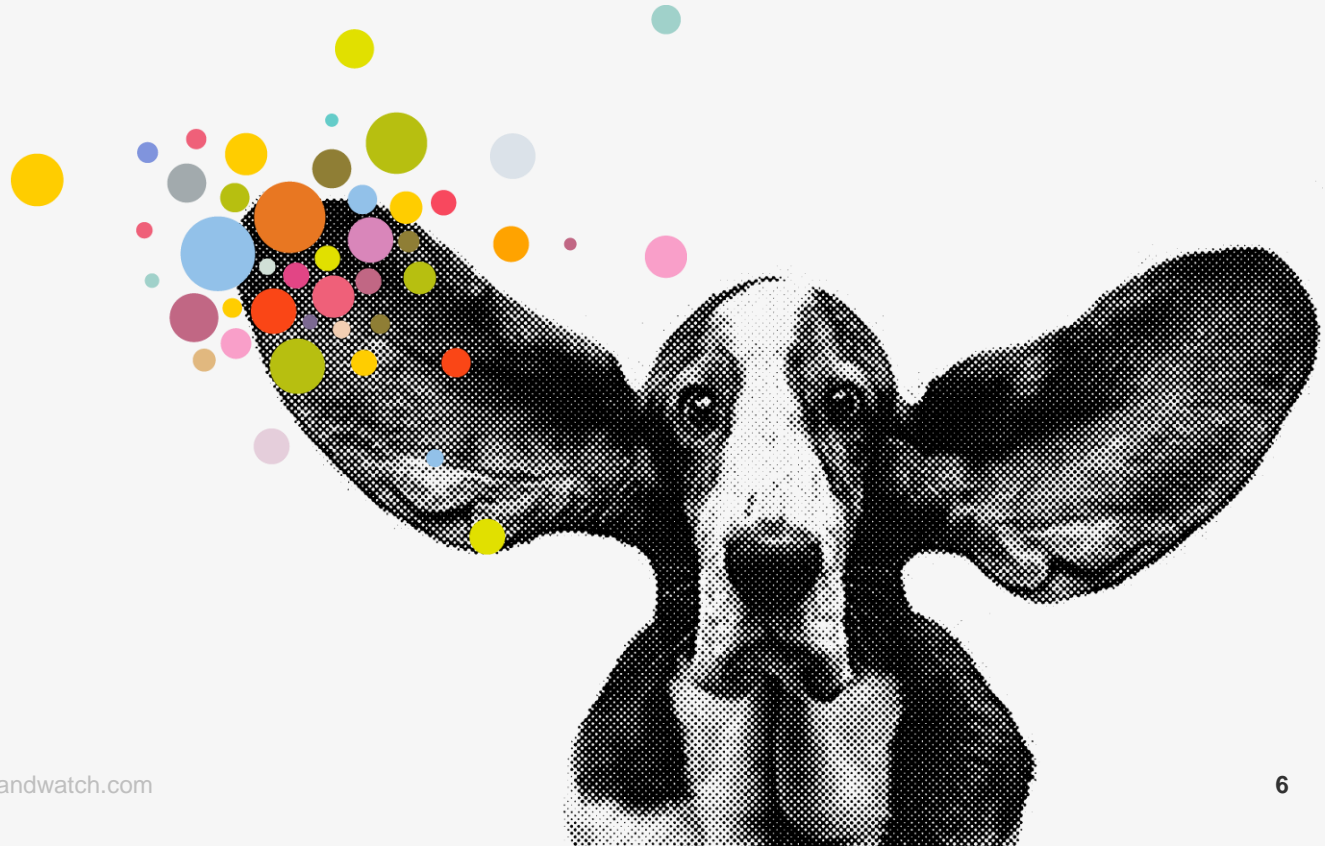
Some of our **CLIENTS' OBJECTIVES**

- Thought leadership
- Understand competitor weak points
- Customer services
- Increasing share of voice
- Changing brand association
- Improving sentiment (be careful)
- Brand defense
- What sites to advertise on
- Where is the opportunity to advertise

LISTEN

It's not what you think they're talking about.

It's what they are talking about...



SEGMENT & STRUCTURE the data with the OBJECTIVES

NON-INTERESTING/ACTIONABLE DATA / NO – LOW INVESTMENT

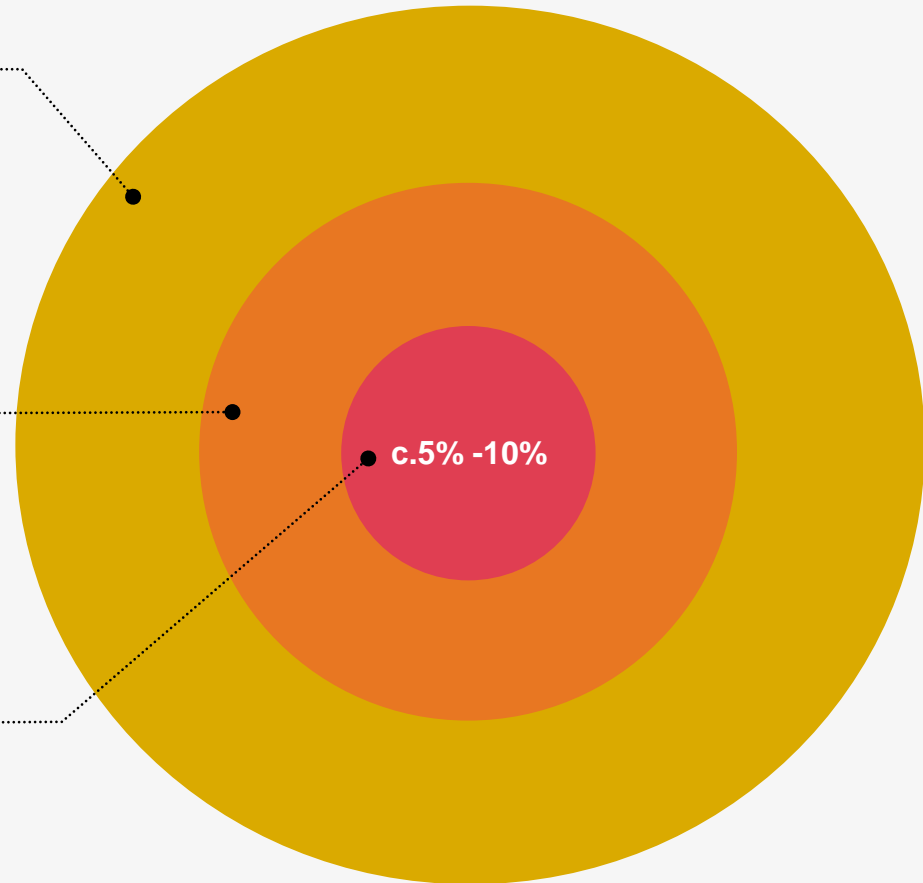
- Manual sentiment analysis (rules)
- Manual categorisation
- KPIs
- Engagement

INTERESTING DATA LOW – MID INVESTMENT

- Automated sentiment analysis
- Automated categorisation
- Less granular

CRITICAL/ACTIONABLE DATA – HIGHEST INVESTMENT

- Manual sentiment analysis (rules)
- Manual categorisation
- KPIs
- Engagement



Segment and structure the data:

QUERY CREATION IN THE AUTO INDUSTRY

AREA	QUESTION	EXAMPLE
Sports Events	Do you want to include auto sports events	Event names e.g. WRC, FI, Touring Cars
Sponsored events/places	Should brand sponsorship of events and places be included?	Event or place names, e.g. Vauxhall Conference League, Volvo Ocean racing
Other products	Do you want to include all of the products a company makes?	Motorcycles, boat engines, bikes, coffee machines e.g. Honda Fireblade, Suzuki DF250 4 Stroke Outboard engines
What range of products do you want to cover	Are you looking to cover all of the products the company makes?	Commercial vehicles, agricultural vehicles, motorhomes e.g. Ford F53 Motorhome
Rental companies	There are a lot discussions about rental cars – should these be included?	Rental companies like Avis, Hertz, Sixt
Videogames/Model cars	Do you want videogame/model car discussions that mention your brand?	Videogames e.g. Need For Speed, Forza Motorsport, Matchbox Model Cars
Products for sale	Do you want to see mentions of products for sale? (both new and used)	Cars for sale e.g. 2001 Ford Ka for sale.
Vintage, classic & custom car sites	Do you want mentions of vintage models?	Vintage car sites like oldclassicacar.uk
Company founders	Do you want to get mentions of the company founder?	Henry Ford e.g. "Henry Ford was a prominent American industrialist..."
Parent company mentions?	Do you want to capture mentions of the parent company?	General Motors vs Chevy or Cadillac etc

Segment and structure the data: **WHAT TO LOOK AT**

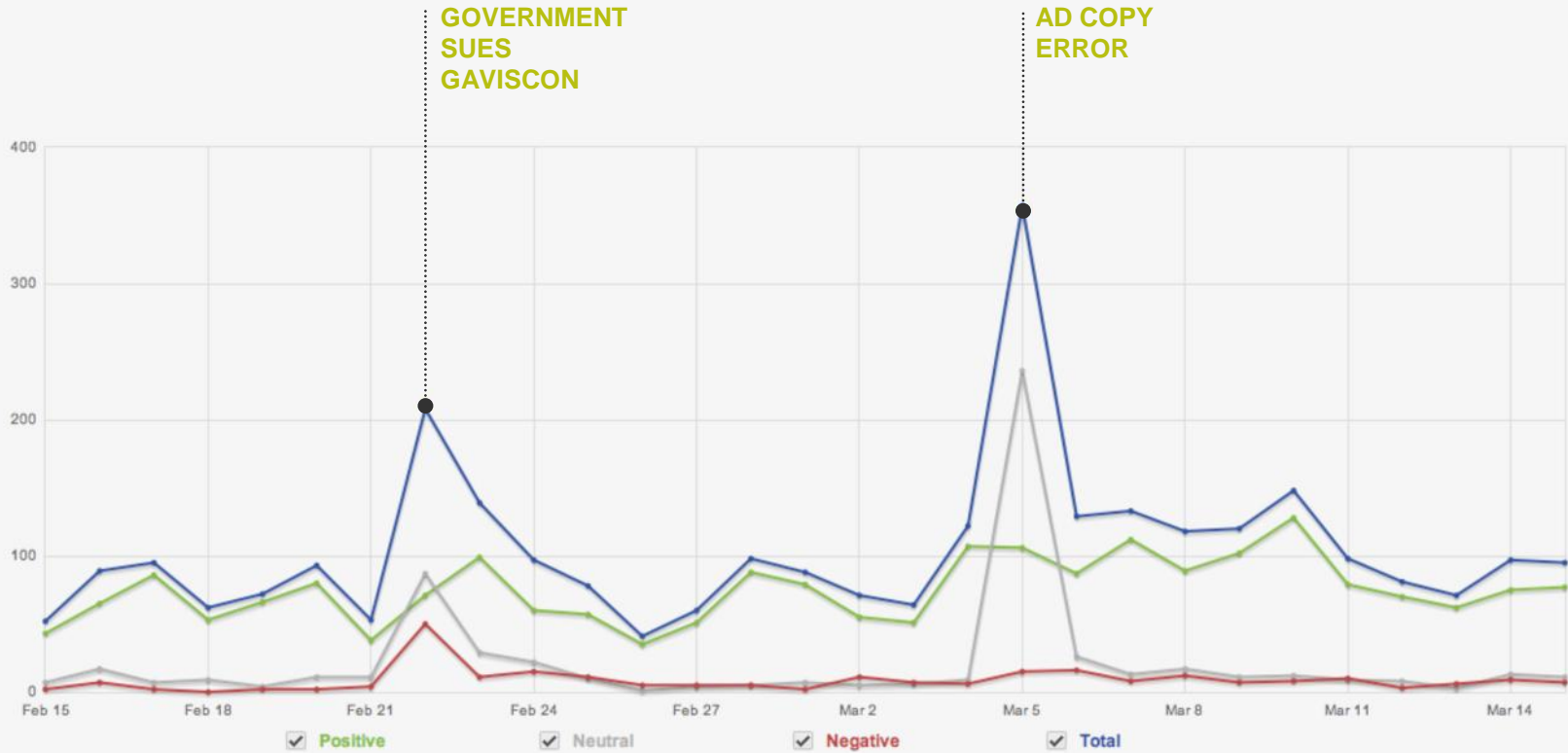
- Parent company
- Product or service
- Competitors
- Separate out channels (twitter, forums, blogs etc)
- Identify customer segments (parenting, car enthusiast etc)
- Understand topic structures
- Match data to internal organizational structures

You may need one or more of the above, depending on your size and objectives



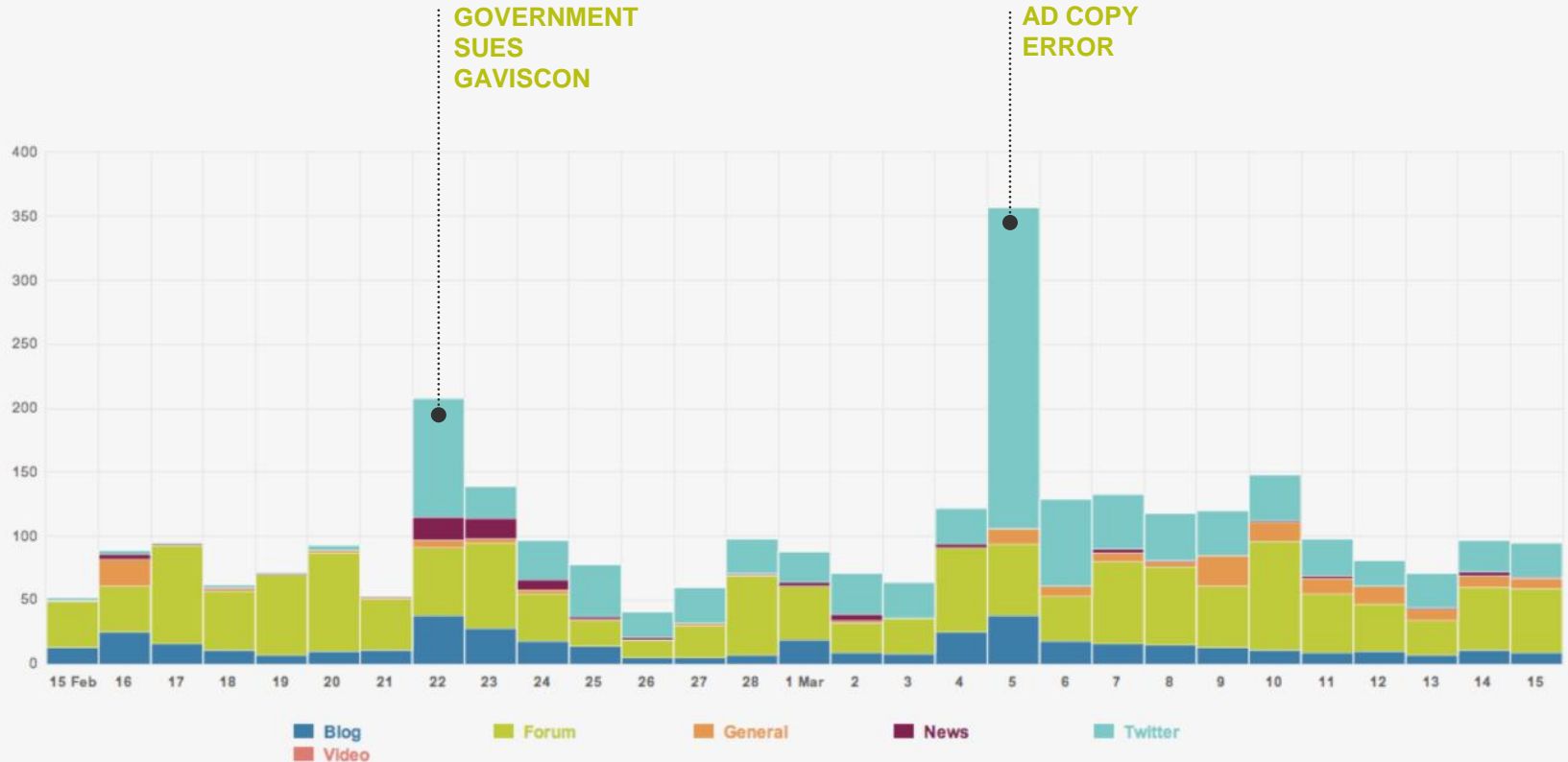
Case Study

Look for underlying differences **SENTIMENT**



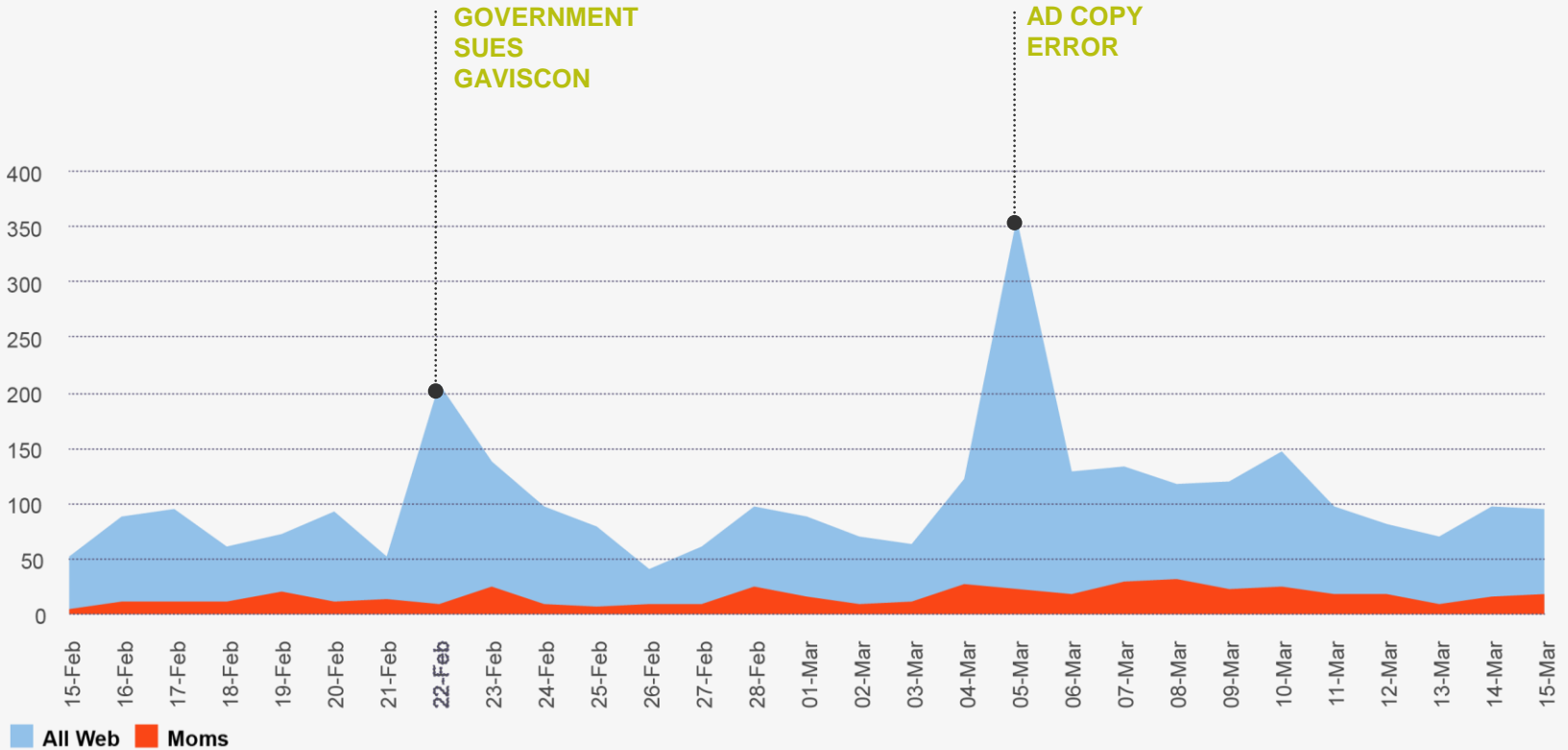
GAVISCON – mentions Feb 15th – Mar 15th

Look for underlying differences **PAGE TYPE**



GAVISCON – mentions Feb 15th – Mar 15th

Look for underlying differences **SEGMENT**



GAVISCON – mentions Feb 15th – Mar 15th

Look for underlying differences **TOPICS**



NEWS

10 2m fine 2005 which resulted **action** action against reckitt action on behalf ago the guardian
anti competitive behaviour authorities and primary bbc behalf of health behaviour four months chief executive
commerce group alibaba continue controversial marketing **court documents health** department of health
documents health secretary england has launched fair trading gaviscon heartburn treatment
gaviscon maker guardian reports **health** health authorities health refused
health secretary andrew heartburn heartburn medicine gaviscon heartburn treatment products
high high court documents lansley is leading **launched legal action** leading the action
maker maker of heartburn **nhs** nhs in england office of fair primary care trusts
reckitt **reckitt benckiser** reckitt benckiser maker refused to comment related
secretary andrew lansley subject suit reckitt benckiser trusts the department

bbc bbc co uk bbc in f1mcr1 bbc in far0ef bbchealth gaviscon maker business debt england http bbc
gaviscon maker gaviscon maker reckitt grwktw health **heartburn medicine gaviscon**
maker maker of heartburn maker reckitt benckiser news news business 12539197 **nhs**
nhs http bbc nhs in england nhs sues gaviscon **nhs the maker** pharmaceutical **sued**
sued by nhs sues gaviscon maker teepee creek uk news business



TWITTER

GAVISCON – twitter and news topics –22nd Feb

Look for underlying differences **SEGMENT**

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GAVISCON – mentions on mom sites about the legal action –22nd Feb

Understanding **LIMITATIONS**

- **SENTIMENT:**
- Good automated sentiment is 60-70%
- Sentiment is subjective
- Sentiment is not always relevant

- **WHO ARE THEY?**
- I want to know what insert (customer/doctors/head of IT/marketing) think? – how do you identify those people?
- What do you miss by ignoring other conversations, know what you're excluding

- **INFLUENCE**
- Does reach and relevance mean they are influential?
- How are you closing the loop (proving influence)?
- How long / when is influence in play?

- **RESOURCES**
- What resources do you have internally (esp. for manual processes)

TOP GOLDMINING TIPS (Recap)

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