



Social Insight & Strategy

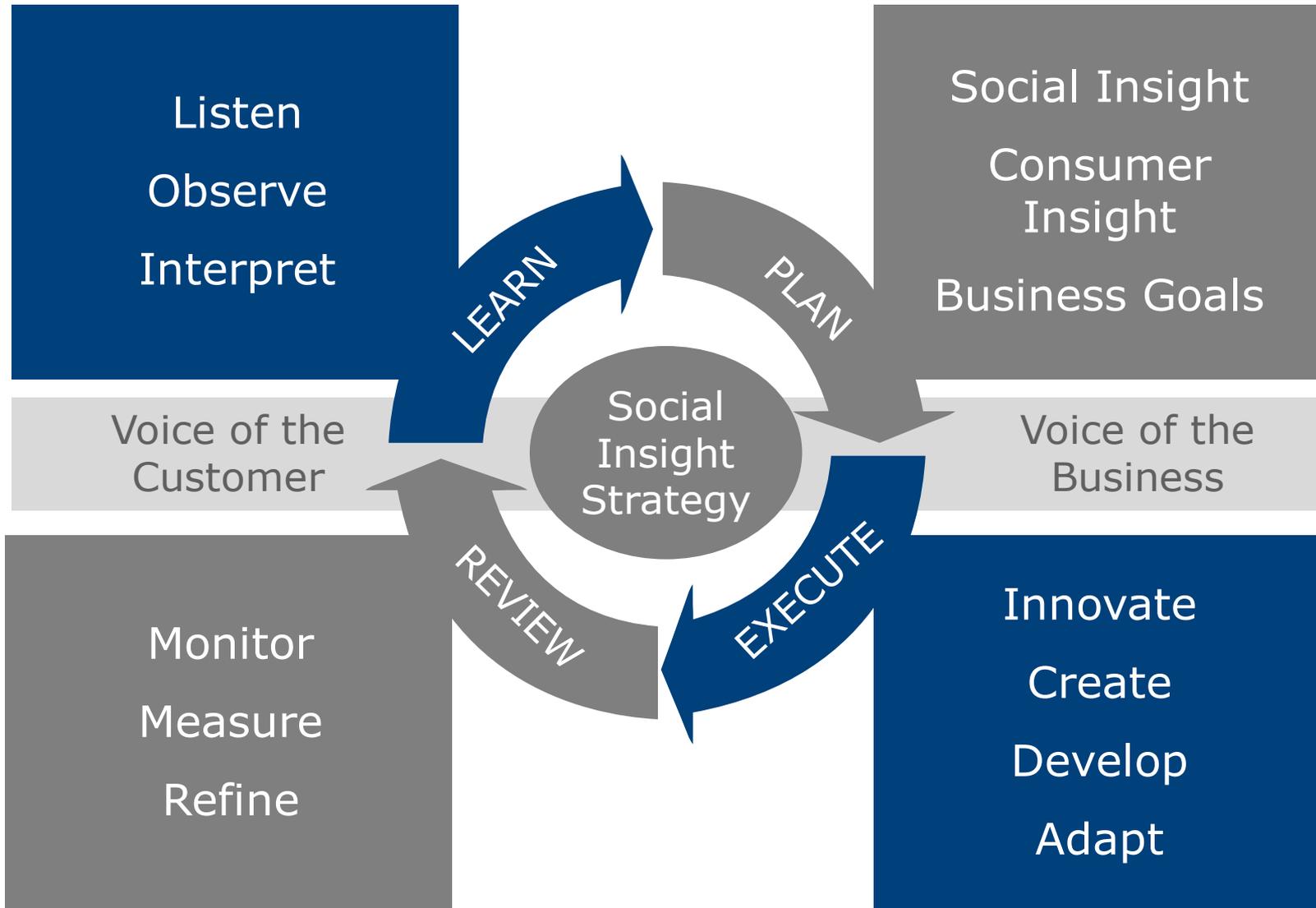
Combining the “Voice of the Customer” with the “Voice of the Business”.

**We help businesses answer strategic questions
through listening to online conversations
and observing online consumer behaviour.**

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Social Insight and Strategy Framework



Social Insight and Strategy Deliverables

- Social Insight Benchmark Report
- Social Insight Consumer Themes Report
- Social Data Analysis and Deep Insight Report & Recommendations
- Online Ethnography & Semiotic Analysis
 - Map of consumer groups online behaviour
 - Identify key “signs” in behaviour and collect representative digital artefacts
- Key Insights
 - Key Campaign Messaging
 - Content Strategy Development
 - New Product Development
 - Innovation
- On-going Social Insight Tracking
 - Monthly, Quarterly, 6 monthly and annual tracking reports
 - Additional project benchmark reports
- Conclusion and Recommendations

Social Insight Phases

▪ Phase I

- Using a Social Media Monitoring Tool, run a series of searches to find out if there are any conversations around your
 - Company
 - Brand's
 - Product's
 - Product Features
 - Services
- Analyse results of searches to create a benchmark of "where you are today"

▪ Phase II

- Define a second set of key search terms to provide deeper insight into a small number of key areas identified in Phase I
- Run second set of searches and analyse results

▪ Phase III

- Combine Social data with other consumer and market insight data
- Supplement Social Data Insight with other Social Insight Tools
 - Online Ethnography
 - Semiotic Analysis
 - Online Customer Engagement Focus Groups

▪ Phase IV

- Develop a plan to implement a test and review project with measures
- Track progress using social insight tracking reports
- Based on Success include social insight into future initiatives

PHASE I

Using a Social Media Monitoring Tool, run a series of searches to find out if there are any conversations around your

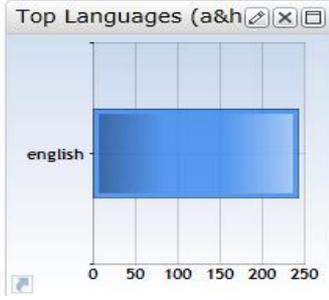
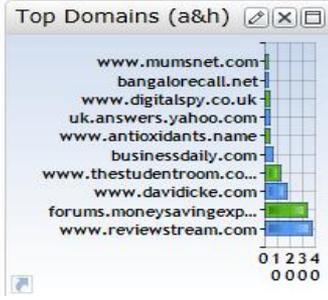
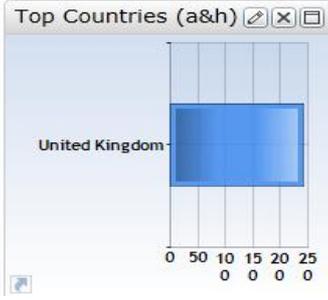
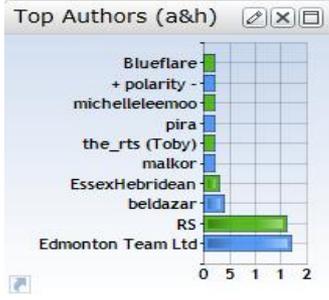
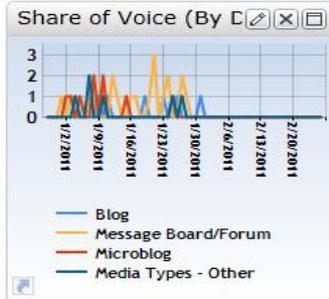
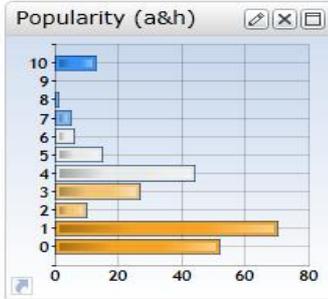
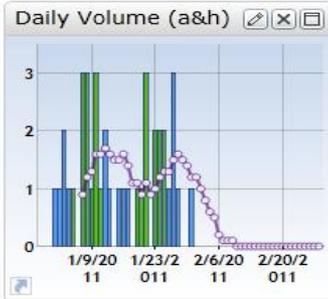
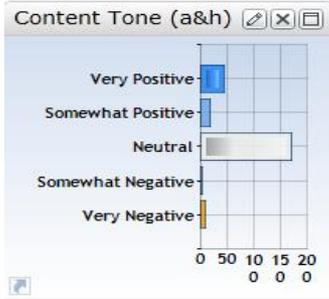
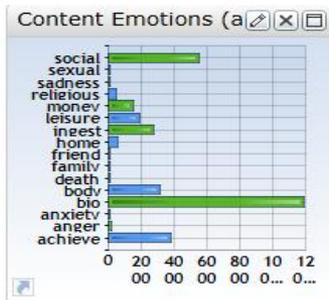
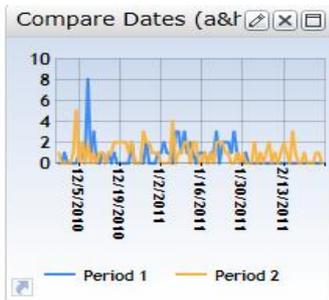
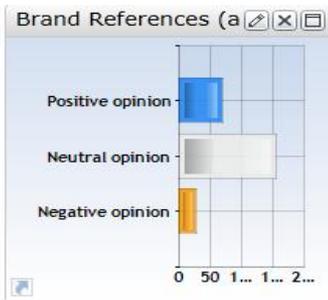
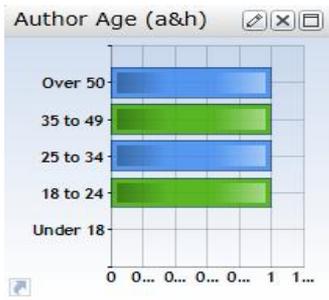
- Company
- Brand's
- Product's
- Product Features
- Services

Analyse results of searches to create a benchmark of "where you are today"

Social Data Analysis - July 2010 – Jan 2011

Key Findings

- “nnnn” mentions July 2010 – Jan 2011
- Company x is/ is not a recognised online brand
- Close association with key products/brands
- Limited association with key products/brands



Social Insight – Deep Analysis of identified search terms

PHASE II

Phase II

- **Social Data Analysis**
 - Additional Search Terms based on results of benchmark report
 - New Searches based on Consumer Conversation Topics
 - New searches based on existing consumer insight topics

- **Social Insight & Recommendations**
 - Manual Analysis and Review of Conversations in online forums
 - Manual Analysis and Review of Conversations in micro blogs
 - Manual Analysis and Review of key themes & topics

Deeper Analysis of Phase I Conversations on key forums



Moneysavingexpert

forums.moneysavingexpert.com

746,997 members
1,516,515 threads
21,393,991 posts

NN posts

Audience: Cost-conscious people who are looking for the best deals and vouchers codes

Sample Message:

- Focus on deals and value



thestudentroom

www.thestudentroom.co.uk

554,966 members
1,315,204 threads
22,991,146 posts

NN posts

Audience: UK students

Sample Message:

- Focus on deals for specific universities or student events



Digitalspy.com

www.digitalspy.co.uk

396,706 members
1,344,366 threads
25,346,810 posts

NN posts

Audience: Showbiz fans and media insiders

Sample Message:

- Focus on social activities & fun



Babyandbump.com

www.babyandbump.com

89,251 members
448,763 threads
7,584,267 posts

NN posts

Audience: Expectant and new mothers

Sample Message:

- Focus on healthy eating & family

Deep Analysis carried out by trained Social Data Analysts

The next section discusses other social insight methodologies to provide deeper insight on online consumer behaviour.

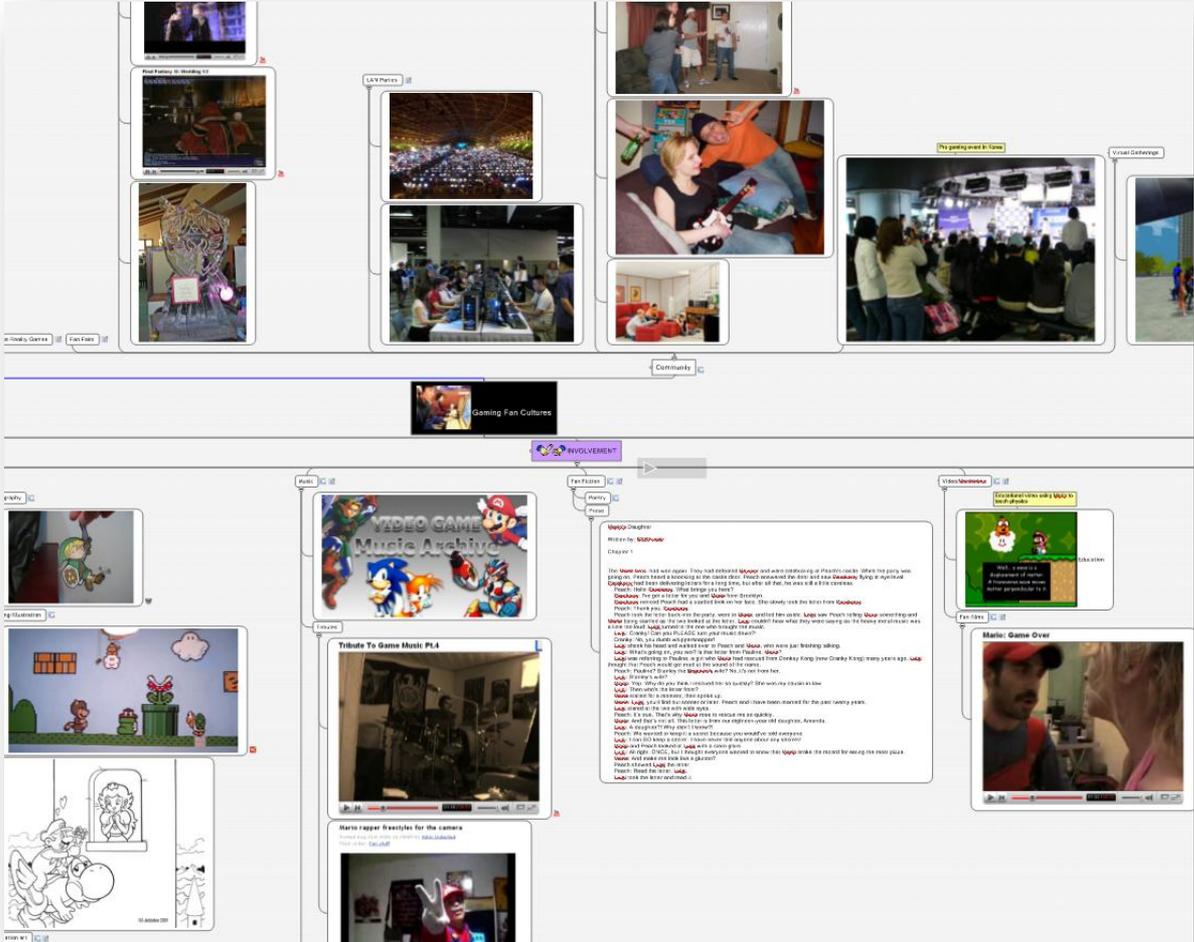
PHASE III

ONLINE ETHNOGRAPHY

What is Online or Virtual Ethnography?

- Online or virtual ethnography is the observation and understanding of the online behaviour and level of knowledge within a group of individuals with a common interest need or desire.
- The study encompasses online locations where the study group gathers and engages in some form of communication be that a conversation, posing a question or searching for an answer or support with a situation.
- The locations may be online communities and forums, both hosted by organisations or by interested individuals, comments and discussion on a news or destination website with editorial or review content.
- An ethnographer will gather online artefacts like videos, articles, photos, comments, blog posts and Microblog entries to reflect the online activity of the study group.
- Online lives are studied, however it is key to that a holistic view is taken as online and offline lives are now very closely interconnected.
- A digital eco-system map is created highlighting key findings – see sample..

A digital eco-system map is created highlighting key findings.



A collection of user-generated artifacts organized thematically. Artifacts are indexed and tagged.

The themes, conversations, prioritise and drivers for the search criteria both tool based social media analysis and deep analytics including influencer (individual and domains) identification

SEMIOTIC ANALYSIS

Semiotic Analysis – Key Steps

- Semiotics is the Study of Signs
- Step 1 - Identify the subject area to be analysed
- Step 2 - Create a collection of “Digital Artefacts” around the subject
- Step 3 – Analyse the key components of the “ Digital Artefacts”
- Step 4 – Identify key “components” which “connect” Digital Artefacts
- Step 5 – Develop a mind map or semiotic code to illustrate the underlying “signs” we use to relate to the “thing” we are analysing
- Step 6 – Add the semiotic code to other Social Insight’s and develop a test and trial project with measures.

Conclusion and Recommendations

PHASE IV

Conclusion

- Company X is/is not recognised online for brands, key product features
- Online, digital or social marketing is/is not a significant part of Company X's marketing strategy
- Company X have an opportunity to
 - measure their online presence today
 - incorporate digital/social marketing into their marketing strategy
 - develop their online presence
 - develop online brand awareness
 - develop online reputation in core areas of business/services
 - Measure their online presence in 6 and 12 months to see the impact on these areas as a result of online activity.
- Move to Phase II
 - Deeper Analysis of phase I conversations
 - Listen to conversations around "key consumer needs"
 - Consumer need 1
 - Consumer need 2
 - Consumer need 3



To find out how we can help you

Contact us...

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