AUDIENCE-CENTRIC SOCIAL LISTENING:
FINDING CUSTOMER SIGNALS OVERLOOKED IN TRADITIONAL RESEARCH

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TODAY’S AGENDA

• Why is social media relevant in market research?
• The importance of using “passive” social panels
• Social data for product marketing: Analysis of Affluents
• Social data for go-to-market strategy: Analysis of Developers
• Social data for branding & innovation: Analysis of B2B
WHY SOCIAL MEDIA MATTERS
ALMOST HALF OF ADULTS ARE ACTIVE IN THEIR COUNTRY’S TOP SOCIAL MEDIA PLATFORM (IN DEVELOPED MARKETS)
ADOPTION IS HAPPENING ACROSS ALL DEMOGRAPHICS

Source: Pew Research, American Life Project
THIS IS HAVING A PROFOUND EFFECT ON CONTENT DISTRIBUTION

“News is filtered through algorithms that are opaque and unpredictable”
–CSJ

People are no longer finding content...

...Content is finding them


Note: “News is defined as “information about events & issues beyond just your friends and family.”

PEW RESEARCH CENTER
THE 1-9-90 MODEL IS CHANGING

1% Influence Through Active Discovery (Active Influence)

People Find Content

90%

- Search
- Direct Traffic
- Subscription

1% Influence Through Passive Discovery (Passive Influence)

Content Finds People

9%

- Social Networks
HOW DO WE MAKE SOCIAL DATA USEFUL?
WE’VE FOCUSED ON THE WRONG DATA
### % of Conversations About SmartWater In Social Media

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Posts About</th>
</tr>
</thead>
<tbody>
<tr>
<td>46%</td>
<td>“smarts”</td>
</tr>
<tr>
<td>43%</td>
<td>Jokes/humor</td>
</tr>
<tr>
<td>3%</td>
<td>Price</td>
</tr>
</tbody>
</table>

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**Examples of Twitter Conversations**

**Mel**

Does drinking smart water make you smart?

**Victor**

Smart water doesn’t make you smart!!!

**YOLO**

Drinking Smart Water to become smart instead of going to school.. #YOLO

**Fred Flintstone**

Brain so wet u might think she drink smart water

**Adam Cozens**

If you spend $4 for a bottle of "Smart Water," I don’t think it’s going to work for you.

**Patrick Apple**

The price of smart water is stupid.
BUT BEHAVIORAL DATA CAN BE INCREDIBLY RICH
START WITH “PASSIVE PANELS” OF TARGET AUDIENCES

Demographics
- Age
- Gender
- Ethnicity
- Region
- Profession
- SES

CDWs

CONVERSATION
- Purchase Intent
- Advocacy
- Detraction
- World-View

Customer Data
- CRM
- DMP
- Email List
- Loyalty Program Data

MEDIA CONSUMPTION
- Social Followers
- Category-Level Engagement
- Socially-Derived Media Segments

Conversational Data
PASSIVE PANELS PROVIDE A “TRIFECTA” OF AUDIENCE DATA

1. Relevant Conversations

2. Passive Media Ecosystem

3. Geolocation
WHICH CAN LEAD TO THE DISCOVERY OF AU迪ENCE TRUTHS

Teen Toxins are openly navigating their emotional teenage journeys. They don’t just wear their hearts on their sleeves, they wear them online.

*Comments boxes are direct quotes from members of the segments directly on the Instagram content.*
HOW VISA IS USING SOCIAL DATA AS A MARKET RESEARCH TOOL
MAKING IT HAPPEN – CASE STUDY #1

Small/Mid-Size Business Owners
PROJECT OBJECTIVE

• Understand topics that matter most to small business owners to help better inform SMB marketing strategy and planning.

• Identify pain and passion points for small business owners, to uncover the current perception of Visa and competitors, and understand how business owners use and share content online.
Identify audience (SMBs)

800+ Queries

Identified more than 10,000 business owners in 15 different industries. The owners were segmented by age, location, business industry, age of business, and size of business.

Custom Search Database

What types of content are these business owners most drawn to?

Upload the conversations the business owners are having on Twitter & Forums to a searchable database, totaling 1M total conversations.

Conversation Analysis

What are the key themes?

Analyze the conversations from the custom panel to surface trends and key themes.

Influencer Research

Who are the individuals who influence panel members?

The panel is queried to identify where the SMB owners are getting content.
WHO ARE THE PEOPLE IN THE PANEL

**GENDER**

- Less Females than in general population: -14%
- More Males than in general population: +14%

**AGE**

Panel over-indexes among 35-44 year olds

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 24</td>
<td>2%</td>
</tr>
<tr>
<td>25-34</td>
<td>12%</td>
</tr>
<tr>
<td>35-44</td>
<td>42%</td>
</tr>
<tr>
<td>45-54</td>
<td>41%</td>
</tr>
<tr>
<td>Over 55</td>
<td>3%</td>
</tr>
</tbody>
</table>

**INDUSTRY**

The following top 8 industries (out of a total of 17) accounts for 83% of total SMB panel.

- Food and Beverage: 19%
- Beauty Services: 16%
- Marketing: 11%
- Retail: 11%
- Art and Design: 10%
- Insurance and Real Estate: 6%
- Clothing and Apparel: 5%
- Tech Services: 4%

Other industries include: Music, Cleaning Services, Photography, Agriculture, Events Planning, Healthcare/Fitness, Landscaping, Financial Services, and Automotive.

SMB owners are defined as:
- Owners of businesses with less than 100 employers AND
- With less than $25 million in annual revenue.
• Top Business-Related Topics in the SMB Panel

<table>
<thead>
<tr>
<th>Sharing Expertise</th>
<th>Legal and Financial</th>
<th>Company Operations</th>
<th>Political and Regulatory Issues</th>
<th>Time Management and Personal</th>
</tr>
</thead>
<tbody>
<tr>
<td>4738</td>
<td>2314</td>
<td>5310</td>
<td>8053</td>
<td>1305</td>
</tr>
<tr>
<td>21.8%</td>
<td>10.7%</td>
<td>24.5%</td>
<td>37.1%</td>
<td>6.0%</td>
</tr>
</tbody>
</table>

**Topics Include:**

**Sharing Expertise:**
- Sharing business advice
- Networking
- Social advertisement
- Business associations
- Questions for other business owners
- Sharing own experience

**Legal and Financial:**
- Funding a business
- Licensing a business
- Loans and SMB grants
- Debt
- Banking
- Legal advice

**Company Operations:**
- Marketing advice
- Payments options
- Growing the business
- Reducing cost
- Hiring employees
- Running the business efficiently

**Political and Regulatory Issues:**
- Taxes
- Regulations
- Overall economy
- Healthcare/ACA
- Business climate

**Time Management and Personal:**
- Busy schedule
- Time management
- Travel
- Vacation
- Stress and personal pain points

@mediametricsgal
QUERYING THE PANEL

- How do business owners in the panel share content?

% of posts by category:

- Posts that link to an external site: 47%
- Posts that mention another user: 36%
- Original post: 29%

Percentages across topics:

Overall: 47% - 36% - 29%
Sharing Expertise: 50% - 31% - 34%
Legal and Financial: 54% - 39% - 24%
Company Operations: 60% - 31% - 8%
Political and Regulatory: 52% - 35% - 27%
Time Management and Personal: 30% - 36% - 41%
NEW APPROACH TO CONTENT

Recent Updates

Visa Congrats to Visa's Artists & Artisans partner TruBee Honey on being a finalist in the Martha Stewart American Made Awards! Watch their inspiring small business story here.

TrueBee Honey: Sweet Smell of Success
youtube.com - Laura Kimball and Jeff Otto used their creative skills, passion for beekeeping and a little southern charm to build a national gourmet honey brand from their hometown in Nashville.

Visa With limited time and resources, productivity is essential for the success of your small business. Check out these 4 tips to make your business more efficient:

4 steps to running a more efficient small business
biztax.com - If running a more efficient business and creating more time in the workday are items on your bucket list, then here are four ways to make your dreams a reality.

as to capital to start and grow their business. Do score? Learn more:

Visa Small Business (@VisaSmallBiz - Aug 1
Don't let limited resources stop you. Check out these 10 #marketing tips for savvy #SmallBiz owners vi.sa/1nIB7pA

Visa As one of the most visual social media platforms, Instagram can help small businesses both engage current customers and find new ones. Make your photos pop with these tips for using this photo-centric app to drive sales:

5 Tips for Using Instagram to Generate Sales
forbes.com - They say a picture is worth a thousand words, but these days your picture can be worth thousands of dollars. That is, with the right filter, angle and caption. Experts weigh in with tips on how to best leverage Instagram to drive sales.

10 Brilliant Apps Small Businesses Should Use
forbes.com - As apps become more prevalent and powerful, entrepreneurs and small business owners are relying on these savvy tools to help their businesses grow and run more smoothly. These top 10 mobile and web apps can get you organized, connected and visible.
• New content strategy drove significant results

- Consistent engagement rate over 2x higher than LinkedIn benchmarks
- 50X the number of shares/post on LinkedIn – increasing reach exponentially
- Earned 100K new business owner followers on LinkedIn – decreasing spend needed to reach this audience
- 20K new subscribers to SMB email list
NEW APPROACH TO EVENTS

SMB Meetup Tour

Partner with MeetUp to bring together SMB-related groups for exclusive Visa events around the country.

Local influencers join for discussions trends in SMB and the future of commerce
MAKING IT HAPPEN – CASE STUDY #2

Affluent Consumer Interests and Behaviors
PROJECT OBJECTIVE

Uncover the unstated values and attitudes of affluent (and ultra-affluent) consumers, shaped by their cultural context, in order to better understand what ultimately affects their preferences, desires and behaviors.
Identified more than 1,200 unique job titles in 25 different industries with a median salary greater than $100K a year.

More than 11,000 $100K+ individuals and their content are uploaded to a searchable database.

Factor analysis was used to identify 3 “clusters” of interests that over-index from a normalized set of typical Twitter users.

The panel is queried to identify the effects that culture has on consumer behavior.

What motivates panel members?
QUERYING THE PANEL

The panel produced
5 million tweets
from May ‘13 thru April ‘14

205,000+
mentions of
Food & Beverage

23,000+
mentions of
Philanthropy

105,000+
mention of
Consumer Tech

94,800+
mentions
Health & Fitness

73,000+
mentions
Travel

18,000+
mentions
Social Entrepreneurship

Deep Dives into Each Interest

What makes mentions of “organic” food increase faster than “local” or “sustainable” food in the past year?

Why do more $100Kers talk about “Movember” than the Red Cross?

How do conversations about Apple products differ from Android products?

Where are $100Kers getting their exercise and how are they meeting their fitness goals?

What do panel members find most irritating about travel?

What are the business issues facing a new start-up?
INTERESTS MOST UNIQUE TO THE AFFLUENT

$100kers over-index on News and Media, especially:
- Tech News
- Health News
- Finance News

The audience houses diverging political interests:
- Liberal Politicians
- Conservative Political Pundits & Republican Legislators
<table>
<thead>
<tr>
<th>Interest</th>
<th>% of Audience</th>
<th>Most followed</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Cuisine</td>
<td>4.5% 4.5% Vs. .6%</td>
<td>Beard Foundation Saveur Thomas Keller Ruth Reichl Amanda Hesser The Food Section</td>
</tr>
<tr>
<td>American Comedians</td>
<td>6.2% 6.2% Vs. 1.7%</td>
<td>Todd Barry Paul F. Tompkins Marc Maron Paul Scheer Thomas Lennon Brian Posehn</td>
</tr>
<tr>
<td>Modern Art</td>
<td>3.0% 3.0% Vs. .5%</td>
<td>Design Observer Print Magazine AIGA Eye Magazine Blouin Art Info Walker Art Center</td>
</tr>
<tr>
<td>Food Network Stars</td>
<td>1.7% 1.7% Vs. .4%</td>
<td>Bobby Flay Michael Symon Guy Fieri Alex Guarnaschelli Giada de Laurentiis Food Network</td>
</tr>
<tr>
<td>Fashion</td>
<td>4.1% 4.1% Vs. 2%</td>
<td>W Magazine CFDA Style.com Harper's Bazaar US Bergdorf Goodman Fashionista.com</td>
</tr>
</tbody>
</table>
EXAMPLE GROWTH PROFILE

HIGH GROWTH, LOW VOC
- Fitness Trackers

HIGH GROWTH, HIGH VOC
- Marathon/Triathlon

LOW GROWTH, LOW VOC
- Weekend Warrior Runs
- Competitive Sports
- CrossFit
- Fun Runs
- At Home Workouts

LOW GROWTH, HIGH VOC
- Gym/Personal Training

Rate of Growth vs. Volume of Conversation

0 200 400 600 800 1000 1200
-100% -50% 0% 50% 100% 150% 200% 250% 300% 350% 400%
**What drives people to workout?**

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fun</td>
<td>942</td>
</tr>
<tr>
<td>Lifestyle</td>
<td>716</td>
</tr>
<tr>
<td>Competition</td>
<td>568</td>
</tr>
<tr>
<td>Weight Loss</td>
<td>452</td>
</tr>
<tr>
<td>Stress Relief</td>
<td>275</td>
</tr>
</tbody>
</table>

**Making Workouts Fun**

1. Trying new workouts is fun
   
   “SoulCycle: Super fun, Super Challenging. I thought I was in ok shape until that class—yet LOVED the feeling of a new type of workout!”

2. Social workouts are fun
   
   “If every workout could be a themed 5K fun run w/ @pamelam35, I’d certainly be in much better shape.”

**Stress Relief**

1. Doctors like to recommend exercise as a way to relieve stress.
   
   “@DailyHealthTips I am so glad u said that---I routinely ask pts to exercise to also reduce stress”

2. Yoga is the most common workout for stress reduction.
   
   “Thank god for yoga. Curing stress one shavasana at a time.”
MOTIVATIONS

• How Does Interests of $250Kers Differ from $100Kers?

<table>
<thead>
<tr>
<th>Dine</th>
<th>Travel</th>
<th>Entertain</th>
<th>Shop</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100K - $249K</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
• Save time
• Celebrate
• Spend time with family |
• Unplug
• Learn |
• Relax
• Try new experiences
• Share moments with family and friends |
• There was a good sale
• I got a special offer |
| $250K+ |
• Try the celebrity-chef dish
• Network
• To be taken care of
• To experience new flavors |
• Unplug
• Learn
• Experience
• Challenge myself
• Get inspired
• Acquire |
• Showcase my good taste
• Social status
• Network |
• Define and refine my personal style
• Stay on trend |
NEW APPROACH TO THE SEGMENTS
ADVANTAGES OF PASSIVE SOCIAL PANELS

• Unsated information on attitudes, desires, passion and pain points
• Provide information we did not think to ask for in surveys and focus groups
• Helped inform digital/social strategy as well as overall marketing objectives
• Significantly faster and cheaper
• Has had tangible impact on the way Visa markets to SMBs and affluent consumers
thank you.