

# Integrating Social Media into the Marketing Mix

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The Nielsen logo, featuring the word "nielsen" in a lowercase, sans-serif font. The letters "i", "e", and "n" are blue, while "n", "i", "e", and "s" are white. Below the text is a horizontal line of seven white dots.

nielsen

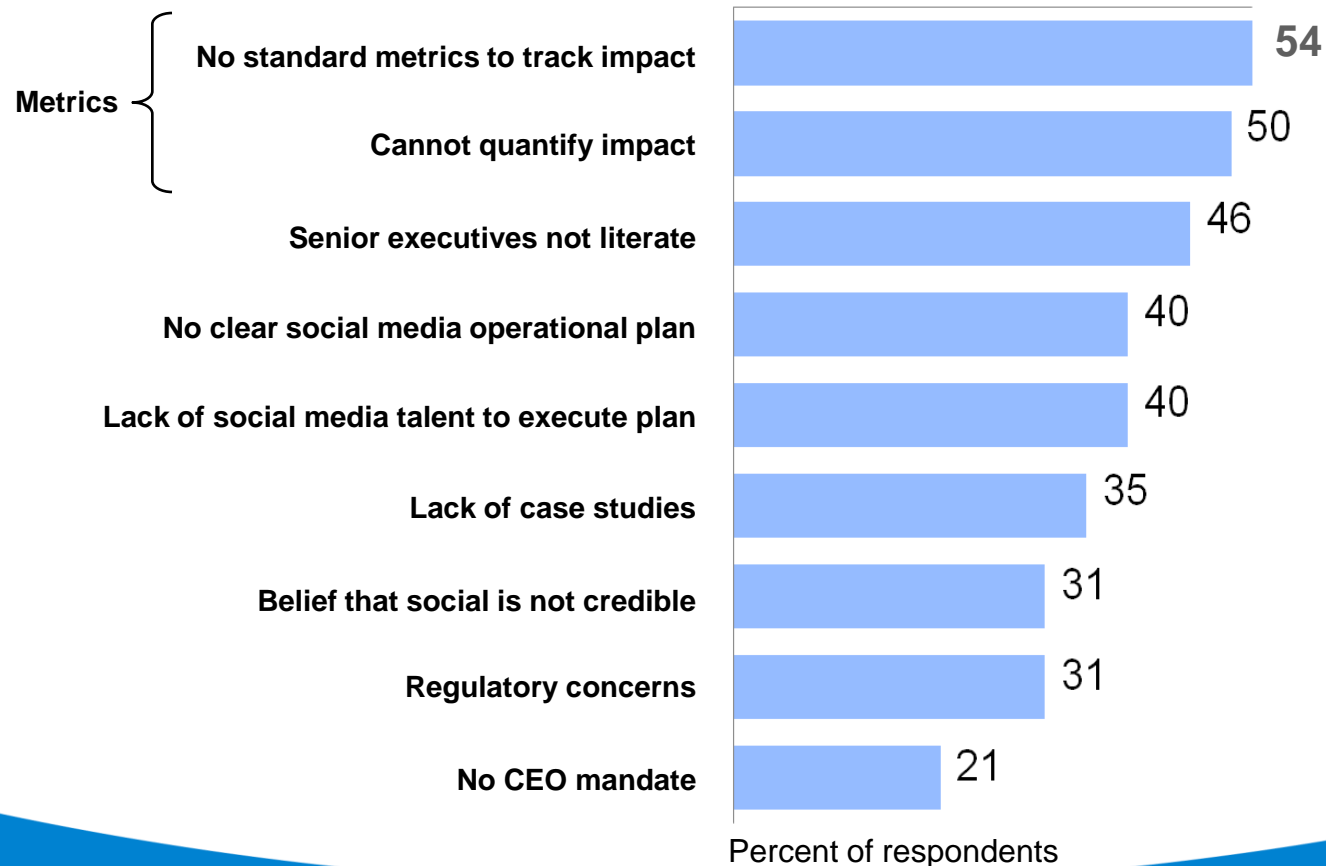
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# Today's Conversation: Valuing Social Media

- Overcoming Barriers to Integration
- Listening to Improve:
  - Customer Satisfaction
  - Marketing Effectiveness
  - Innovation
- Discussion and Q&A

# The ability to measure and quantify impact top organizational barriers

What are the **main barriers** to further using social media across the organization? (check all that apply)



# Challenges of social media measurement

## Relevance

- Identifying **relevant information**
- Determining the right **scope** for your brand/product category

## Reach and impact

- Measuring the full **reach** of social media and its influence
- Quantifying the **business impact** (marketing ROI)

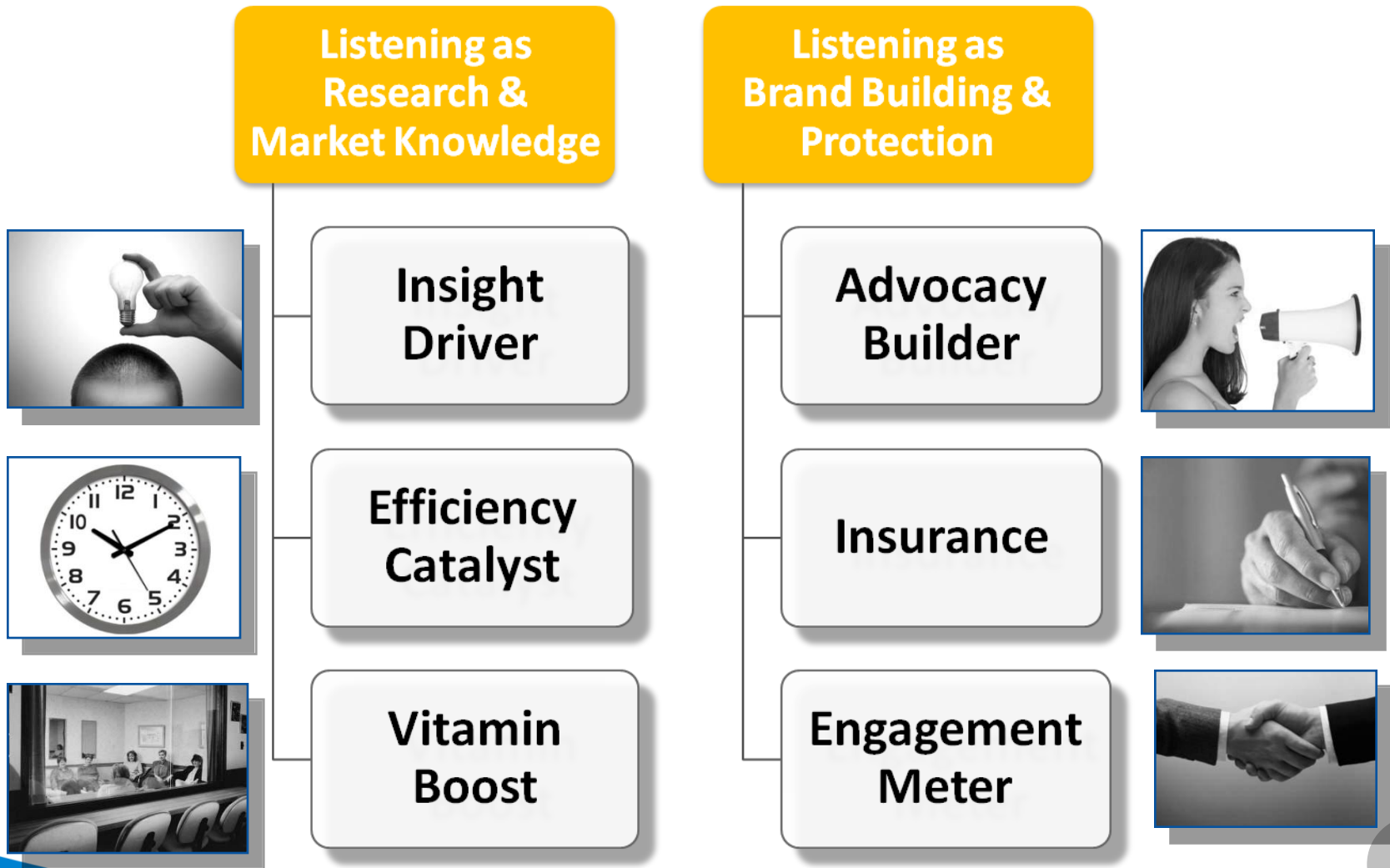
## Advocacy

- Identifying **“influencers”** and measuring influence
- Determining the impact of online **advocacy and criticism**

# Listening Applications

1. To Improve customer satisfaction
2. To Improve marketing effectiveness
3. For innovation

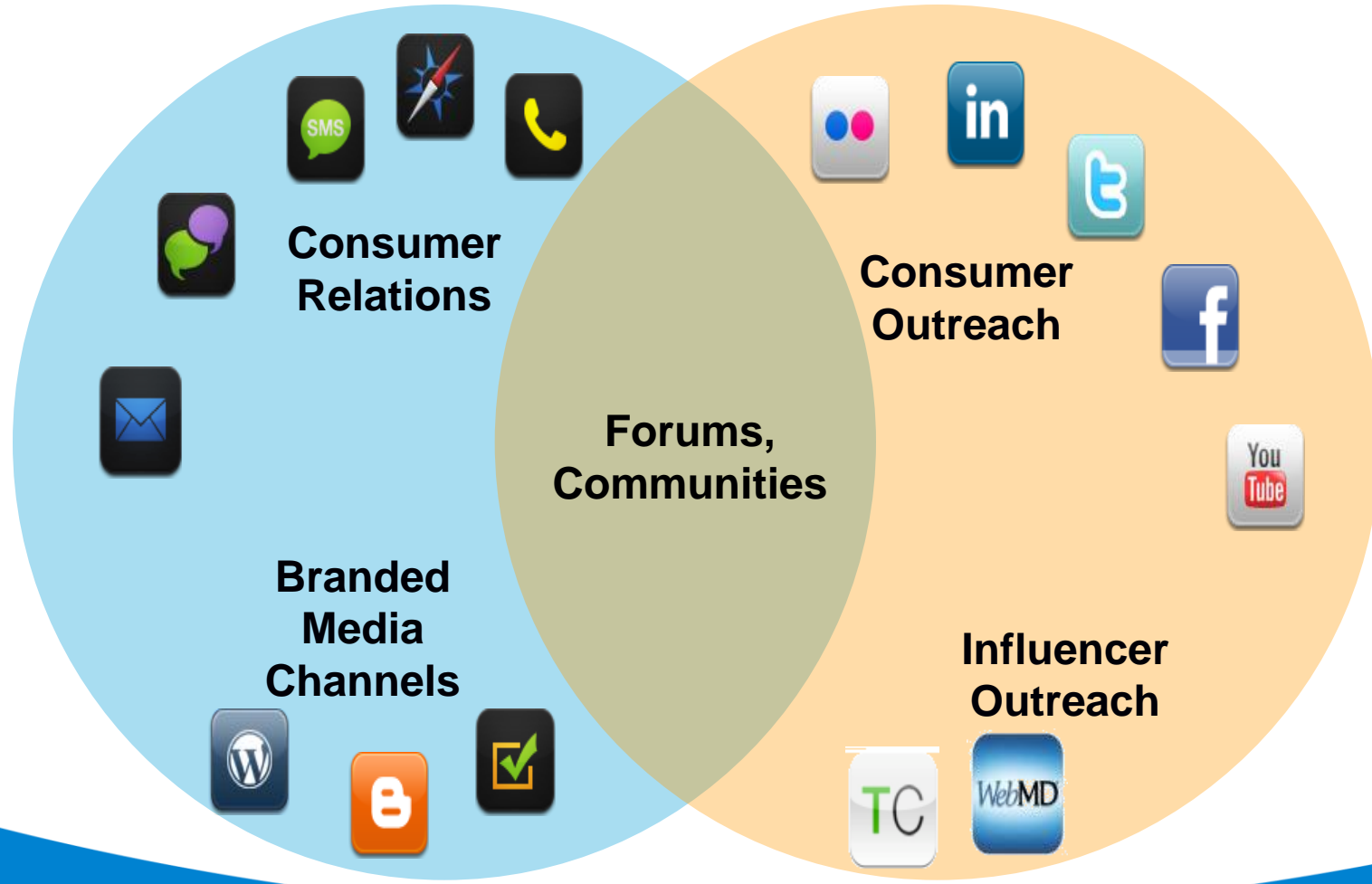
# Social listening has a number of applications



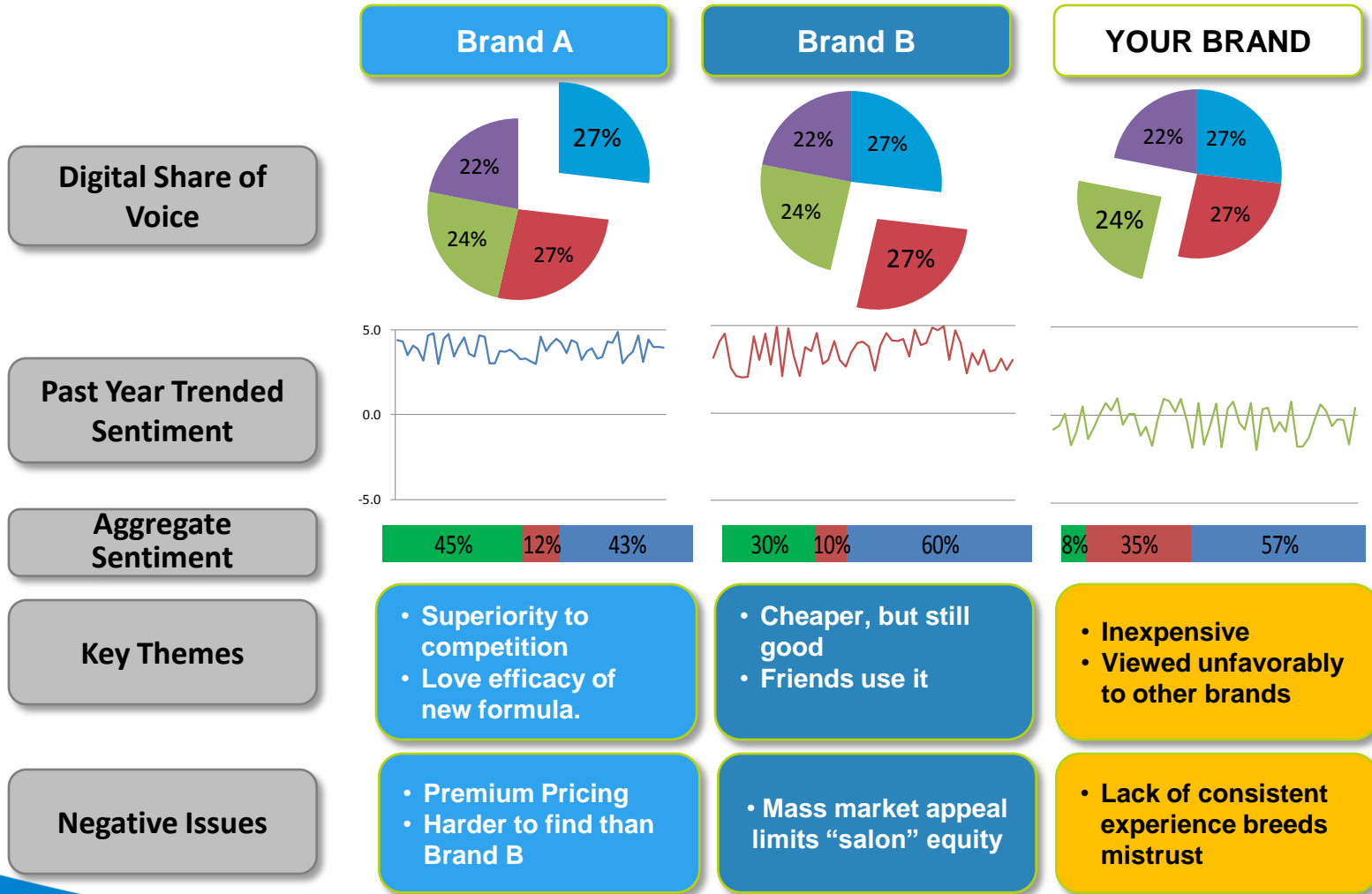
# New landscape of engagement necessary to win

BRAND BACKYARD

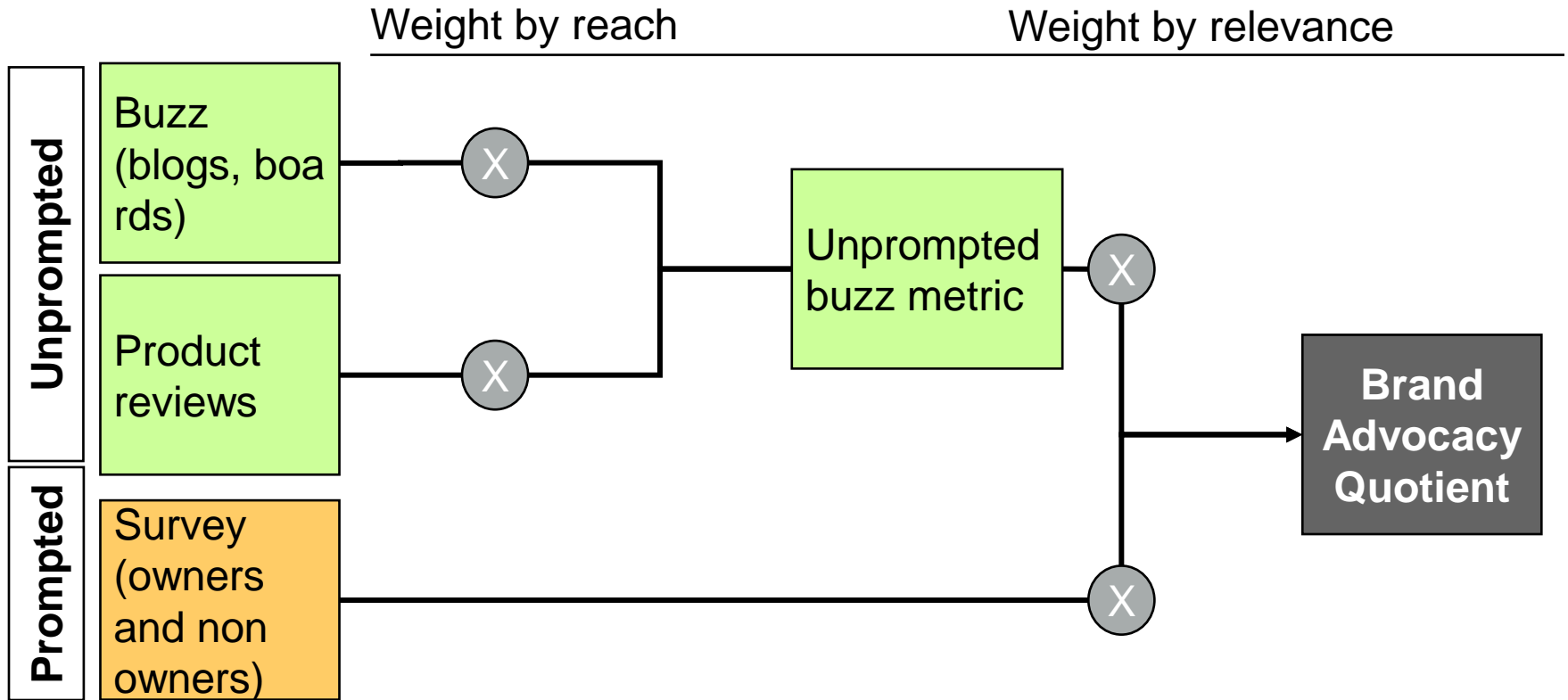
CONSUMER BACKYARD



# A few simple KPIs can be transformative to your digital strategy



# Harmonizing online advocacy with offline indicators creates a more holistic understanding



# Listening Applications

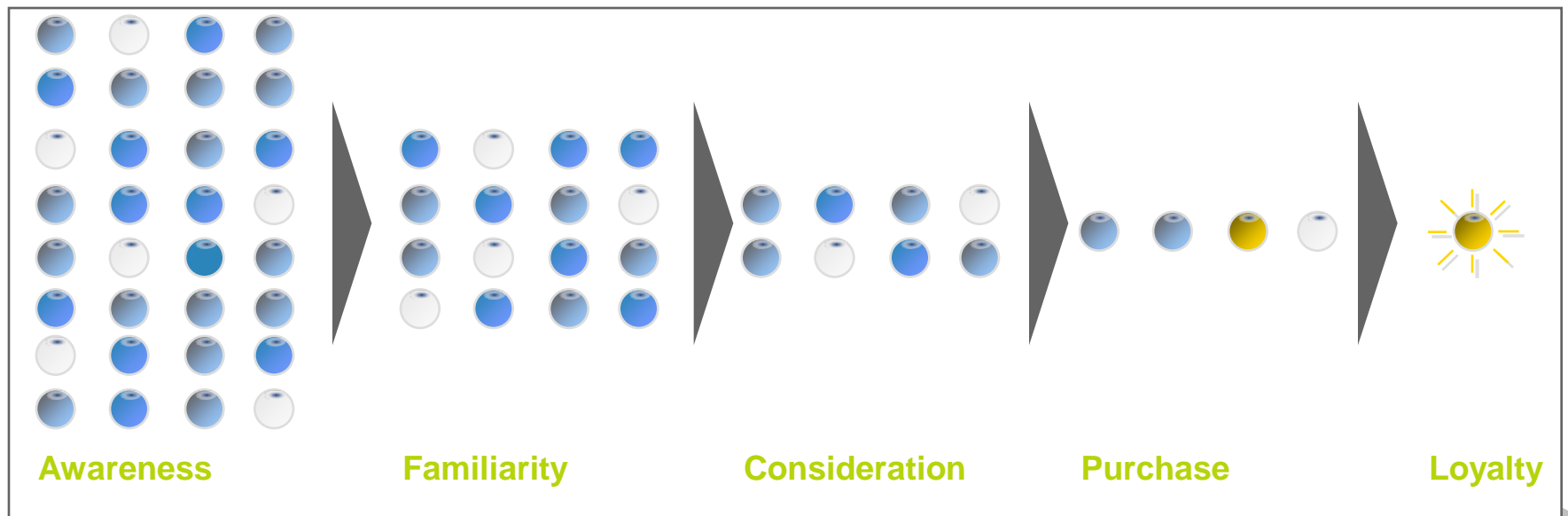
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2. To Improve marketing effectiveness

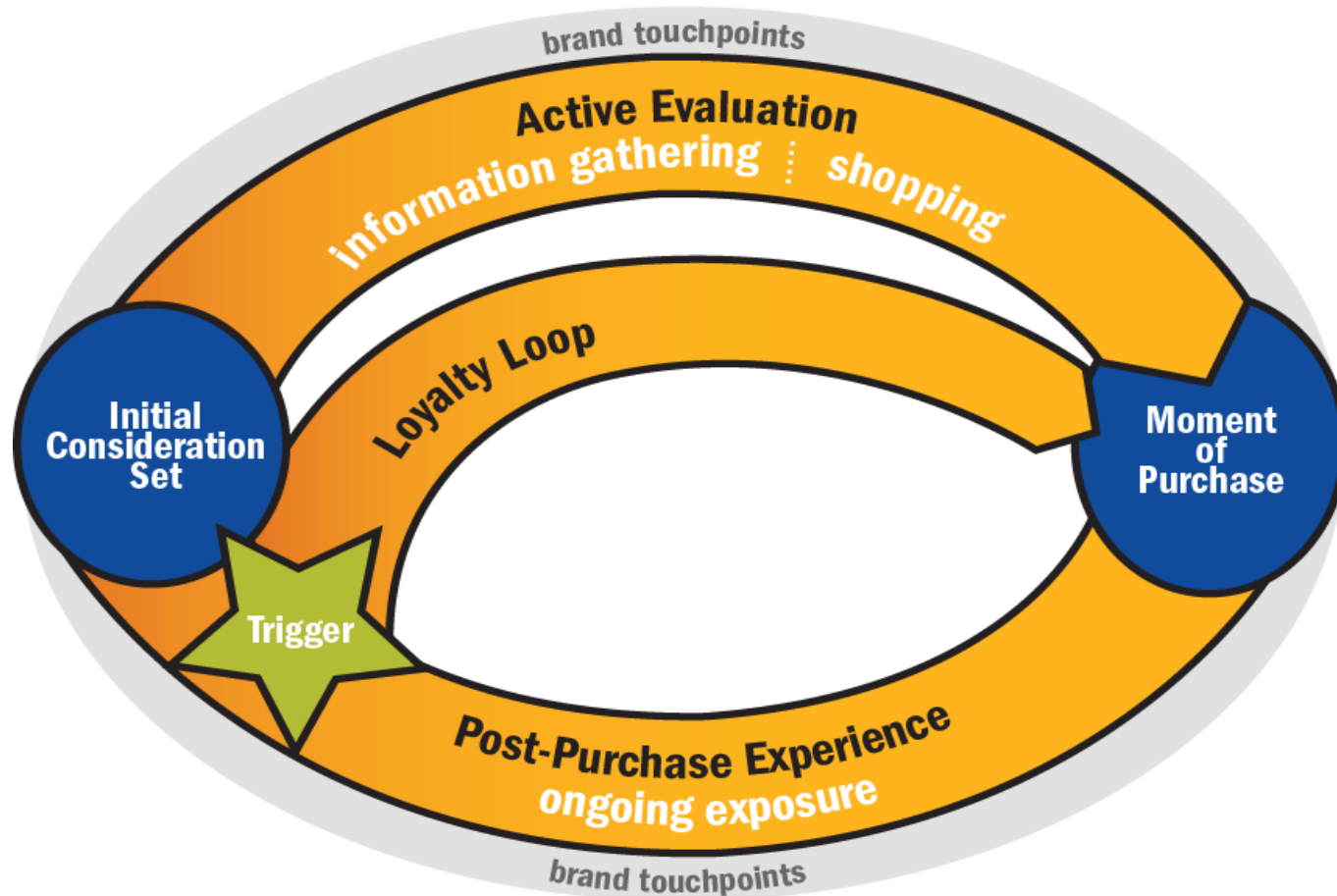
3. For innovation

# Digital is upending traditional marketing funnel

The traditional funnel **fails to capture all the touch points and key buying factors** resulting from the explosion of product choices and digital channels, and increasingly well-informed consumer

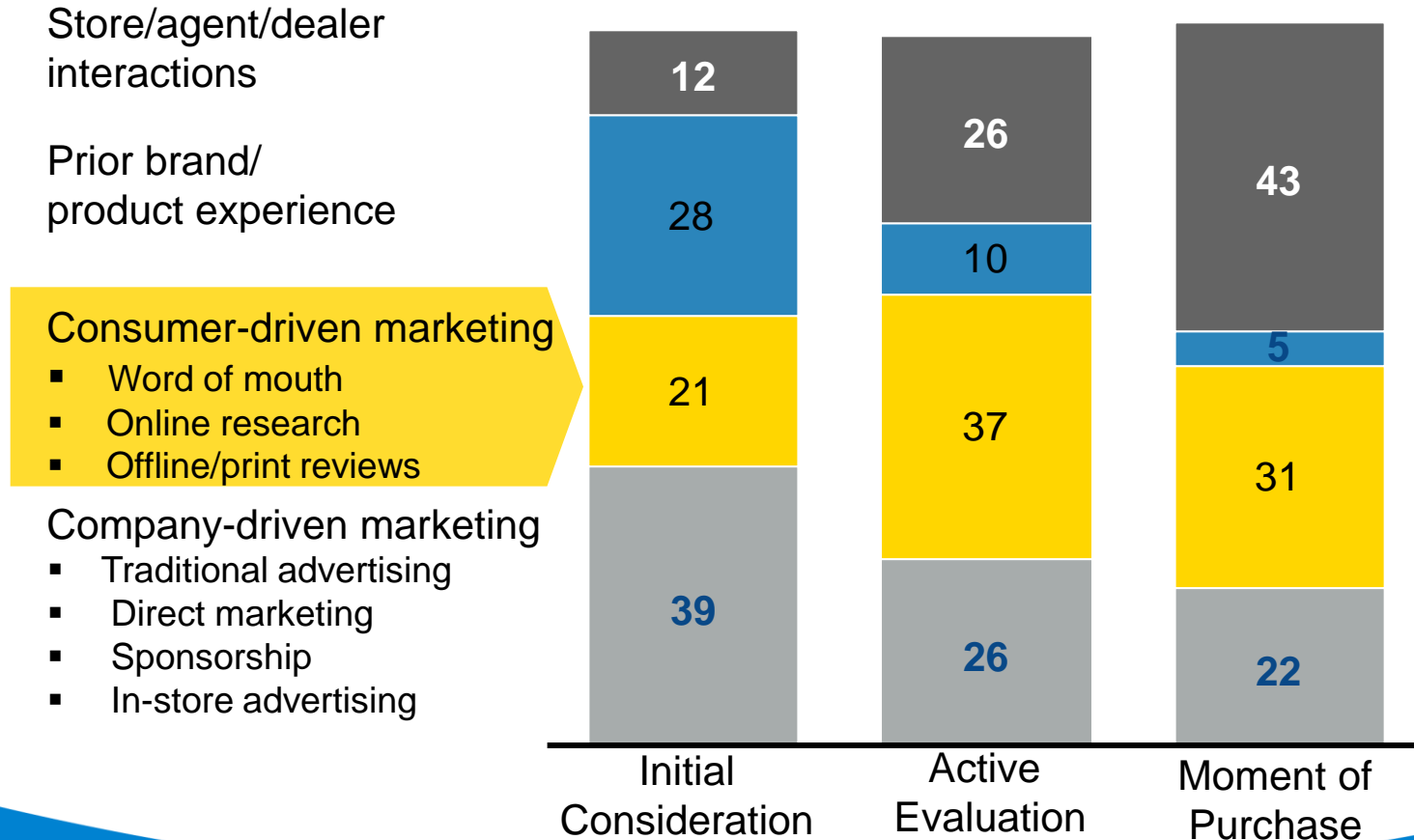


# New decision journey creates more opportunities to listen and adjust marketing executions

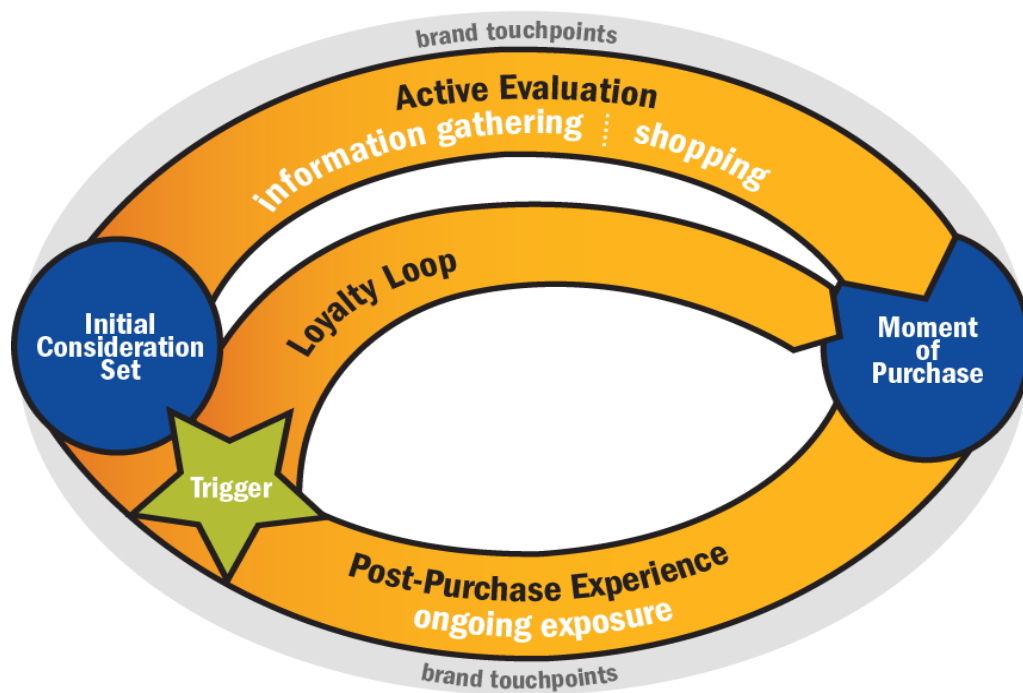


# Consumer-driven marketing is an influential driver of purchase considerations

## Most influential touch points

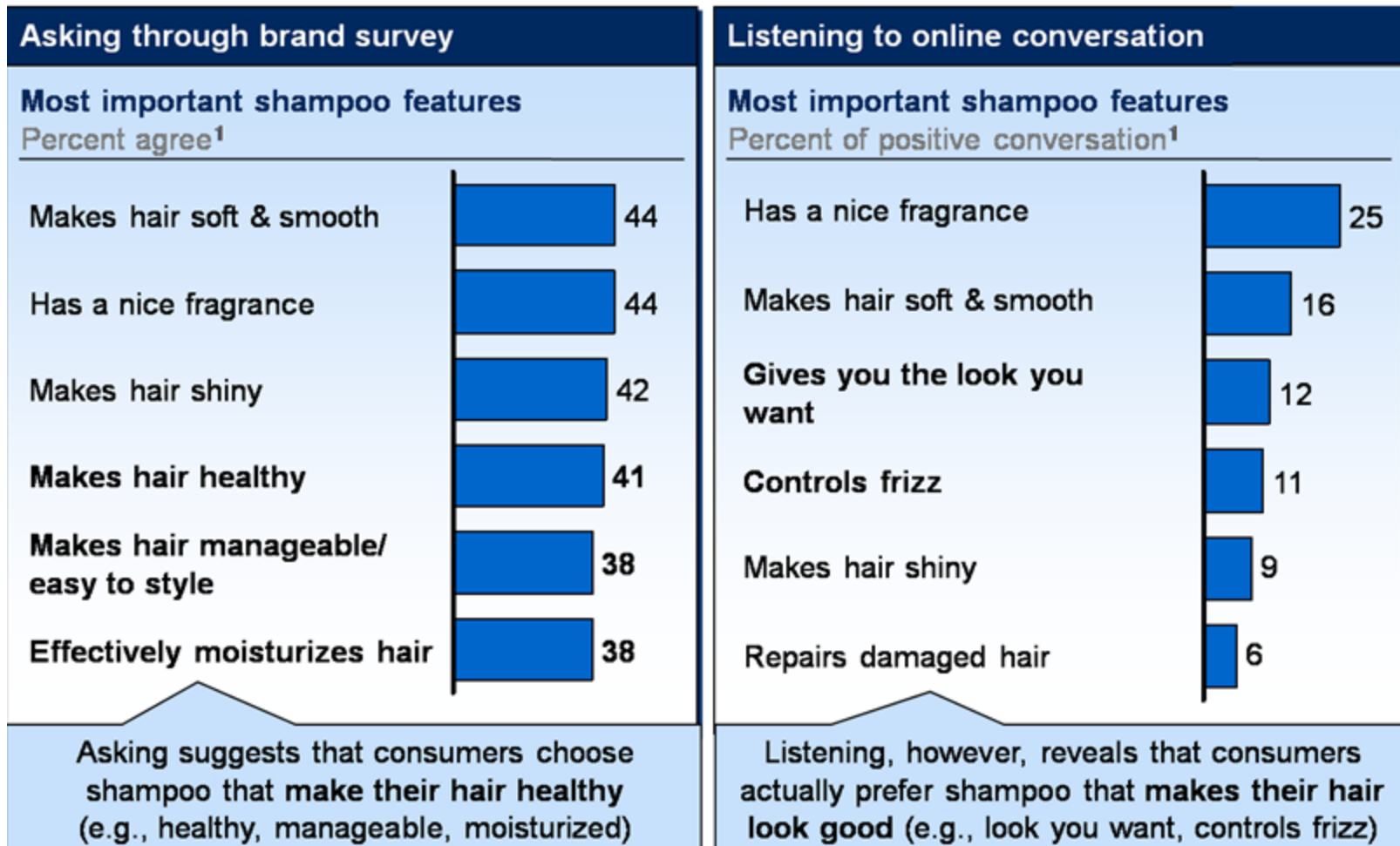


# Listening metrics surface strengths and bottlenecks along the consumer journey







ACTIVE EVALUATION KPIs		
Overall rank: 1	Brand A	Rank
Percent of brand searchers	10%	● Rank: 1
Percent of brand coupon mentions	10%	● Rank: 2/3
Percent of brand eCommerce traffic	10%	● Rank: 2/3
Reach of brand mentions	10%	● Rank: 4

# Listening adds interpretive power to traditional asking (survey) research



# There are a range of actions organizations can take to improve performance at each consumer journey stage

Consumer Journey stage	Potential actions to take
<p><b>Initial consideration</b></p> 	<ul style="list-style-type: none"> <li>▪ <i>Marketing</i>: Increase brand presence in relevant situations and channels (e.g., sports drinks at football games)</li> <li>▪ <i>Product development</i>: Include product add-ons that increase relevance of brand for the consumer (e.g., return if you lose your job for high-ticket items)</li> </ul>
<p><b>Active evaluation</b></p> 	<ul style="list-style-type: none"> <li>▪ <i>Marketing</i> <ul style="list-style-type: none"> <li>— Provide free samples with registration on website</li> <li>— Include comparisons in marketing messaging (e.g., Pepsi Challenge)</li> <li>— Work with deal sites to ensure consistent, on-brand messaging and to seed promotions, coupons, etc.</li> </ul> </li> </ul>
<p><b>Moment of purchase</b></p> 	<ul style="list-style-type: none"> <li>▪ <i>Marketing</i>: Clearly dramatize or communicate the brand's point of difference . . . Make the tie-breaker obvious to the consumer</li> <li>▪ <i>In-store experience</i>: Train front-line sales reps on benefits of your brand vs competitors</li> </ul>
<p><b>Loyalty</b></p> 	<ul style="list-style-type: none"> <li>▪ <i>Marketing</i>: Use reward programs to deliver incremental benefits and recognition to high-value customers</li> <li>▪ <i>Customer service</i>: Excel on conflict resolution to improve customer loyalty</li> </ul>

# There are six key questions Marketers need to ask to understand their consumer journey stage gaps and opportunities

**1** What points in your consumer's decisions journey will most influence revenue growth?

**2** How do you perform versus competitors in the most influential parts of your consumer's journey?

**3** How does your current marketing spending allocation compare to the most important influence points across your consumer's decision journey?

**4** Which touchpoints—both company driven and consumer driven—are most important at different stages of your consumer's decision journey?

**5** How do your consumers rate your performance vs. competitors on those most important touchpoints across the journey?

**6** What is your ratio of active to passive loyalists, and how does it compare with your competitors?



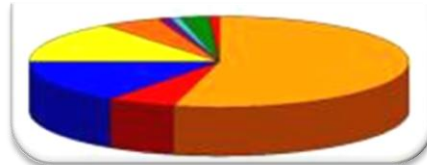
# Listening Applications

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# Listening for white space insights requires a different entry into the conversation



# Unpacking multi-faceted conversations to detect unmet needs and consumer



## Theme Creation

Brainstorm and refine hundreds of topics related to target theme:

“Sustainability”

“Wellness”

## Theme Mapping

Quantify topics by:

- Buzz volume + trend
- Sentiment
- Discover richest

## Deep Dive

- Focused research on key topics for innovation viability and NPD

# Listening to buzz identified new concepts



**“I LOVE...”**

**“I hate it when...”**

*“...when I’m  
in my car.”*

*“I wish I could find...”*

**Brand  
Centric**

**“Mornings are  
IMPOSSIBLE  
without my...”**

# Thank you

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