



Campaign Planning and Benchmarking with Consumer Insights

Using social listening to get metrics that truly reflect your audience



Introduction

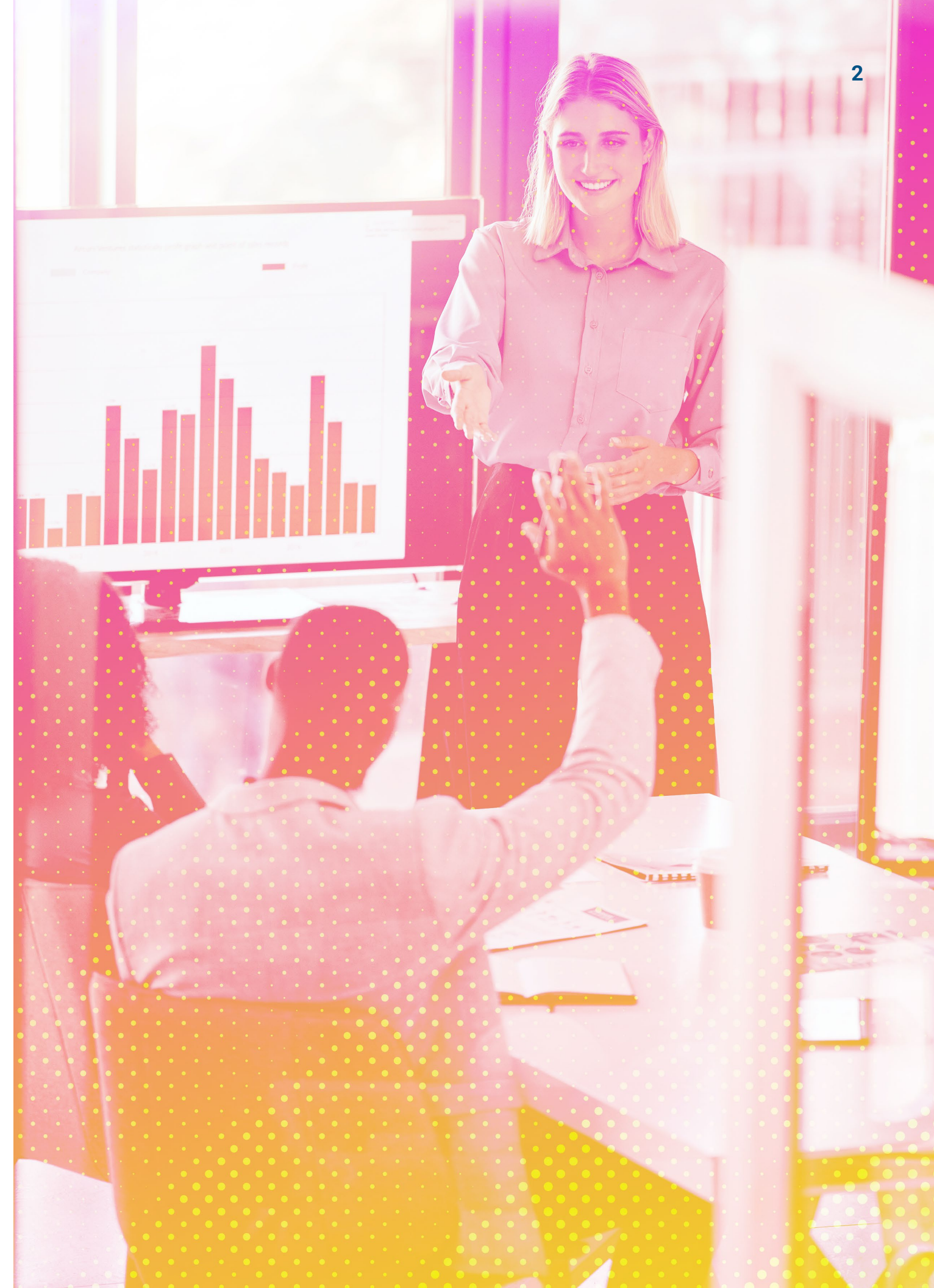
Ah, metrics, the bread and butter of campaign planning and benchmarking!

With the high stakes and financials that are built into your planning, it's no wonder that campaign planning is a data-driven activity. However, the marketing mavens amongst you also know that keeping consumers at the heart of planning is what drives truly successful campaigns.

Now, nobody's telling you to chuck your favorite reach, engagement, or conversion calculating tool or metric out the proverbial window. But keep in mind that social media is a bustling town square PACKED with real consumers sharing real-time, organic audience insights. **A little, well-crafted social listening gets you the metrics you need to plan truly audience-centered campaigns. You can even use social listening to set benchmarks and track your effectiveness with live, real-time consumer responses.**

Keep reading to learn how to level up your campaign planning and benchmarking analytics stack! **We're going to focus on four insight-pathways that lead you to vital campaign-planning and benchmarking metrics:**

1. Audience Insights
2. Multi-Channel Search
3. Customer Journey
4. Competitor Research

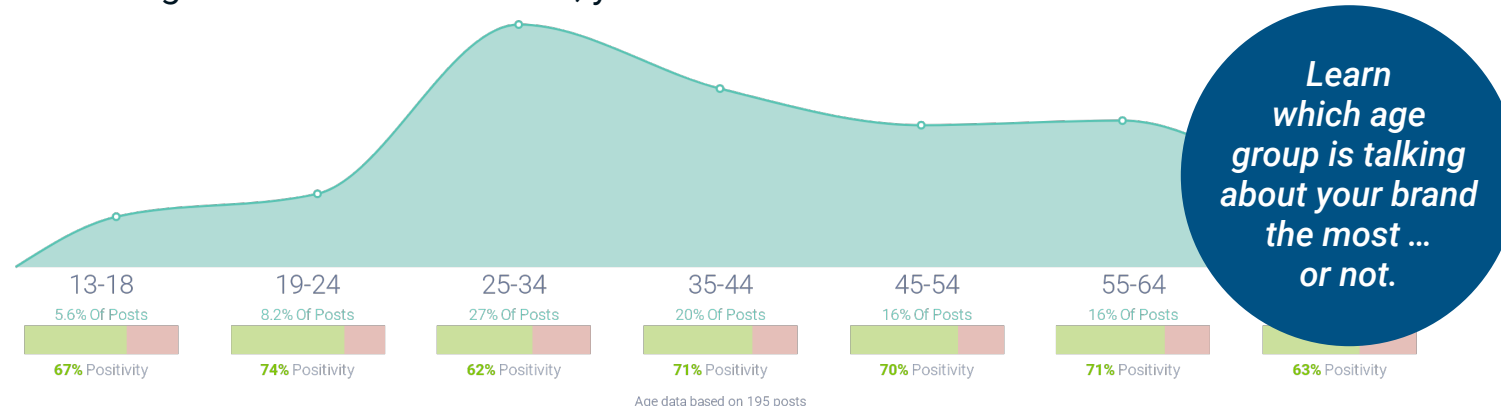


1. Audience Insights

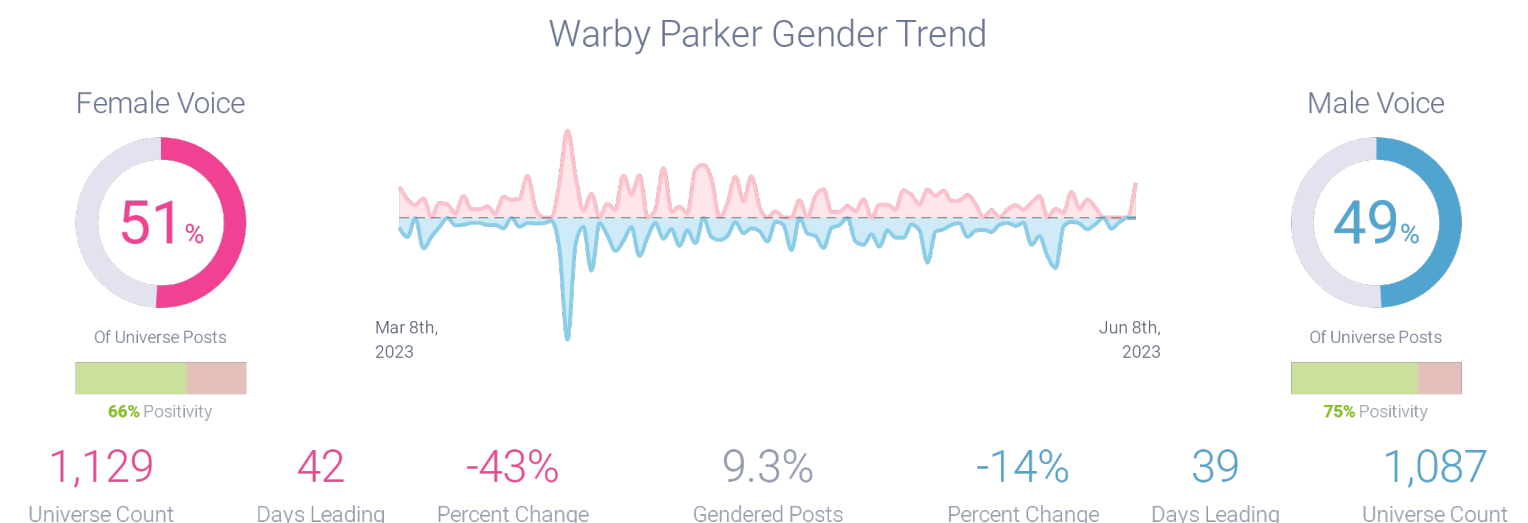


Good news! Audience insights is one of the things social listening does best. Since social media users discuss their opinions and thoughts openly online, social listening gets you the insights and metrics you need to connect with your target audience. Use these to craft the personalized messaging, meaningful positioning, and positive brand-interactions that lead to conversions and campaign success!

Imagine you were planning a campaign for Warby Parker, the direct-to-consumer eyeglass company. With a simple query and a few clicks, you could have multi-faceted demographic data on who is discussing the brand online. You'd learn which age-group discusses them the most, the gender distribution of the conversation, and, if you're marketing to a USA-based market, you'd even have income data.



But demographic data is just the tip of the audience-insights iceberg! A top-notch social listening platform can analyze millions of posts to give you quantifiable data on authors' interests, passions, what they want or need, and how they feel about your brand, service, or company! With Interests analysis, you'll learn that people discussing Warby Parker are fourteen times more likely to discuss startups (than the general population). On the other hand, Source Bio analysis shows a significant cluster of people who self-identify as authors, writers, speakers, and readers.



Female Topics

Sunnies
shop there anymore
h&m
Black
marketing
brands
price
WRBY
Shoes dr martens
eye

Shared Topics

glasses
frames
pair
business
Flippies
Jimmy Fallon
sunglasses
importante
lenses
investing

Male Topics

Allbirds
strategy
Darien Commons
Shops
co-founder
share
living
physical
favorite
million

* If audience insights is your jam, check out other ways social listening gets you fast, unprompted real-time consumer intelligence in our eBook, [How to Win New Business Pitches with Social Listening Insights](#).

The Source Bio reveals audience segments!



Interests analytics show you what consumers care about!



Once you have these insights, you can strategize campaigns that resonate with specific audience segments and your ideal persona! For example, as a Warby Parker campaign planner, you could confidently plan a hackathon sponsorship or buy ad-space by a Barnes & Noble, knowing it would get you in front of your target audience.



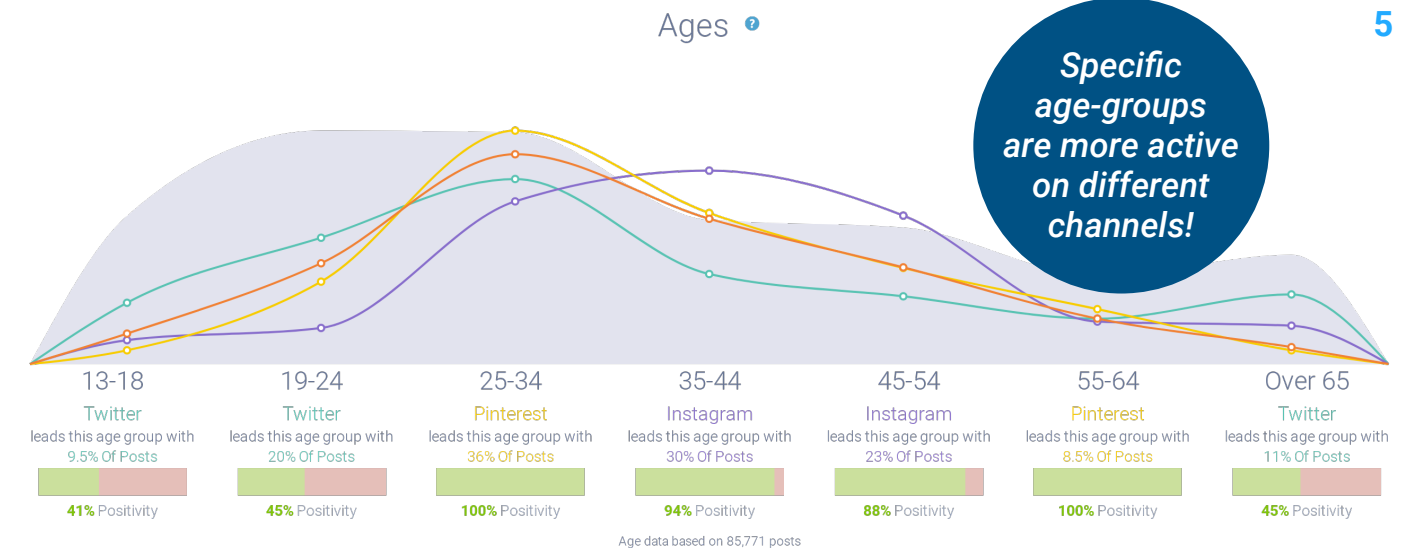
2. Multi-Channel Review



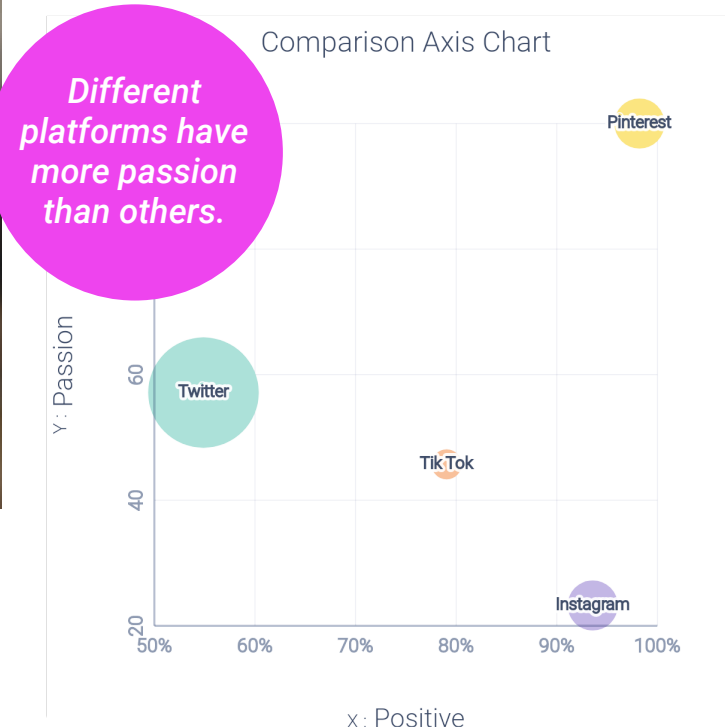
To quote one of our favorite clients, who just happens to be an award-winning planning expert, "it would be great if audiences were just hanging out on the brand's owned channels or on Twitter, but they're not that polite! They talk on their own feeds, on various channels!"*

It's true. Whether targeting by age or gender, multi-channel search gives you layers upon layers of insights. In a few clicks, you'll know which platform your target audience is on and whether they discuss your brand with positivity or negativity. You can also determine whether they feel strongly about your brand or not. Use this to plan advertising avenues, messaging, and spend!

Imagine you're planning a campaign for Starbucks and need to decide on which platforms to spend your advertising dollars. **Social listening data can show you which channels some critical audience segments are on, and also clue you in as to how they feel about your brand.**



Query Comparison



Let's consider age-demographic first.

As the hypothetical campaign planner for Starbucks, you'd walk away from a multi-channel analysis of the conversation around the brand knowing that people ages 13-24 who discuss your brand are on Twitter... but you'd also see that the conversation is kind of negative. On the other hand, people aged 25-54, generate the highest volume of Starbucks conversation on Pinterest and on Instagram – with high positivity (88%-100%)!

Switching analytics in a click, you could check out the positivity distribution and Passion score of the full volume of the Starbucks conversation, per channel. You'd see that the volume of Starbucks conversation on Pinterest is much smaller than the volume on Twitter, but is much more passionate. Similarly, the Instagram volume is smaller, but very positive.



*We're quoting Jonny Bentwood, Global Head of Data & Analytics for Golin! [Check out this case study on how he's used Infegy Atlas to plan award-winning campaigns.](#)



Multi-channel search can also show you engagement by gender. Let's say you're trying to get in front of a female audience for a new variation of Starbucks' low-calorie egg white wrap, we suggest focusing on Pinterest, Instagram and TikTok for digital ad-spend. Our data shows that women drive the engagement around Starbucks conversations on these channels!

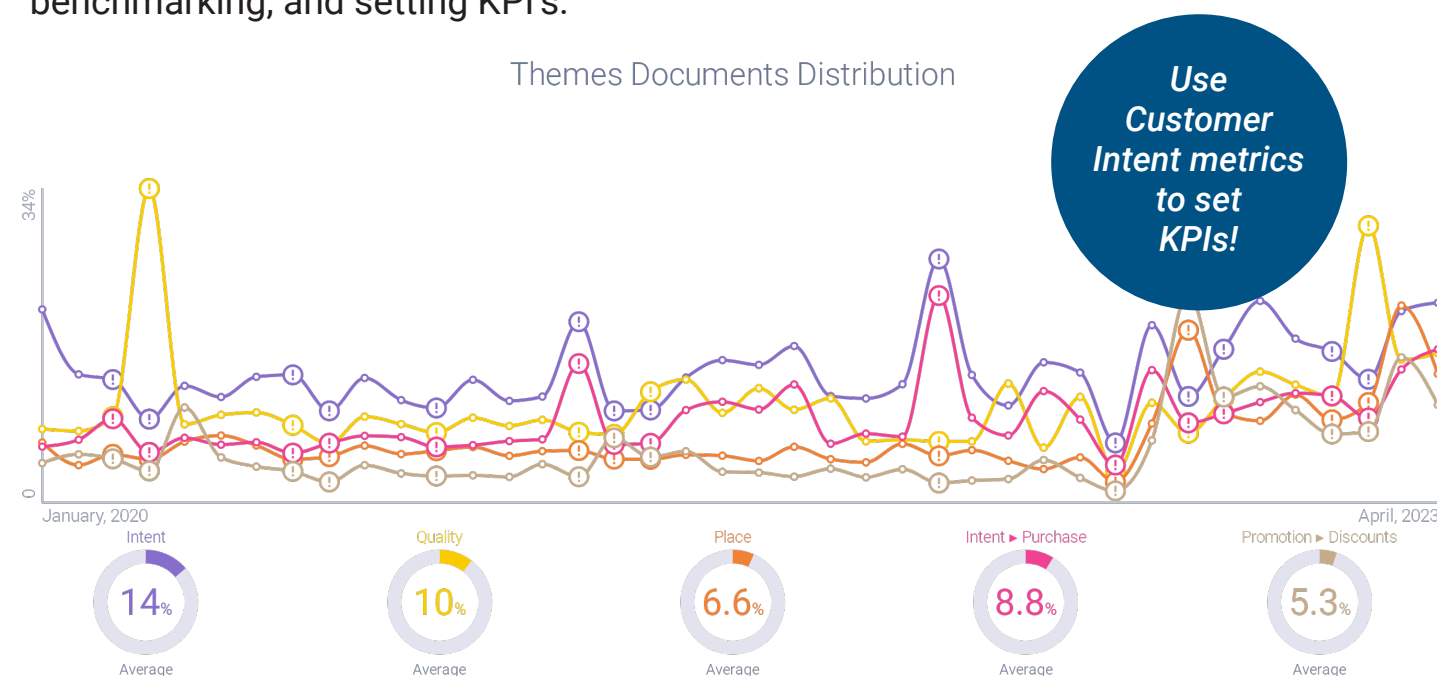
Different audience segments hang out on different channels. And they behave differently depending on the channel they're on! It's vital you ensure that your social listening provider gets you data from many channels. Once you're working with a diverse dataset, however, you can use a multi-channel approach to get granular data on how to reach the audience you're targeting.



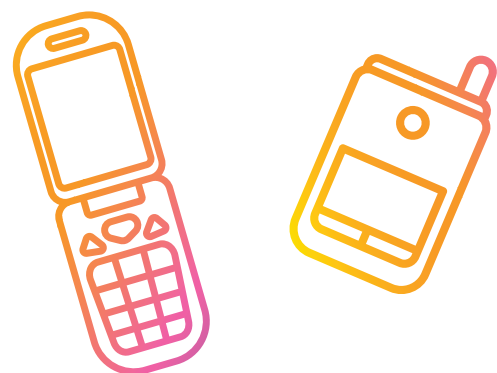
3. Customer Journey

If your social listening tool has powerful text analytics AI, you'll be able to analyze millions of organic consumer posts and quickly detect themes that are latent in consumer conversations. For example, with Infegy Atlas' Themes analysis, you can parse out metrics on various stages of the customer journey using pre-built Theme filters such as: Intent, Intent to Purchase, Intent to Churn, etc.

Imagine you're on the planning team for Motorola and, based on consumer interest data on the 'ole flip phone of yore, the brand is working towards a re-launch of one of their flip phone models. Here, Customer Intent metrics would be extremely helpful for benchmarking, and setting KPI's.



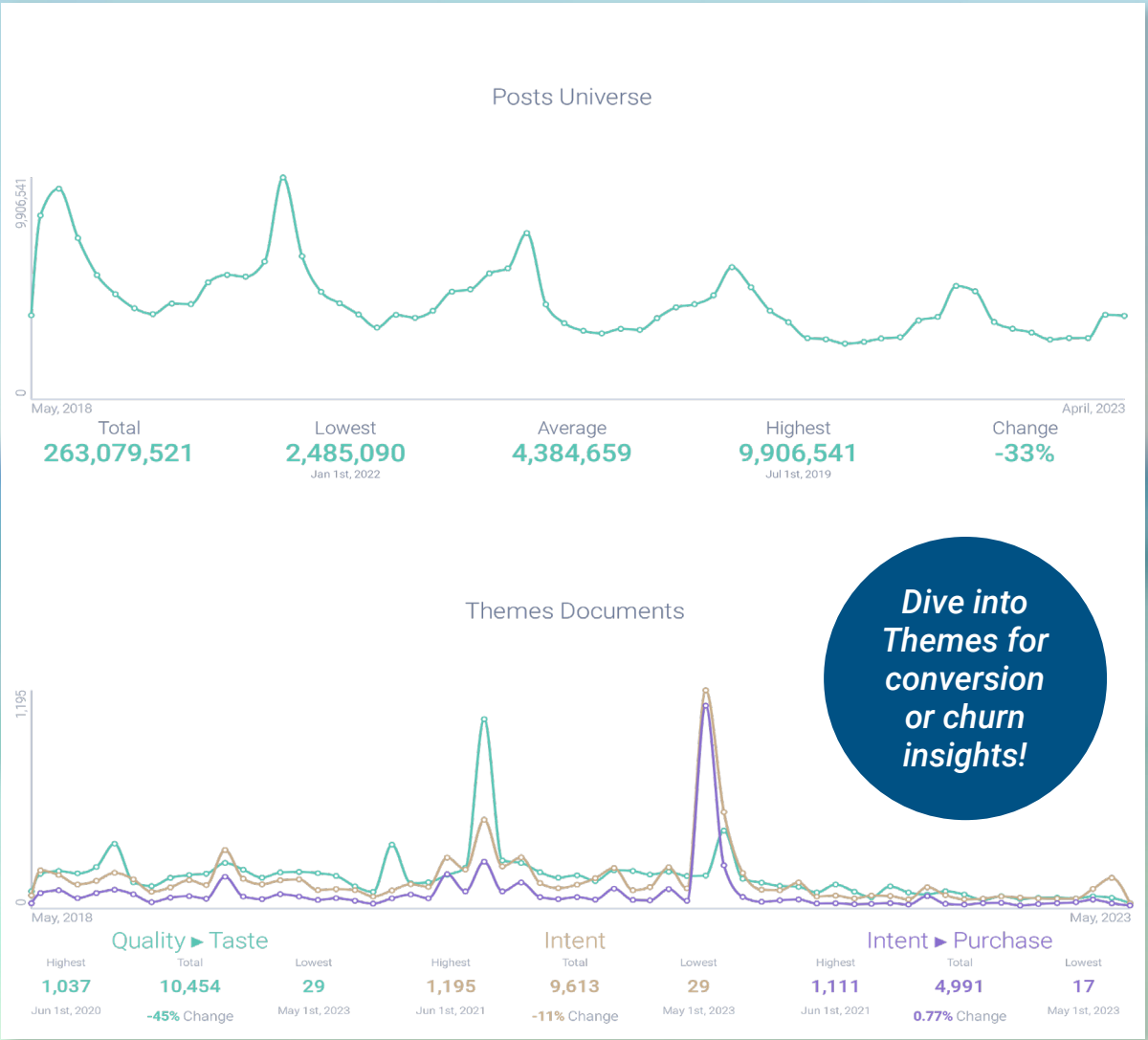
Using social listening you'd discover that the "mom" audience segment has been discussing flip phones with greater Intent and Intent to Purchase over the last few months. Use these trends to monitor whether purchasing matches interest, and to set a pivot KPI mid-campaign. You could also use this to establish benchmarks for a campaign where you hope to increase the intent to purchase for simplified phones.



Similarly, cyclical and seasonally repetitive trends in consumer conversations around brands and products provide helpful benchmark-setting opportunities. Reviewing five years of conversation around ice cream provides a great example of this seasonal trend.

Let's zoom into trends for a particular brand – Ben and Jerry's Ice Cream. Themes analysis shows Intent to Purchase begins rising in early May as opposed to the "strictly summer" months of June, July, and August. Quality-Taste (conversations on quality, specifically pertaining to taste) follows Intent to Purchase conversations, indicating purchase decisions have been made.

If you were a campaign planner with Team Ben and Jerry, you could set a benchmark and create a lift KPI using the Intent to Purchase theme. This will tell you when campaign lift occurs. You can even measure how Themes trends correspond to your timeline of campaign activities to determine which activities successfully influenced the prospective customers to buy more, buy earlier, or buy more often.



4. Competitor Research

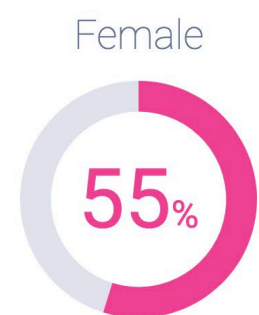
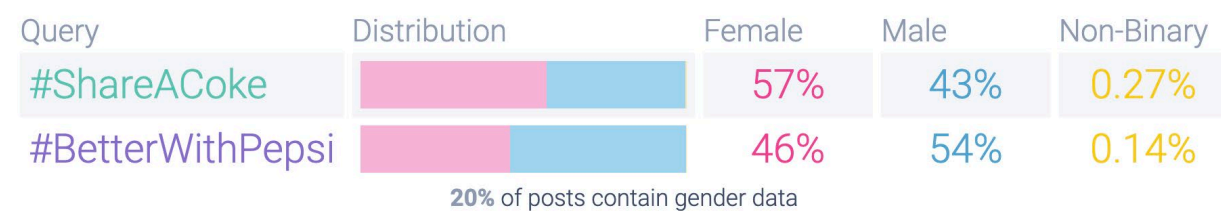
Tracking your competitors' campaigns (social media engagement, reach, and sentiment) will point you to winning strategies... and what to avoid. You'll also be able to plan how to differentiate your own campaign.

Imagine you're a beverage brand whose typical competitors are Pepsi and Coca-Cola (Dr. Pepper, anyone? Maybe some Nestle brand mineral water?). Begin planning your next campaign with a quick social listening competitive intelligence around some successful Pepsi and Coca-Cola campaigns!

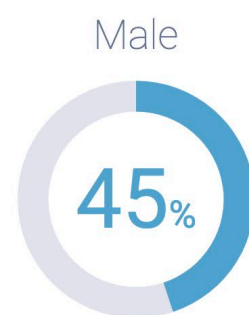
Let's look at the impact of #BetterWithPepsi and #ShareACoke campaigns.

Demographics

Compared Gender Bars



The highest **Female** engagement was seen in **#ShareACoke** with **57%**



The highest **Male** engagement was seen in **#BetterWithPepsi** with **54%**



The highest **Non-Binary** engagement was seen in **#ShareACoke** with **0.27%**

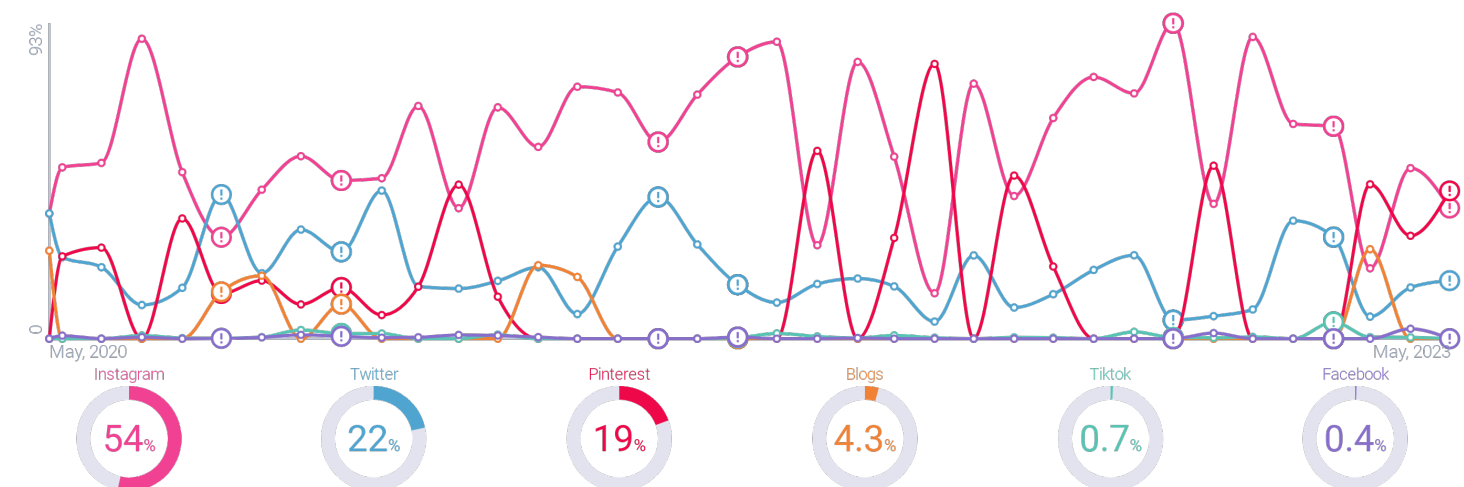
If you compare the social conversations around each campaign, you'll quickly see that Coke's campaign hashtag had higher engagement with women, while men engaged with the Pepsi campaign more. If gender-based audience segments are relevant to whatever masterful campaign you're planning, you'll want to know why or how this happened in order to blow Pepsi and Coca-Cola out of the water (pun intended)!



You could reasonably speculate that this is because women resonated with the emotional tug of sharing a beverage with a friend (Coke) more than males did, but you don't need to rely on assumptions when consumers' behavior data is all over social conversations!

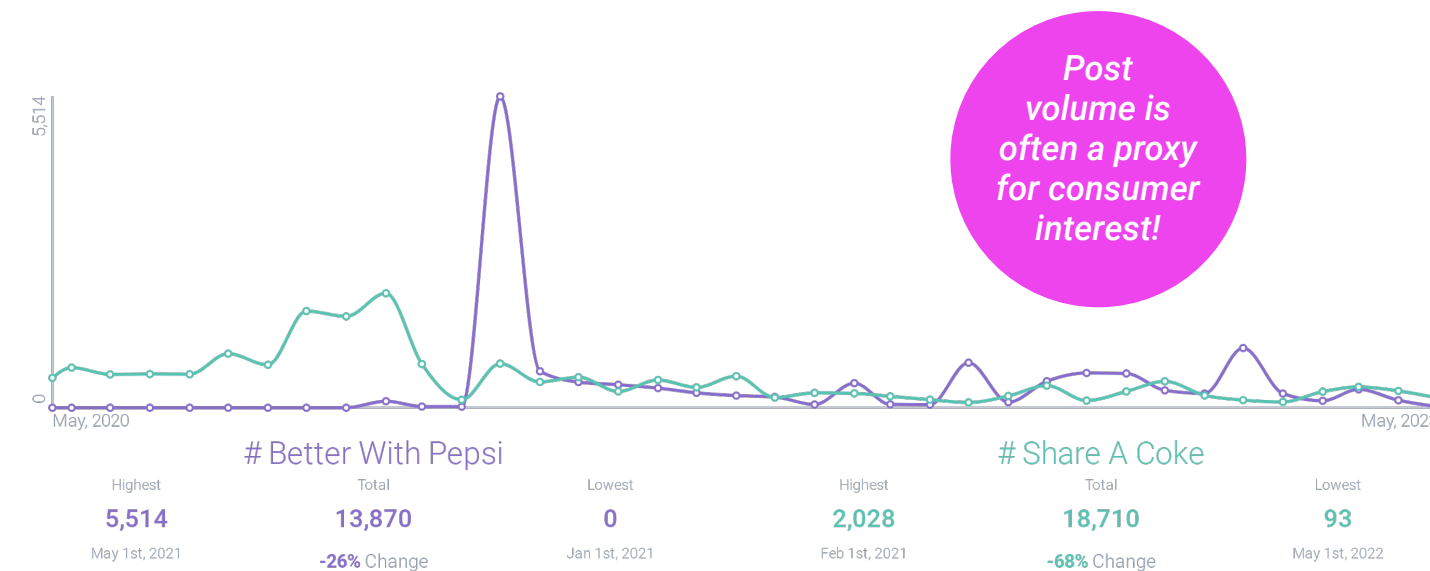
Remember how we love multi-channel data for planning metrics? Channel Distribution for #ShareACoke reveals that Instagram (a platform with 67% female-generated content) holds the highest share of the engagement. Ultimately, Coke's campaign inspired photo-sharing opportunities, and in doing so captured the (largely female) audience on Instagram.

Channels Universe Distribution

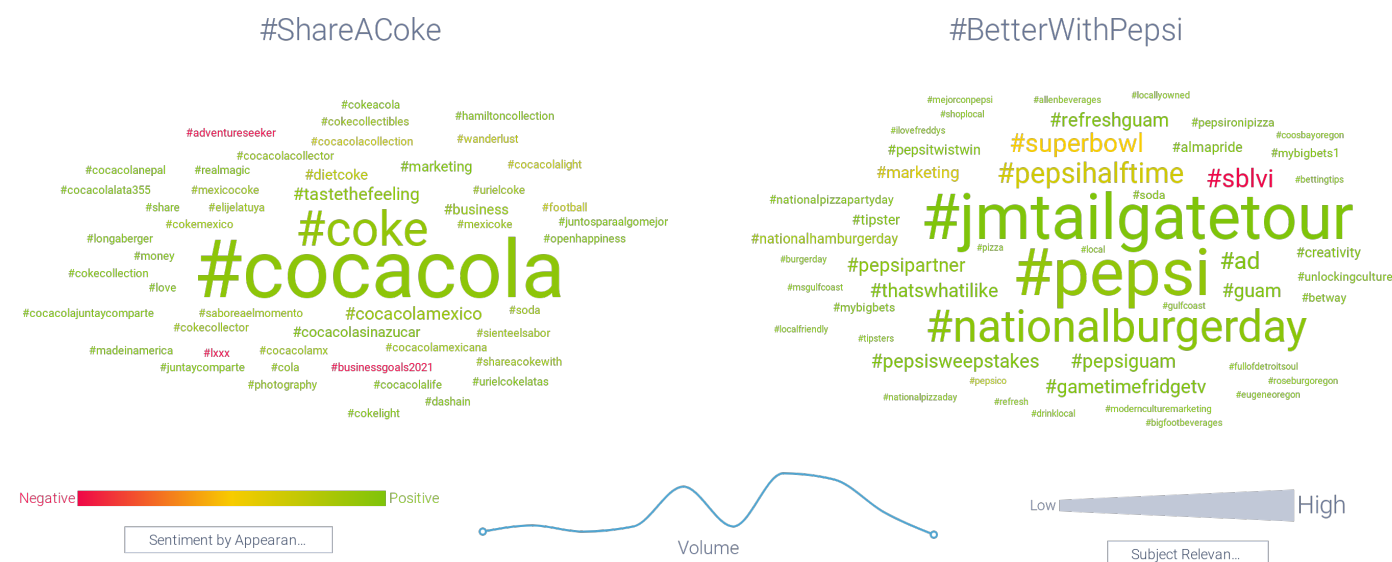




Posts Universe



Finally, since post volume acts as a proxy for consumer interest, comparing post volume will give you a sense of how the campaigns performed. You can click into the trend-lines to get sample posts and learn what drove or dropped engagement at any particular moment! Use those insights as you build your campaign.



On the other hand, Pepsi's campaign resonated with the sporting event scene. Dive into linguistics and you'll see that the campaign hashtag is mentioned in relation to numerous sporting-related group events (#JerseyMikesTailgateParty, #Superbowl, etc.).

In other words, Pepsi's campaign promoted the idea that Pepsi is not just a beverage; it's a catalyst for memorable and enjoyable experiences – many of which are sports-related. This explains the higher engagement from males. Perhaps this insight could guide how you choose a CPG marketing or event-partner for your beverage brand.

Conclusion

There's no need for corporate espionage or proprietary sales data. Social listening allows you to track the impact of your competitors' campaigns quite closely and learn from their successes or missteps. You can pick and choose what you would do differently so that you can outpace them in the market!

Use consumer insights to glean planning metrics

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If you're using social listening simply to monitor your channels and not for planning metrics, you're leaving millions of data-points – and dollars – on the table.

Use these social listening insight pathways to jumpstart your search for planning and benchmarking metrics. Soon, consumer conversations will lead the way you plan.

- **Avenues for ad-spend and marketing events**
- **Setting KPIs**
- **Tracking campaign performance and impact**
- **Crafting messaging**
- **Strategic partnerships**

With social listening planning metrics, you won't have to choose between data and people!





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