DOWN AT THE SOCIAL PRESENTS...

THE INTELLIGENCE REPORT

Contents page

downat thesocial

CONTENTS

What is DATS DATA?

At DATS data forms one of the cornerstones of every brief we respond to and every proposal we deliver.

# INTELLIGENCE + IDEAS + INFLUENCE = IMPACT

is at the heart of everything we do

Intelligence in its simplest form is data. It is what we as a business know that can inform the work we do. It can be information about a client's business, the market they are in or one they want to reach, customer data, trends and statistics that can inform campaigns or PR stories (the good old survey never loses its popularity), social media algorithms and measurement. We work with clients to align marketing goals with key business objectives, of course we still value coverage and content, likes and follows, but the important metrics will tell us what IMPACT this coverage and content has had on the client's business.
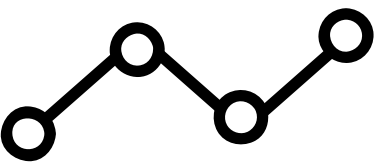
For marketing to be truly customer-centric, businesses must understand their customer. Customer-centric isn't just a right now marketing buzzword - it's fundamental.

# So how does this work? What do we actually do?
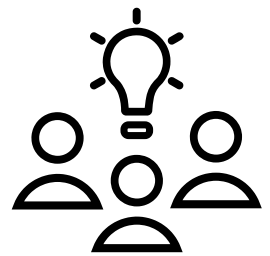
To deliver a media campaign it is important to be clear as to which publications, influencers, news outlets, radio stations and TV programmes would reach our target.

As well as overarching demographics such as age, sex, location and gender, audience research also means drilling down into the psychographic profile of the audience to build a picture of the beliefs, interests, shopping habits or purchasing behaviour of a potential customer.
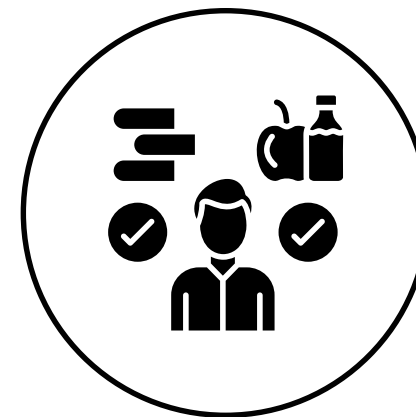
We place the audience at the heart of everything we do. We collaborate with brands and businesses to bring their PR and social media activity in line with constantly shifting consumer behaviour. We show them how to locate their audiences and engage with them using precisely the right channels
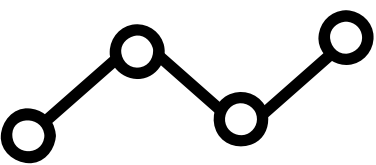
Analysis can take a number of forms; including Google Analytics, competitor research and media audits.

Google Analytics allows us to understand exactly who visits a brand's website, and from where, as well as offering key insights into users' online behaviour and interests.

- Acorn Customer Classification
- Media database - Roxhill
- Business data
- Google analytics
- SEMRush
- Trend analysis BuzzSumo and Google Trends

VISUALISING DATA

MAKE IT EASY TO DIGEST

THIS.....

71% DEMONSTRATES BETTER RESULTS THAN...

THIS.....
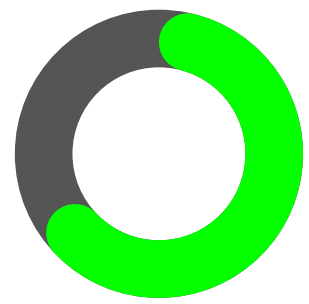
SHOW OFF!

KEEP READING TO DISCOVER WHAT WE DO WHEN MOBILISING WITH A NEW CLIENT

TOP TIP: LEAD WITH THE POSITIVE AND OFFER RESULT BASED SOLUTIONS TO ANY LIMITATIONS

Mobilising a new client

1 Immerse ourselves in the client's business. Analyse their audience data to construct a target customer persona which enables us to tailor their campaign directly to their customers' wants, needs, desires and pain points.

2 Competitor analysis. This includes researching the competitor website, social media, past PR coverage and backlinks to give an idea of who is talking about, and linking, to them.

3 Formulate KPIs. Analyse the client's current data such as sign-ups and website visits. Then, we'll create a set of realistic goals and objectives in order to understand what success looks like.

MEDIA ANALYSIS ENSURES A PR PROFESSIONAL FINDS THE MOST RELEVANT OUTLET THAT THE AUDIENCE GETS ITS NEWS FROM, AND WOULD THEREFORE, TRUST

Our Top Data Picks

YouGov - A website that conducts consumer surveys across the UK. Type in your chosen keyword, and see if there is any public data available, or consumer surveys that could shape a PR story.

Readly - A subscription-based website allowing us to read 1000's of newspapers and magazines online.

71% of business owners say their marketing performed better when it was backed by data

AhRefs - A backlink checker designed to show what websites are linking to a client, or competitor's domain.

HARO -Response Source - Sends an email directly to your inbox when a journalist puts out a request where they're looking for comment and commentary from an expert.

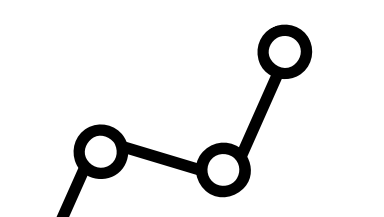**Google Alerts** - A media monitoring tool, set up to track certain keywords, and client coverage. A Google Alert sends the news of the day to your inbox based on your chosen keywords.

BuzzSumo - A website that evaluates coverage based on chosen keywords, and allows a user to see how popular the content was, how many times it was shared, and how many backlinks it received.

28.1M websites registered on Google Analytics

85% of brands use data analytics in their marketing (statista.com)

Answer The Public - A keyword research tool designed to show how popular certain keywords are, what consumers are searching for based on particular keywords, and what other topics may be related. This is particularly useful when finding pain points of an audience.

Roxhill - A media database allowing you to find the reach and print circulation of titles, as well as thousands of journalists and their areas of interest, contact details, previous articles and social media updates.

Google Trends ▪ **Pinterest Predicts** ▪ **TikTok Trending** - Allows you to see how certain keywords are growing or decreasing in popularity over time. This is particularly helpful for finding out emerging topics that can shape a PR or social media campaign.

Twitter - Not just a social media platform, Twitter is invaluable in finding journalists, contact details and even requests that journalists put out requesting comment from across industries, and across the world.

SimilarWeb - A resource which shows the online traffic, per month, to any website in the world. Particularly useful when evaluating news titles.

One of our favourites has to be when Marks & Spencer launched legal action against Aldi over the trademark infringement over their Colin the Caterpillar cake when they unveiled their Cuthbert the Caterpillar cake. Aldi immediately jumped into action and decided to have fun with it and win over the public.

Aldi Stores UK ✓
@AldiUK

This is not just any court case, this is...
#FreeCuthbert

17:59 · 15/04/2021 · Twitter Web App

5,669 Retweets 1,436 Quote Tweets 39.2K Likes

Within a few hours Aldi was trending on twitter and making headlines across the UK. The public loved it.

The best PR campaigns are topical and related to something in the news agenda, be that political, or something that a celebrity has become entangled with.

Another gem was 'that' Bernie Sanders image or 'mittens meme' that was being widely shared online. The image depicts Sanders seated at the inauguration of President Joe Biden wearing a facemask and some very fetching mittens.

BERNIË
Folding chair

IKEA

The IKEA team jumped on this and created a fake social ad renaming their low cost folding chair to Berniē. The image went viral and generated over 1.2million views for the brand. Genius.

INTELLIGENCE

In March 2020, The UK was heading into Lockdown 1.0 when some horrifying news was announced - McDonald's and KFC were to close their doors.

IDEAS
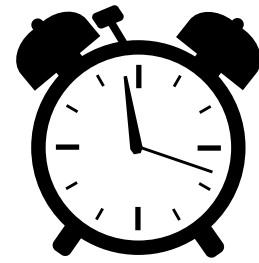
We spoke to Chef Simon Wood and suggested he recreate the famous Big Mac sauce recipe which we put out across social media at 7pm, just as the fast food outlets were closing.

INFLUENCE

The sauce recipe was featured across multiple national news outlets and led to Simon creating a whole series of recipes including KFC gravy and hot wings.

IMPACT

Daily Mail   MORE STORIES

Missing your McDonald's fix? Fast food fans reveal how to recreate favourites such as Big Macs at HOME after chain shut down across the UK

By Latoya Gayle For Mailonline
09:41 25 Mar 2020, updated 10:03 25 Mar 2020

Share or comment on this article:

67 shares

76 comments

- Fans of McDonald's have been sharing their attempts at recreating the menu
- Many posted their recipes for making a Big Mac at home on Instagram

dailymail.co.uk

This created a craze of user generated content

Intelligence in algorithms

Your social posts should be fully considered using data available to you. There needs to be a clear strategy and rationale to feed the algorithm and get your content in

Frequency

Be realistic with how much you post. There may be times you have so much content that you want to post twice in one day, but here's why we'd advise against it. When you start posting content, you're showing the algorithm what speed and rhythm you intend to post at. Social media platforms favour accounts they know they can rely on.

Timing

Lots of research has been done about when is the best time to post on Instagram. This is now all dependent on your brand, your consumer and your algorithm. Be intentional with your timings. What do you want your audience to do after seeing your post? What time of day is the messaging appropriate for?

Start with the headlines. What will make your story stand out? Remember journalists see hundreds of surveys a day on a busy newsdesk.

Content. Visualise your story. A picture is worth a thousand words. Use an infographic, a photo or a video to tell the story of your data.

What makes a great PR story?

What's the hook - how is it relevant and timely? In other words what makes it news to other people - not you.

Who are you trying to reach and through which media? This will frame the idea, the language, the type of content you need.

Here are some examples from us

top 10 tiktok spots of nyc

new york's most visited landmarks

1. EMPIRE STATE BUILDING
   #EMPIRESTATEBUILDING (VIEWS 474.5M)
2. YANKEE STADIUM
   #YANKEESTADIUM (VIEWS 221.8M)
3. GROUND ZERO
   #GROUNDZERO (VIEWS 205M)
4. MUSEUM OF MODERN ART
   #MOMA (VIEWS 203.7M)
5. CHINATOWN
   #CHINATOWNNYC (VIEWS 79.7M)
6. GRAND CENTRAL
   #GRANDCENTRAL (VIEWS 66.5M)
7. EDGE OBSERVATION DECK
   #EDGENYC (VIEWS 66.3M)
8. ONE WORLD OBSERVATORY
   #ONEWORLDOBSERVATORY (VIEWS 18M)
9. THE METROPOLITAN MUSEUM OF ART
   #METROPOLITANMUSEUMOFART (VIEWS 10.7M)
10. APOLLO THEATRE
    #APOLLOTHEATER (VIEWS 5M)

new york's most visited restaurants

1. ELLEN'S STARDUST DINER
   #ELLENSSTARDUSTDINER (VIEWS 70.2M)
2. BRYANT PARK GRILL
   #BRYANTPARKGRILL (VIEWS 16.9M)
3. MAGIC HOUR ROOFTOP
   #MAGICHOURROOFTOP (VIEWS 6M)
4. CARBONE
   #CARBONENYC (VIEWS 5.5M)
5. ROLF'S
   #ROLFS (VIEWS 5.2M)
6. CANTINA ROOFTOP
   #CANTINAROOFTOP (VIEWS 4.1M)
7. ELECTRIC LEMON
   #ELECTRICLEMON (VIEWS 3.2M)
8. SUNDAY IN BROOKLYN
   #SUNDAYINBROOKLYN (VIEWS 3.1M)
9. SKIRT STEAK
   #SKIRTSTEAKNYC (VIEWS 3.1M)
10. THE POLO BAR
    #THEPOLOBAR (VIEWS 2.2M)
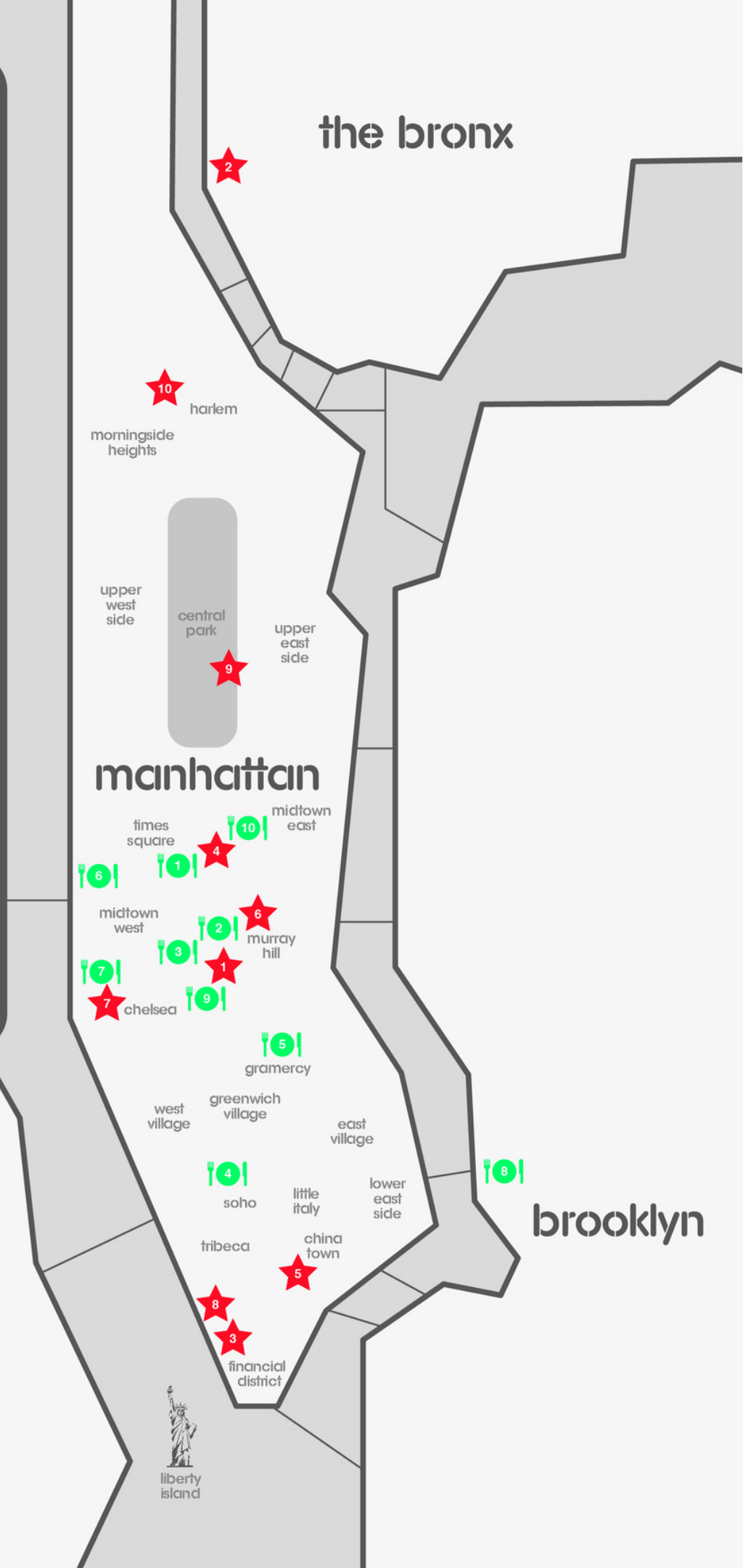
No1 city to ditch booze is Glasgow

Glaswegians 'most likely' to be teetotal

One in five Londoners ordering takeaway everyday, as average Brit spends £2,880 on fast food

How the cost of living crisis has impacted spending on takeaways in Manchester

GIVING IT UP We reveal which British city is most likely to have its locals become teetotal...and you'll be surprised

Brits refuse to ditch the takeaways

sky news

THE Sun

Daily Record

Glaswegians 'most likely' to be teetotal

How the cost of living crisis has impacted spending on takeaways in Manchester

Manchester World

Brits refuse to ditch the takeaways

GIVING IT UP We reveal which British city is most likely to have its locals become teetotal...and you'll be surprised

THE Sun larder

One in five Londoners ordering takeaway everyday, as average Brit spends £2,880 on fast food
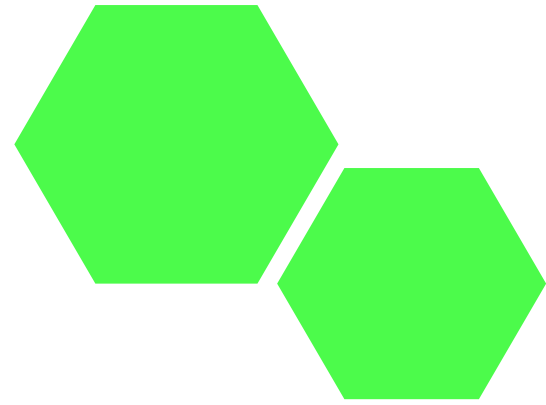
Data doesn't just show you what success looks like; it gives you the tools to make your story successful.

Surveys

Businesses with their own email database have the benefit of being able to survey their own customers. This can be done via email, or even, if account followings are large enough, a poll can be held on social media.

Searches

Website search behaviour and user trends can also help to shape a story. If you're an e-commerce business that has noticed a spike in searches for a budget product, at a time when the cost-of-living crisis is on everyone's minds, the data points towards an emerging trend, which could be the basis for a news story.

AI has been dominating the news agenda for some time now and for those of you that think AI and technology have gone 'too far,' this might help soften the blow.

Social media platforms have been using AI models since the very first Facebook status was posted.

Machine learning provides the right information to give users better product recommendations to consumers that are ready to buy.
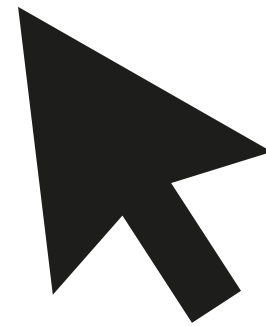
Platforms use AI to determine the most captivating visual effects for viewers. That's probably why you've lost sleep from scrolling on Tik Tok. This helps us determine what trends we can utilise.

Machine learning helps to identify and predict the most relevant content for each user. We can use this to identify what your customers are searching elsewhere and enter those spaces.
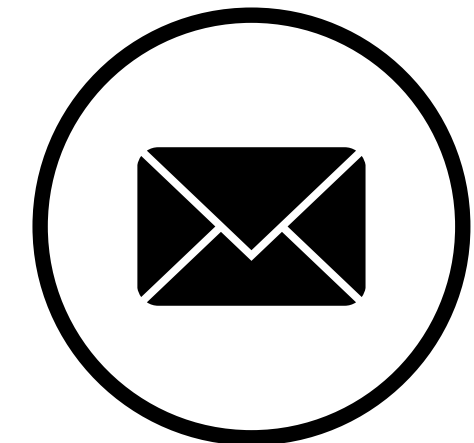
AI and machine learning can be used to reduce junk emails and add as little as possible to consumers' spam inboxes. This way, we're about to determine exactly what it is that makes your audience tick.

AI in PR...

The PR industry has gone crazy for AI and it's been a major hit. AI can be used to write copy, create campaign images and save time on research. Here are some of our favourite high-profile examples.

Heinz asked AI to 'draw ketchup' (and it went remarkably well)

A McDonald's billboard in Brazil kickstarted an AI ad war between competing fast food chains Burger King and Subway as they taunted each other to prove who had the most iconic products.

THIS IS WHAT "KETCHUP" LOOKS LIKE TO A.I.

IT HAS TO BE HEINZ

What is the most iconic burger in the world?

While there are many iconic burgers around the world, the most globally recognized burger is likely the McDonald's Big Mac. First introduced in 1967, the Big Mac has become synonymous with fast food and McDonald's itself. The burger consists of two beef patties, lettuce, cheese, pickles, onions, and the signature "special sauce" served on a three-part sesame seed bun. The Big Mac is so iconic that it even has its own measurement index, the Big Mac Index, which is an informal way of comparing the purchasing power of different currencies.

Answered by ChatGPT

And which one is the biggest?

Burger King's 'WHOPPER' is the biggest in terms of size and amount of ingredients. The burger is known for its generous size, and consists of a flame-grilled beef patty, sesame seed bun, cheese, tomato, pickles, onion, mayonnaise, and ketchup. It is considered a robust and satisfying burger, that is an option for those who want a more substantial meal. However, it is important to note that the size and number of ingredients may vary by country or region.

Answered by ChatGPT

AND HOW DO THEY COMPARE TO A FOOTLONG?

IN TERMS OF SIZE, BOTH ARE SIGNIFICANTLY SMALLER THAN A FOOTLONG SANDWICH.

ANSWERED BY CHATGPT.

SUBWAY

But it doesn't always work...

This campaign flopped. Big time. An AI-image-generated campaign looking at remote office workers of the future, it was quickly ridiculed for fat shaming, and scaremongering, with some criticising the company for 'corporate propaganda'. An office supply company showing us what we'd look like if we stayed at home, to scare us into coming back to the office - so they can sell us their furniture!

socialrebuild

We are an innovative, forward-thinking consultancy providing purpose-driven business support and strategies for retailers and brands.

WE DEFINE SUSTAINABILITY AS

The generally accepted way to think about sustainability is as a social goal - the goal being for people to co-exist on Earth over a long period of time. If we accept this definition then intuitively we can see how lots of different sub topics can fit together under the umbrella of sustainability.

Data is also crucial in measuring sustainability performance. This is how we work with our clients' key stakeholders to measure the incremental improvements they are making.

1 By including as many people as possible at all levels, it is possible to get a rounded view of the current situation and to establish actions and targets that are achievable and that everyone can take ownership of from the very beginning.

2 Once the key measures and baseline position is known, the next step is to set actions to work on and targets to aim for, along with a plan for how to measure each action and decide who will be responsible for reporting and when.

3 The final step is to put your plan into action and ensure the necessary checks are in place in between reporting periods, with a mechanism in place to tweak as needed if things can be improved.
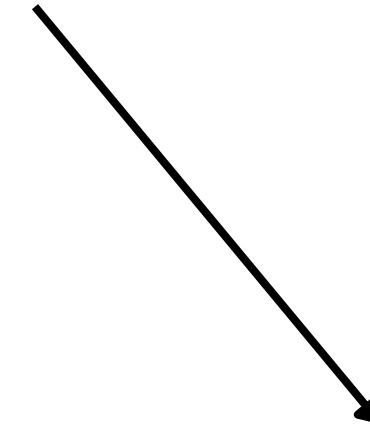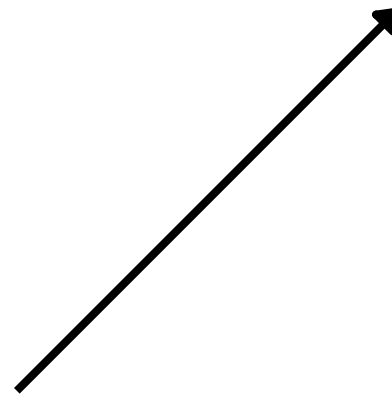
STEPS FOR MEASURING SUSTAINABILITY

Collaborate with stakeholders to understand baseline position and opportunities to improve
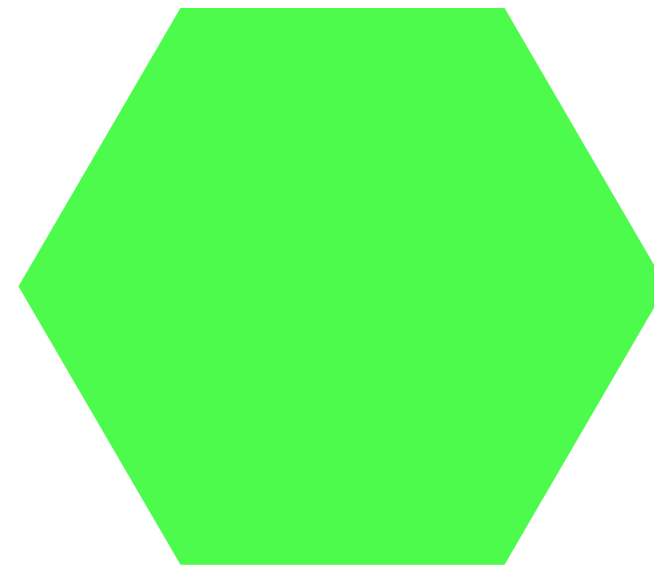
Put the plan into action and set clear timescales for review

Agree actions for improvement, how to measure and reporting parameters

Some of the measures we have helped our clients to put in place (by no means an exhaustive list!)

Environmental

- Waste and recycling management.
- Pollutants and greenhouse gas emissions.
- Energy procurement sources.
- Reducing use of single use plastics.
- Choosing locally produced food.
- Reducing carbon emissions by switching to electric vehicles.

Economic

- Staff paid at or above Real Living Wage.
- Additional support measures in place to help with the cost of living crisis.
- Jobs and support offered to those from disadvantaged backgrounds.
- Reducing energy consumption.
- Saving water.
- Eliminating the gender pay gap.

Social

- Diversity of workforce in terms of protected characteristics such as race/gender etc.
- Subsidised healthcare.
- Ensuring stringent health and safety management.
- Access to mental health support.
- Fairness and equity within supply chains.
- Working on CSR initiatives within local communities.

WHAT DOES THIS MEAN FOR YOU

Dominating marketing and constantly evolving, one thing is clear: Data will transform your marketing strategy.

At DATS we understand that not everyone has the time or resources to be keeping up with the latest trends or monitoring performance. Our team are constantly seeking out information to ensure our clients are ahead of the game.

We help clients identify their audiences, show them where they are spending time and how to connect with them. Then we employ outcome focussed measurement to demonstrate real business ROI.

FREE INTRODUCTORY PACKAGES TO PROVE YOU CAN'T DO BUSINESS WITHOUT US

to learn more...

in Down At The Social

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📞 0161 3990268

🌐 www.downatthesocial.co.uk

Want to ensure your social media is on the right track? We'll conduct a social media MOT!

Let us help you with a purpose audit to determine how you can supercharge your sustainability performance.

Need a clear media strategy? We'll carry out a media audit to determine which publications you should target.