Using Big Data & Analytics to Increase PR & Marketing Brand Awareness

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Overview

What this Presentation Will Cover

- Ways to Increase Brand Awareness and PR Campaigns Using Big Data and Predictive Analytics
- Social Media/Conversation Monitoring Tools and Dashboards to Provide More Actionable Intelligence for Your PR and Marketing Campaigns
- Real-World Case Studies on Leveraging Big Data Effectively in PR/Marketing Campaigns
- Quick Update on the PRSA Tech Section
Increasing Brand Awareness and PR Campaigns Using Big Data, Predictive Analytics and Insights
According to Wikipedia, Big Data is the term for a collection of data sets so large and complex that it becomes difficult to process using on-hand database management tools or traditional data processing applications. The challenges include capture, curation, storage, search, sharing, transfer, analysis, and visualization.
Why is It Important and Why Do We Need to Embrace It?

- It looks at large data sets and turns raw data into “actionable intelligence” and insights to make better, more valuable marketing/PR decisions
- It provides clarity and clear analysis of information so you can sound like an analyst at the CEO’s table
- It helps forecast market trends so your marketing/PR campaigns can be more impactful to your customer base in the future
- It helps monitor the volume, reach and sentiment of social media activity around a product, brand and trend.
- PRSA understands the value of Big Data and predictive analytics
Big Data and Predictive Analytics By The Numbers

54% of PR people didn’t know what Big Data is, according to a recent Ragan Communications Survey

91% of marketing leaders believe successful brands use customer data to drive business decisions, according to BRITE/NYAMA

90% of the world’s total data has been created just within the past two years, according to IBM
Skills to Become a Big Data PR Master

Think about things from an analytical POV (i.e. be close to your statistician and market researchers)

Ask lots of questions and understand the new tools you are using to analyze data

Learn to work with spreadsheets and specific analytics packages

Evaluate new visualization, social media monitoring tools and analytics packages

Start experimenting and looking at data in new ways. Become a Big Data collector

Source: Kami Huyse, CEO of Zoetica
Twice as Many Top Performing Organizations Use Insights to Guide Future Strategies than Lower Performers

**Analytics To Drive Business Decisions**

- Top performing organizations use analytics five times more than lower performing organizations\(^1\)
- 50% of respondents said that improvement of information and analytics was a top priority in their organizations\(^1\)
- 60% agreed that their organization has more data than it can use effectively \(^1\)
- 70% of high-performing companies will manage their business processes using real-time predictive analytics or extreme collaboration by 2016.\(^2\)

**Market Insights**

<table>
<thead>
<tr>
<th>Use insights to guide</th>
<th>Use insights to guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>future strategies</td>
<td>day-to-day operations</td>
</tr>
</tbody>
</table>

- 45% Top Performer
- 20% Lower Performer
- 53% Top Performer
- 27% Lower Performer

Social Media/Conversation Monitoring Tools and Dashboards to Provide More Actionable Intelligence for Your PR and Marketing Campaigns
Social Monitoring Tools Not Only Help You Engage But Build Awareness and Leads with Insight

Collecting billions of articles and mentions from millions of sources and providing real-time insights and measurement.
Taking a Deeper Look at Spredfast as a Tool to Predict and Forecast Trends for Future PR/Marketing Campaigns

By using predictive analytics and audience measurement/engagement techniques you can target the right audience with the right messaging!
Spredfast: Analytics Driving Marketing Engagements

Using Big Data & Analytics to Increase PR & Marketing Brand Awareness

![Dashboard](app.spredfast.com/analytics/dashboard_campaign_id/8801?company=ws/company/5877&campaign=ws/company/5877/campaign/8801/)

### LexisNexis Risk

<table>
<thead>
<tr>
<th>Activity</th>
<th>99</th>
<th>13%</th>
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<tbody>
<tr>
<td>PLANNED ACTIVITIES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UP FROM PREVIOUS</td>
<td>91</td>
<td>10%</td>
</tr>
<tr>
<td>PUBLISHED ACTIVITIES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UP FROM PREVIOUS</td>
<td>92%</td>
<td></td>
</tr>
<tr>
<td>PLANNED ACTIVITY PUBLISHED</td>
<td></td>
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</table>

### Engage

<table>
<thead>
<tr>
<th>Engagement</th>
<th>333</th>
<th>3%</th>
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<tbody>
<tr>
<td>INTERACTIONS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UP FROM PREVIOUS</td>
<td></td>
<td></td>
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</table>

### Total Reach

<table>
<thead>
<tr>
<th>Total Reach</th>
<th>350,896</th>
<th>5%</th>
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<tbody>
<tr>
<td>UP FROM PREVIOUS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CURRENT NETWORK</td>
<td>54,993</td>
<td>2%</td>
</tr>
<tr>
<td>UP FROM PREVIOUS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL IMPRESSIONS</td>
<td>295,903</td>
<td>6%</td>
</tr>
<tr>
<td>UP FROM PREVIOUS</td>
<td></td>
<td></td>
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</table>

### Average Engagement by Publication Time

<table>
<thead>
<tr>
<th>Engagement</th>
<th>15000</th>
<th>12000</th>
<th>9000</th>
<th>6000</th>
<th>3000</th>
<th>2000</th>
<th>1000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6:00 am</td>
<td>7:00 am</td>
<td>8:00 am</td>
<td>9:00 am</td>
<td>10:00 am</td>
<td>11:00 am</td>
<td>12:00 am</td>
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</table>
Spredfast Leverages Analytics to Build Awareness Campaigns By Engagement and Audience

Using Big Data & Analytics to Increase PR & Marketing Brand Awareness
The Future of Social Networking Analytics is Already Starting with New Tools Like BusinessWire’s Nuvi

Your Social Media Command Center for Brands and Agencies to Empower Teams to Monitor and Engage in Conversations in Real Time.
Nuvi is a Social Media Command Center

Using Big Data & Analytics to Increase PR & Marketing Brand Awareness
The summary should include a recap of all the stories for the month, including key highlights and insights of marketing/PR campaigns that were successful. The executive summary is a key way to showcase progress. For example, in X month, there were X stories on a specific campaign, representing X% of the media coverage for the month.
Marketing Dashboards Provide C Levels the Ammunition They Need to Evaluate the ROI of PR and Marketing Programs

- **Earned Placements by Vertical – September 2013**
- **Earned Placements by Media Type – September 2013**
- **Earned Top Placements – September 2013**
- **Earned Placements by Article Type and Tone – September 2013**

**Number of proactive communications activities conducted per month.**

**Earned Social Mentions – September 2013**

Number of social mentions each month based on data from the social analytics tools. Forum Mentions include company mentions in LinkedIn posts as well as other message boards. Blog Comments include responses to blog posts or online news.

**Industry Trending Topics – September 2013**

**Share of Voice vs. Competitors – Q3 2013**

Percentage of coverage your company garners against it competitors top competitors.

**Earned Placements 2013 vs. 2012 YoY Comparison**

Total Company Overall media placements for Q1, Q2 & Q3 2012 and Q1, Q2 & Q3 2013.

- **Using Big Data & Analytics to Increase PR & Marketing Brand Awareness**
Real-World Case Studies: Using Big Data and Predictive Analytics Effectively in PR/Marketing Campaigns
Project Fido: LexisNexis’ Answer To Harnessing Big Data to Make Smarter Decisions

**Fido Project:** A company-wide initiative to build a data foundation required to accelerate customer analytics internally to make insight-driven marketing decisions

**Fido Impact:** Will change the way the company makes decisions by finding and analyzing the connections hidden in disparate data to better engage customers

**Fido Outcome:** Provide one version of the truth and a culture of analytics across the organization using a company-wide central data warehouse

**Fido Benefits:** Increase customer loyalty, opportunities for market growth, improved prospect targeting, and optimization of go-to-market activities
Project Fido Facilitates Analytics Across the Organization to Effectively Target Prospects, Identify Sales Opportunities, and Retain Customers.
To Prove This, We Piloted an Attrition Model that Armed Sales with The Knowledge of Which Customers are Most Likely to Attrite

Goal: Pilot a solution that predicts which LexisNexis customer using a particular product set are most likely to attrite and prevent them from leaving

How we did it:
• A cross functional team was assembled to lead the Fido pilot initiative
• Created a data warehouse manually to develop a working pilot of the attrition model
• Combined market research and customer data together to predict attrition and reduce it
• Sales immediately called the customers who were at risk of attriting to prevent them from leaving
Utilizing Market Research and Customer Data, We Were Able to Identify Customers Who are About to Attrite and Then Prevent Them from Leaving

Two themes stood out as key predictors of attrition:

1. If a customer is engaged they are less likely to attrite:
   • Customer Responds to Marketing Email
   • Customer Responds to Net Promoter Score survey (positive or negative feedback)
   • Customer Responds “highly likely to continue to use LexisNexis over the next 12 months”

2. If a customer has declining trends they are highly likely to attrite:
   • Drop in number of active users
   • Declining usage
   • Sales lost a deal (pricing, upsell, renegotiation) in last 6 months

Sales conducted a call-blitz and reached out to 300 at-risk customers. Control group represents randomly selected from at-risk customers. Sales was not provided this list.
P&G has made available to 38,000 users analytical solutions called Business Sphere and Decision Cockpits. The Business Sphere was developed in partnership with BOI, Cisco, HP, SAP, Nielsen and TIBCO Spotfire. Focus is on accuracy of the information AND the interpretation.

Source: http://practicalanalytics.wordpress.com/2012/02/28/proctor-gamble-quadrupling-analytics-expertise/
Using Potential Value Models and Coupon Models to Predict When Women are Due
Applying a True “360-Degree” Customer View By Linking Guests Through Store Visits, Web, E-mail and Mobile Interactions
Using Analytics to Add Value through Different Channels and Providing Customers with What They Are Interested In, Not What They Are Not Interested In
Using Guest ID Number to Keep Tabs on Customers Buying Habits

“Target doesn’t know when you are buying sheets. They know what you’re doing in between them.” – Stephen Colbert, Comedy Central
You Don’t Have to Be a Rocket Scientist But a Little Bit of Knowledge About Big Data and Analytics Will Enhance Your PR and Marketing Brand Awareness

Key Points:

✓ You don’t have to become a Big Data/Predictive analytics genius overnight. However, become interested in data and start analyzing it.
✓ Start using and experimenting with social media monitoring, insights and dashboard tools. They will help you get a seat at the CEO’s table.
✓ Build marketing and PR programs leveraging market research on customer insights.

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• Close to 350 members
• High-quality programming ranging from regional “tech-focused” events to cutting-edge webinars and brown bags
• Quarterly newsletters focused on professional development features on best practices, hot trends in our industry and profiles on new members
• Please let me know if you are interested in joining the Section or serving on the executive committee
About PRSA’s Tech Section

Using Big Data & Analytics to Increase PR & Marketing Brand Awareness