

# Insight for Innovation

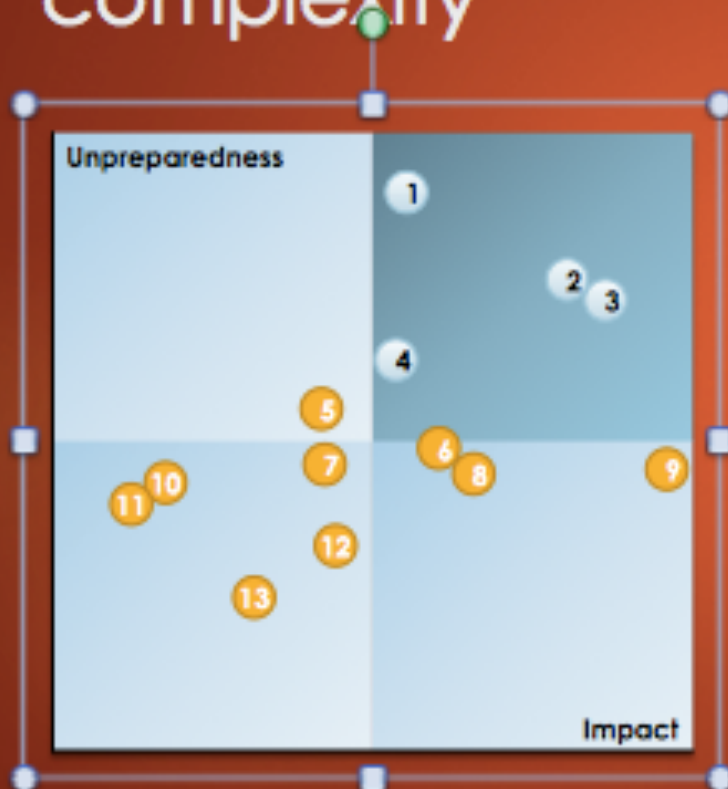
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# Challenges reflect complexity



## 1. Data explosion

1. Data explosion
2. Social media
3. Growth of channel and device choices
4. Shifting consumer demographics

## 7. Growth market opportunities

9. Customer collaboration and influence

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10. Privacy considerations
11. Global outsourcing
12. Regulatory considerations
13. Corporate transparency



# What customers expect



Customer/Prospect



Web/Social

Email

Mobile

Call Center

Store

Kiosk

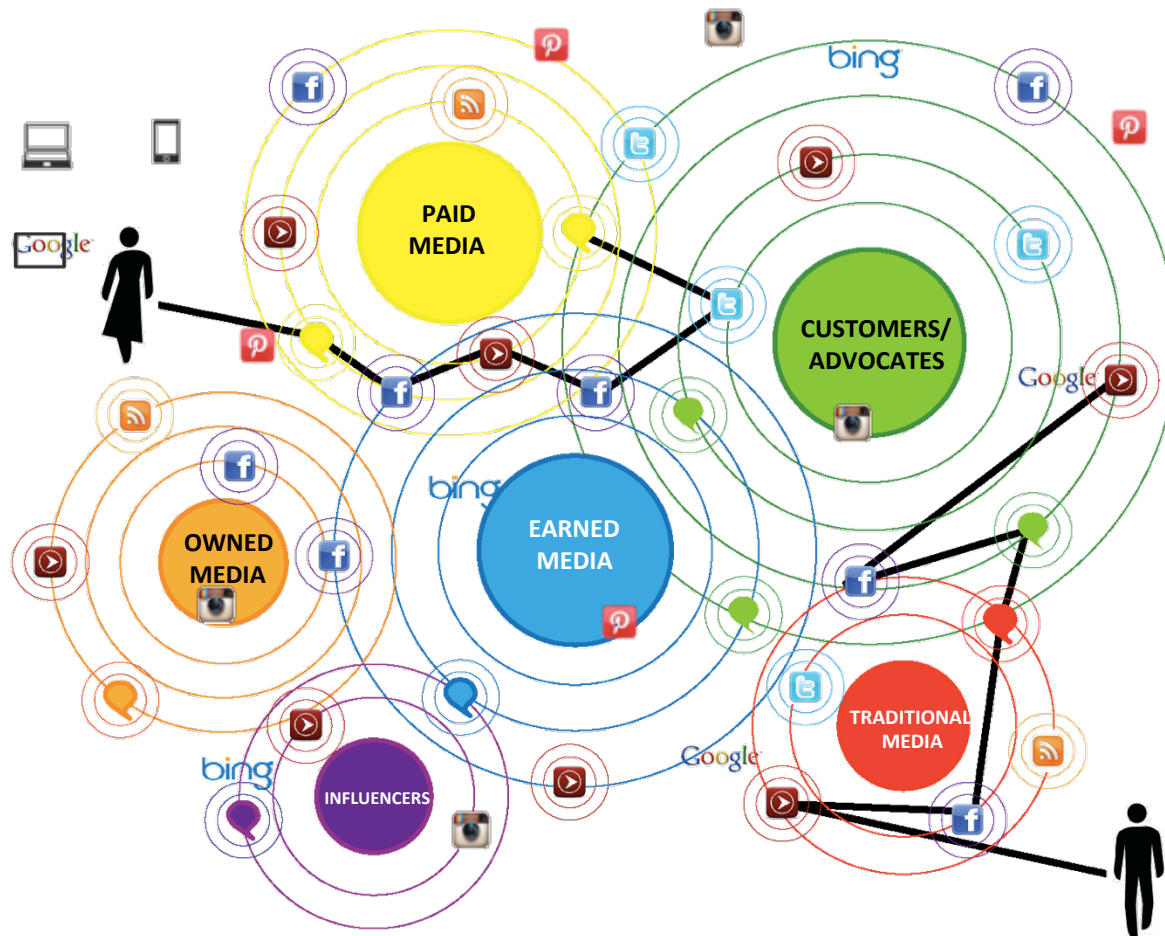
POS

Post



Marketer

## Journey across platforms



## Tier 1 Priorities

- [Understanding Customers and the Customer Experience](#)
- [Developing Marketing Analytics for a Data-Rich Environment](#)

## Tier 2 Priorities

- [Measuring and Communicating the Value of Marketing Activities and Investments](#)
- [Developing and Organizing for Marketing Excellence](#)
- [Leveraging Digital/Social/Mobile Technology](#)
- [Creating and Communicating Enduring Customer Value](#)
- [Developing and Delivering Fully Integrated Marketing Programs](#)

## Tier 3 Priorities

- [Innovating Products, Services, and Markets](#)
- [Operating in Global Markets](#)
- [Recognizing Differences in Consumers and Customers](#)
- [Establishing Optimal Social Contracts with Customers](#)

# Segments vs. Personas

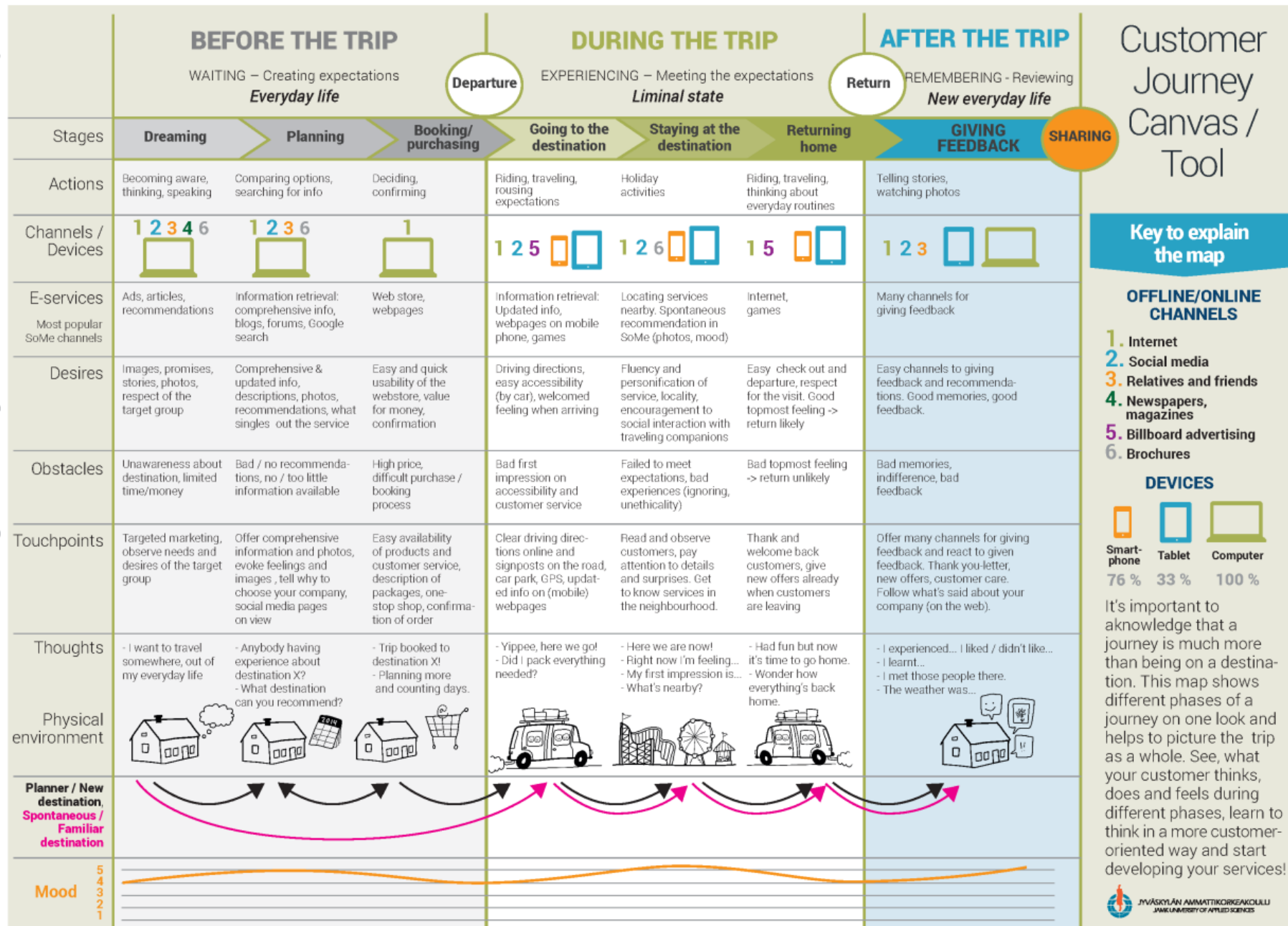
## Segment

- **Market segmentation** is a marketing strategy that involves dividing a broad target market into subsets of consumers who have common needs and priorities, and then designing and implementing strategies to target them.
- **Impersonal**

## Persona

- In marketing and user-centered design, **personas** are fictional characters created to represent the different user types within a targeted demographic, attitude and/or behavior set that might use a site, brand or product in a similar way.
- **Personal**





## Customer Journey Canvas / Tool

### Key to explain the map

#### OFFLINE/ONLINE CHANNELS

1. Internet
2. Social media
3. Relatives and friends
4. Newspapers, magazines
5. Billboard advertising
6. Brochures

#### DEVICES



It's important to acknowledge that a journey is much more than being on a destination. This map shows different phases of a journey on one look and helps to picture the trip as a whole. See, what your customer thinks, does and feels during different phases, learn to think in a more customer-oriented way and start developing your services!

# Funnel





Search bios

Compare users

**Analyze**

Track followers

Sort followers

Please update your account with **your email address**:

**Submit**

— [hide](#)

Slice any Twitter user's followers into actionable segments. Find most influential, dormant, old, and more.

[Subscribe now](#) for in-app following and more great features. [Don't forget that you can quickly compare yourself to competitors.](#)



visitwiltshire

analyze their followers



**Do it**

Or, see examples analyzing  
[@simplymeasured](#), [@Sprinklr](#),  
[@SproutSocial](#), [@mattcutts](#),  
[@bottlenoseapp](#), [@HubSpot](#),  
[@sengineland](#), [@buffer](#)

## Analysis of VisitWiltshire's Twitter followers

Saved report created at 18 Apr 2015, 08:47 BST 

We segment these users into a number of psychographic segments: including gender, location, Twitter activity, and more. Next to each chart, you will find links that allow you to explore specific users in each segment. You can further sort these pop-up lists of users by follower count, tweet count, and so on.

Sample size: 14,212 followers of @VisitWiltshire – [view all](#) »



**VisitWiltshire**

Wiltshire, UK

**Social Authority:**

61

Followers:

14,216

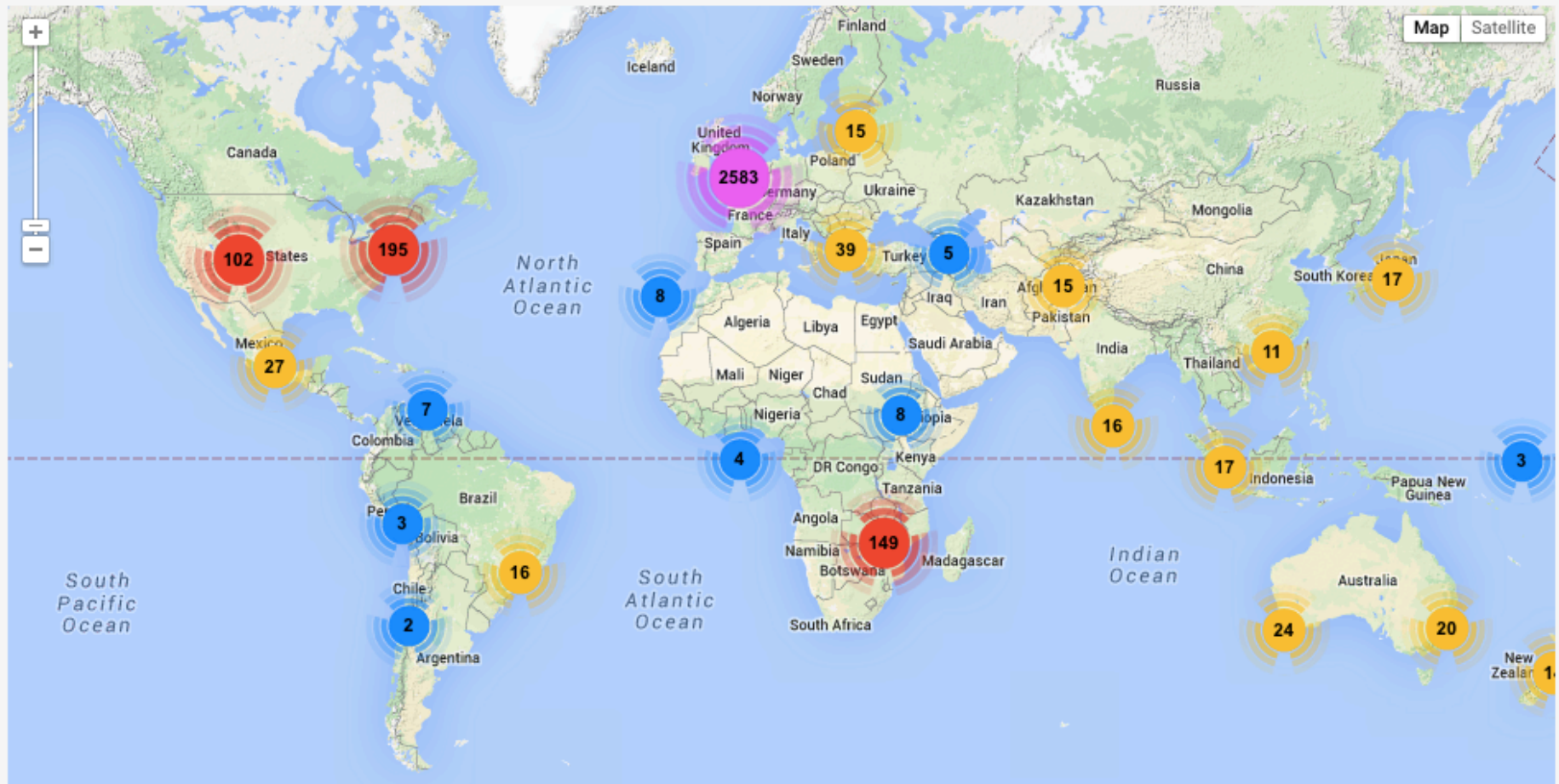
Days on:

2,187

We're the official people for tourism in the beautiful county of Wiltshire and home of

### Mapped locations of VisitWiltshire's followers

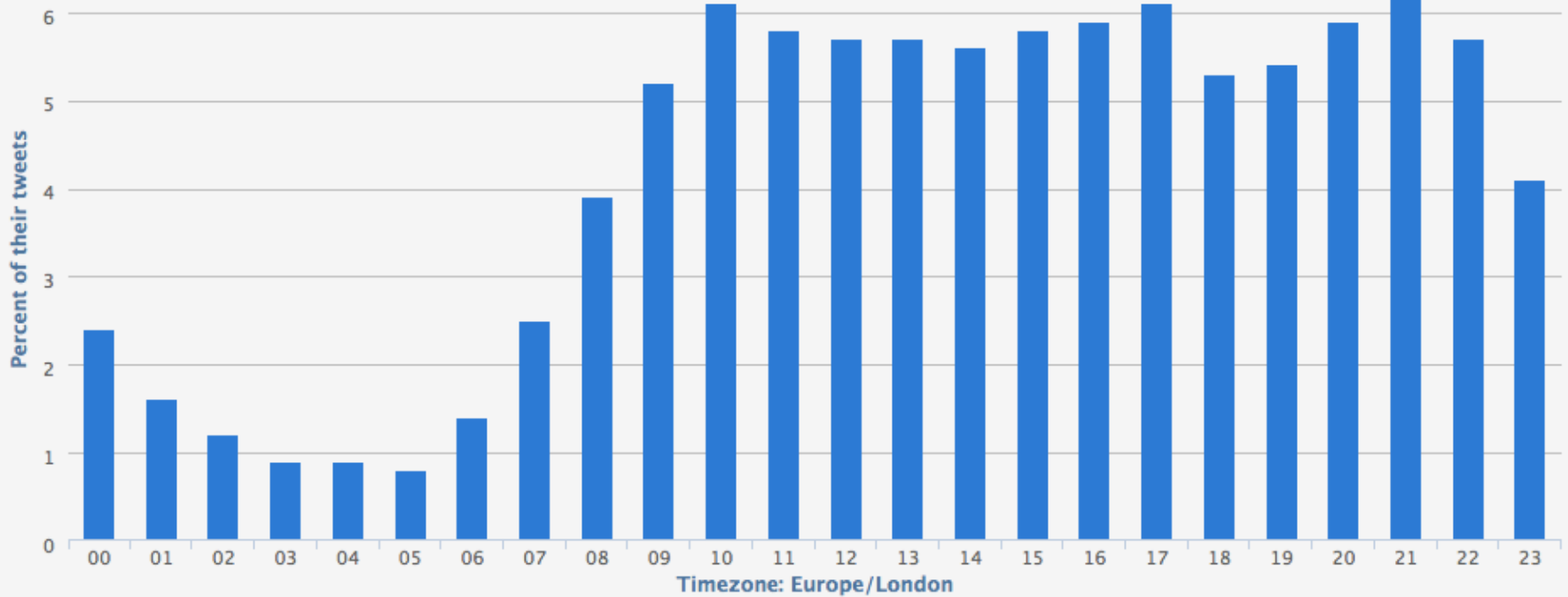
Using the location field in Twitter accounts, we try to approximate the geographic location of up to 5,000 users and map them for you. This is an inexact procedure and so some points may be mapped incorrectly.





### Most active hours of VisitWiltshire's followers

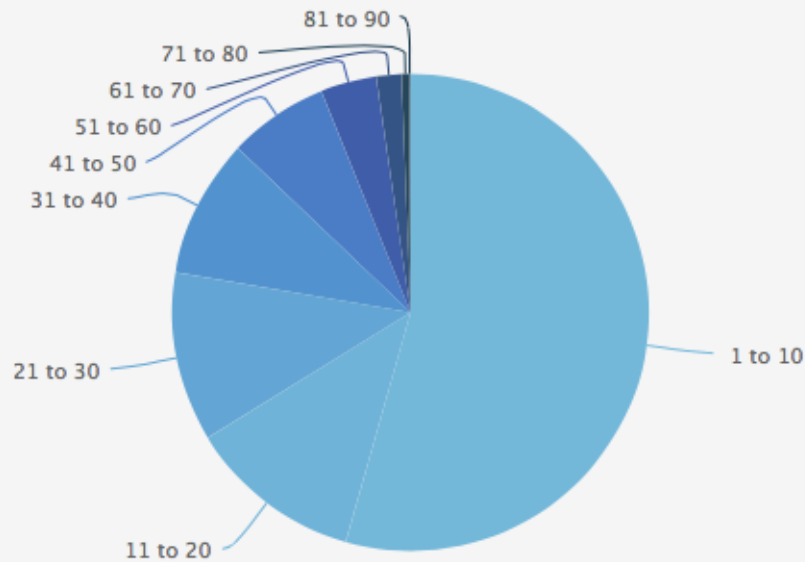
This chart breaks down the hourly Twitter activity of VisitWiltshire's followers.





### Social Authority scores of VisitWiltshire's followers

**Social Authority** is our rating of a user's influence and engagement on Twitter. It ranges from 1 to 100, where higher scores indicate a person with greater influential activity.















### Breakdown

7,736	54.4%	1 to 10 »
1,674	11.8%	11 to 20 »
1,630	11.5%	21 to 30 »
1,342	9.4%	31 to 40 »
970	6.8%	41 to 50 »
535	3.8%	51 to 60 »
240	1.7%	61 to 70 »
74	0.5%	71 to 80 »
11	0.1%	81 to 90 »

Social Authority scores of VisitWiltshire's followers

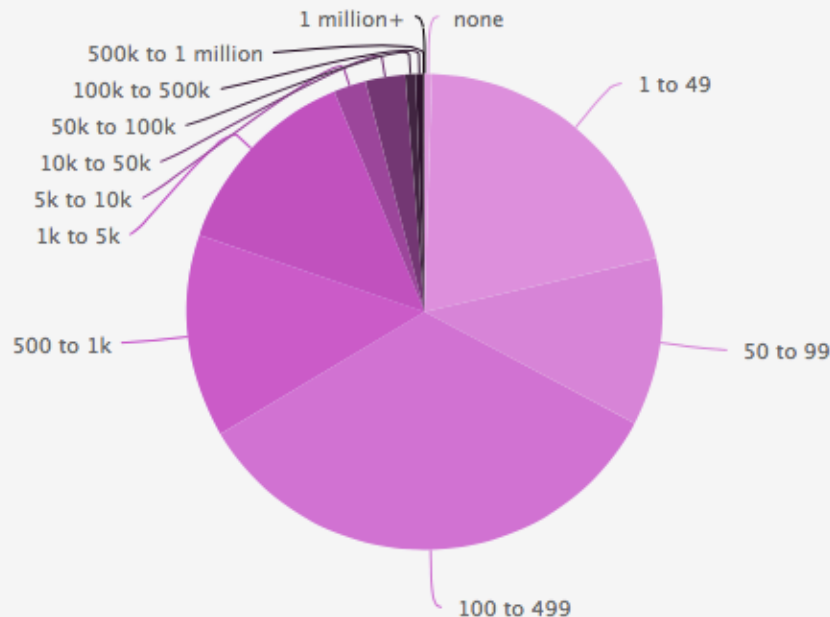
Twitter users by segment

Showing 1 - 50 of 240 results

No filters		screen name	real name	tweets	following	followers	days old	Social Authority
follow		StillStacie	Gladiator Stacie	76,911	2,772	2,809	1,142	62
follow		ComeDineWithMe	Come Dine With Me	77,233	33,851	50,448	1,764	61
follow		GinaAkers	Gina Akers	13,708	5,887	6,335	1,199	65
follow		claire4devizes	Claire Perry	5,274	3,233	11,616	1,955	65
follow		mandari6	mandari	312,231	21,736	20,623	539	61
follow		Deurb1	Dapper Dan	120,418	14,533	14,471	801	69
follow		fountofjoy	Julia	6,500	4,735	4,738	584	68
follow		caroledelp	Carole Delp RN	60,986	5,003	4,530	779	68
follow		roydenney	roy denney	107,001	9,012	8,839	1,426	62
follow		JanieWray	Jane Wray	26,198	3,245	2,998	1,081	63
follow		Purpledognet	Purple Dog	64,533	31,736	67,986	1,415	61
follow		coarmena	chin armeña	37,265	7,390	7,385	1,222	70

### Follower counts of VisitWiltshire's followers

We've analyzed VisitWiltshire's followers and assembled this chart to show you the number of people who follow those users. This is a useful way to pinpoint those users with the most followers (and therefore clout).



### Breakdown


66	0.5%	none »
2,977	20.9%	1 to 49 »
1,616	11.4%	50 to 99 »
4,790	33.7%	100 to 499 »
1,956	13.8%	500 to 1k »
1,929	13.6%	1k to 5k »
318	2.2%	5k to 10k »
378	2.7%	10k to 50k »
95	0.7%	50k to 100k »
75	0.5%	100k to 500k »
8	0.1%	500k to 1 million »
4	0%	1 million+ »

avg: 3,421.54, median: 235.5



## Ask yourself a million questions

- How are my traffic and conversion rate evolving with time ?
- What areas of my site are receiving the most SEO visits ?
- How these different traffic sources convert on my site ?
- What's my Adwords ROI ? / Campaign / AdGroup ?
- How many emails I am collecting / month ?
- Is the last update I launched changed my KPIs ?
- How visitors actually behave on my site depending on their traffic source or site area ?
- Did changing the color of that « add to cart » button improve my Conv Rate ?
- What is the meaning of life ? Would that help improve my main KPI ?

The background of the slide is a high-contrast, aerial photograph of a rugged mountain. The mountain's surface is a mix of dark, jagged rock and patches of white snow. In the center of the frame, a massive, billowing cloud of white snow or smoke rises from a valley, partially obscuring the sky. The lighting is bright, creating sharp shadows and highlights on the mountain's ridges and the edges of the cloud.

# **Metrics from the Web Marketing team**



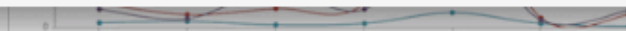
# True Social Metrics

## Metric Dashboard

[Help](#)

[Export...](#)

	Conversation rate↓↑	Amplification rate↓↑	Applause rate↓↑	Economic value↓↑	Posts↓↑	Comments↓↑	Shares↓↑	Favorites↓↑
Twitter	2.77	17.03	14.35	0.24	178	493	3032	2555
Facebook Page	58.02	201.82	2800.14	0.0 ?	56	3249	11302	156808
Google+	1.80	7.23	21.25	0.0 ?	185	333	1338	3931
Blog	80.00	2658.67	434.00	0.23	3	240	7976	1302
YouTube	11.29	14.29	69.43	0.0 ?	7	79	100	486
LinkedIn	0.00	0.00	0.00	0.0 ?	0	0	0	0
Tumblr	0.81	9.91	41.96	none ?	103	83	1021	4322
Instagram	150.67	14.16	14461.65	none ?	43	6479	609	621851
SlideShare	12.50	131.71	614.50	none ?	14	175	1844	8603





# Thank You!

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