Female
Data Scientist
Prefers reading Fortune
Heavy Instagram user

Male
Accountant
Likes sports & travel
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Using Audience Intelligence to Architect a Content Strategy

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Female
Architect
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Defining Audience Intelligence

Social listening is still common today and there is value in this approach. But audience intelligence provides more actionable and defendable insights.

Social Listening

Social listening is monitoring the internet for specific keywords, topics, brand mentions, competitors, and industries. Social intelligence gives marketers the ability to segment online conversations by news media, blogs, forums and social media.

Social listening platforms have come a long way in the last decade and are now built with AI, machine learning and use linguistic analysis to decipher conversations.

Social listening starts with building advanced Boolean logic to isolate specific topics, brands and specific words.

Audience Intelligence

Audience intelligence is an evolution of social listening. It enables marketers to segment specific audiences into smaller clusters to better understand the affinities and characteristics that make each one unique from others.

This type of data takes out the guesswork and arms marketing teams with actionable insights they can use to inform all content, ads, editorial strategy and more.

Audience intelligence starts with building a qualified, self-identified audience first, and then using Boolean logic in the form of filters to isolate their conversations about topics, brands and so on.

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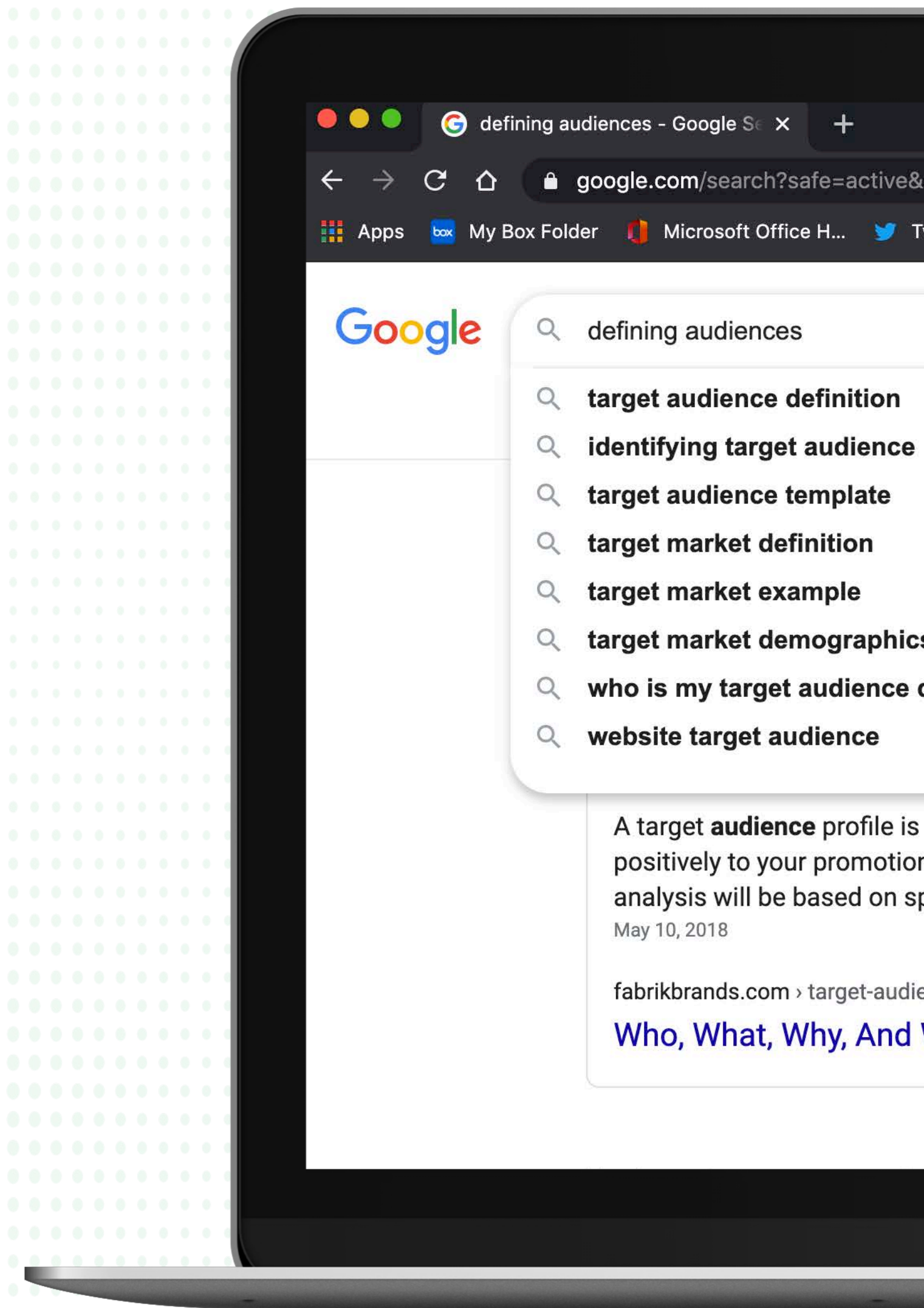
Data-Informed Audience Personas

The buyer's journey is complex. Marketers must use audience personas to deliver segmented messages in multiple channels.

Building personas from intuition is a thing of the past. While it may seem convenient to download a template online, customize it to your brand identify and fill in the blanks, personas that are not backed by data, simply don't work. They may look good on a slide, but they won't get you the results you expect.

On the other hand, data-informed audience personas give marketers actionable insights they need to create content marketing programs that deliver real business value and make an impact.

Audience insights include:

• **Brand Affinities:** What brands are they most connected to and reference more than others

• **Buyers Journey:** What keywords (triggers) are they using as they research and purchase products and services

• **Influencers:** Who are they influenced by as they weave in and out of the buying cycle

• **Media:** What media publications do they read and share by topic of interest

The beauty about building data-informed audience personas is that they will benefit everyone in the sales and marketing organization, from PR and Social Media to channel sales and direct marketing.

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Audience Architecture is Art, But Mostly Science

Together, human intuition and data-driven insights can identify unique audiences, where to find them, and how best to engage them.

Specialized Audiences: This type of audience architecture begins with bio search and is effective for more technical audiences like engineers, developers, IT decision makers and the C-suite, mainly because they aren't shy about telling the world what they do for a living. To find engineers or developers that are talking about #AIOps, #DevOps or Robotics Process Automation (RPA) would require combinations of bio search and public social media conversations. Other specialized audiences like technology journalists, analysts, architects, real-estate agents, physicians, nurses and human resources professionals can be built with this methodology.

Affinity-based Audiences: This approach is good for finding like-minded audiences that have similar interests, affinities and characteristics. It uses a combination of bio search, follower relationships and social media conversations as its source. So using this architecture we can build niche audiences like millennial sneaker heads who live in New York, prefer drinking craft beer and listen to 90's R&B & Hip Hop, as an example.

Micro-Audiences: These are smaller audiences (<500), consist of influencers and are built for the purpose of real-time content marketing or organic influencer engagement. The audience size is large enough to extract directional insights to inform content yet small enough to use for the creation of highly-targeted creative assets.

Inputs for Audience Architecture

- Conversations: what are they talking about?
- URL Sharing: what media are they sharing?
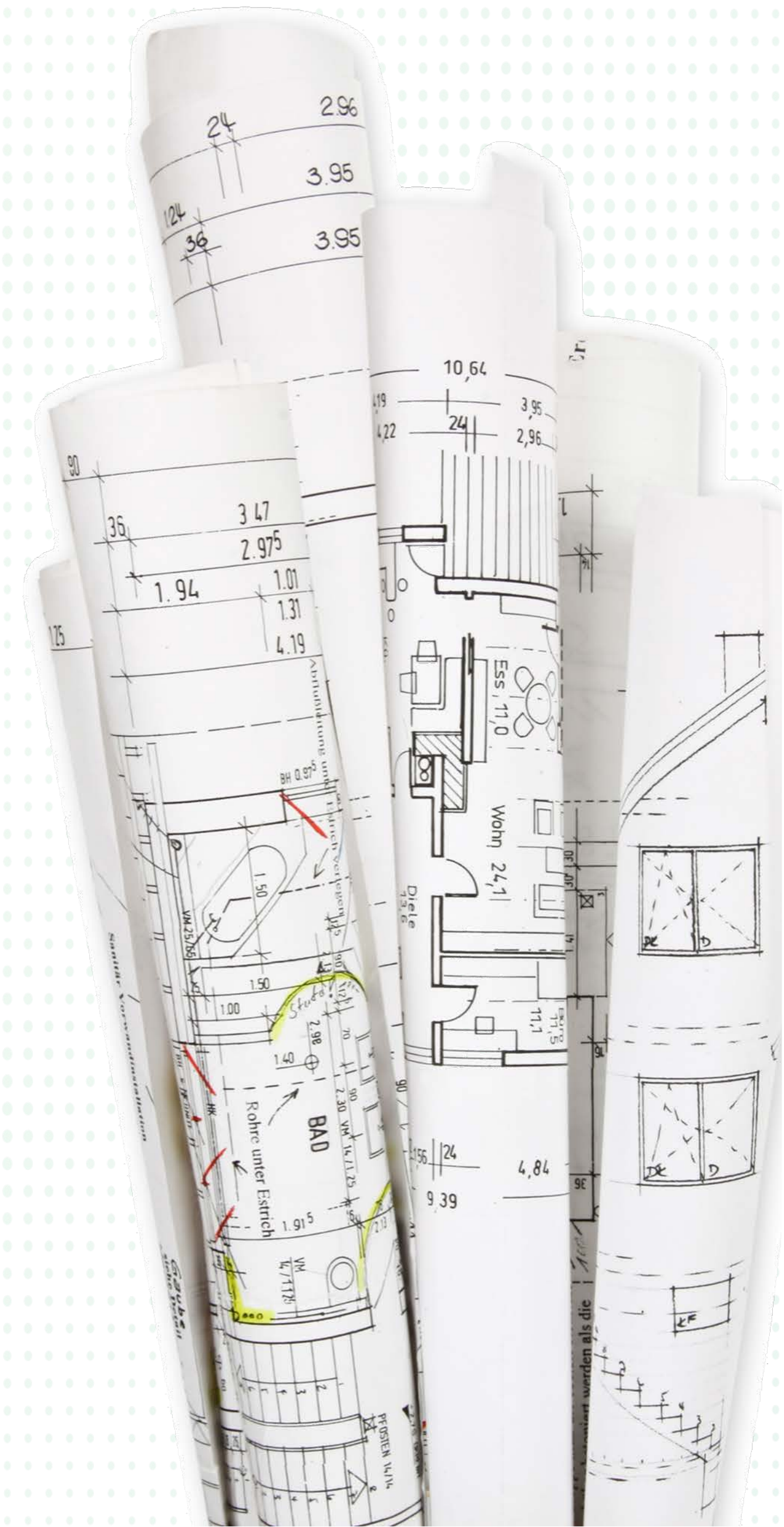- Bio Search: how do they describe themselves?
- Followers: who do they follow?
- Demographics: where do they live?
- Interests/Affinities: what are they passionate about?

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Why An Audience First Content Strategy Works

Marketers must ensure that their supply of content meets the demand of the audience by providing relevant stories and creative content.

Audience data is a blueprint. Just like an architect who designs a house using 3D software, marketers can build data informed programs using audience architecture. **The result**: creative storytelling and advertising that can break through clutter and reach audiences with memorable, impactful and game-changing programs.
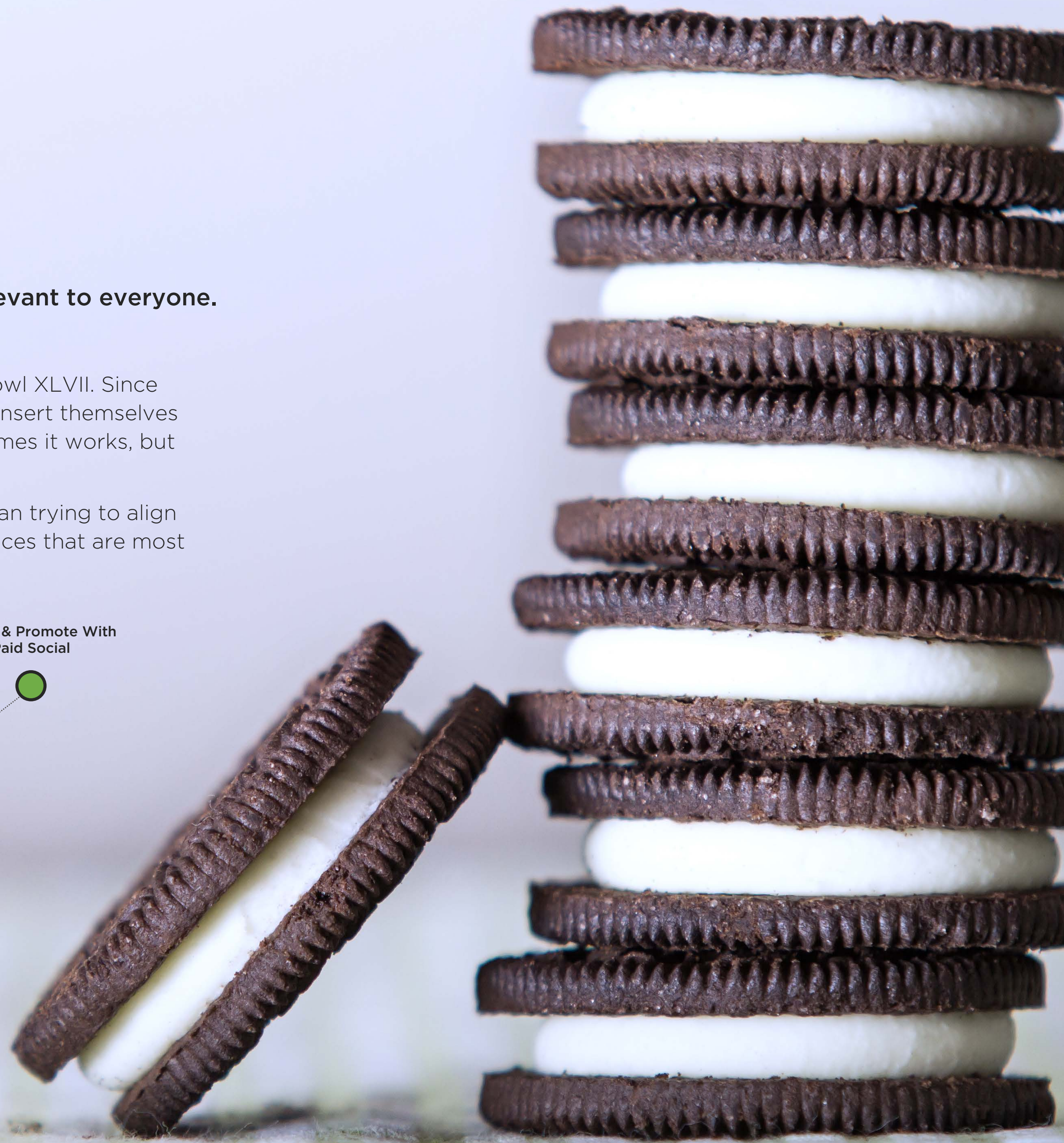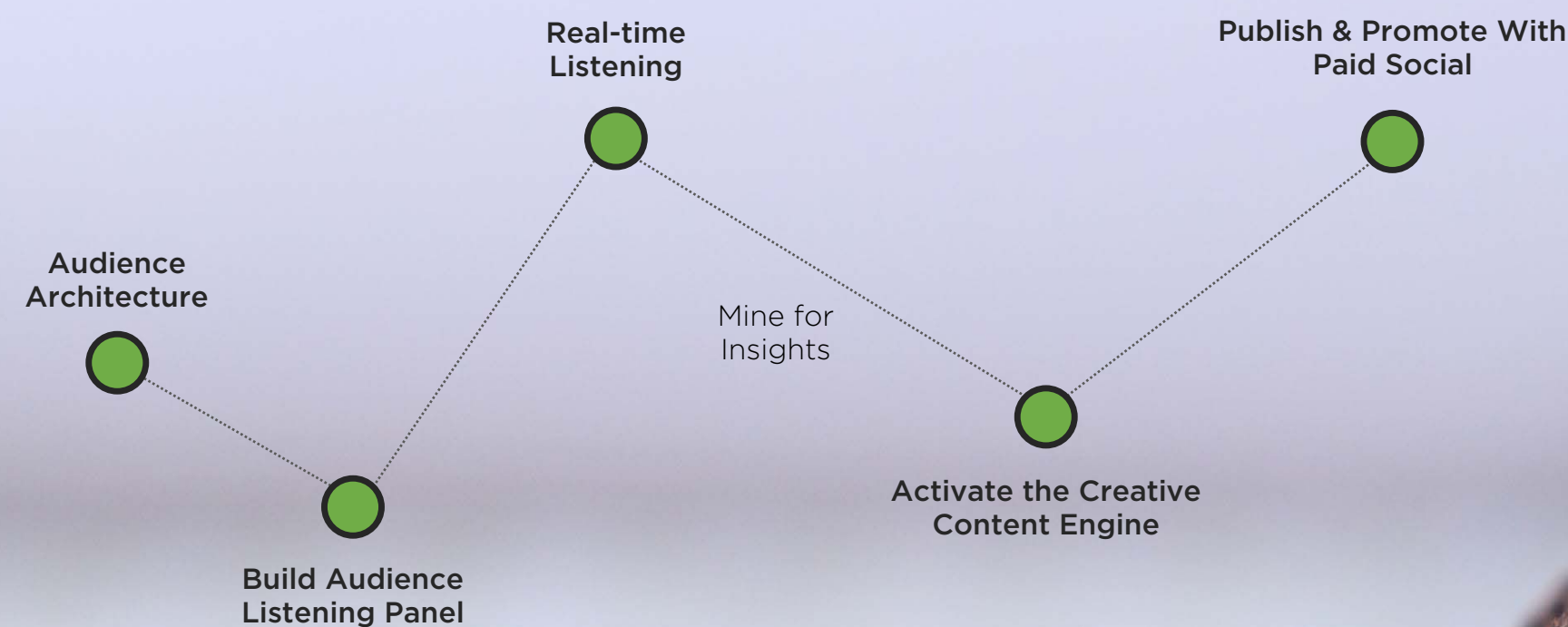
What you can learn from audience intelligence?	How you can use this to drive creative storytelling?
Topical Relevance	Use to align your narrative or content strategy to better align with what is relevant to the audience
Keywords and Phrasing	Use to inform headlines, blog posts and other long form content (executive thought leadership, employee storytelling)
Traditional Media Affinities	Use to prioritize your media relations to what the audience reads and shares
Hashtag Usage	Use to inform hashtags across social media channels
Influencer Affinities	Use to build an audience-driven influencer program
Buying Triggers	Use to build a content strategy that aligns to the buyer's journey

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Real-Time Audience Engagement

The goal of real-time content marketing isn't to be relevant to everyone. It's to be extremely relevant to your niche audience.

Everyone remembers the Oreo Tweet in 2013 during Super Bowl XLVII. Since then, many brands have tried to "hijack" cultural moments to insert themselves into an existing narrative and reach a broad audience. Sometimes it works, but most times it doesn't.

This is where real-time audience listening comes in – rather than trying to align your brand with everyone, this approach leverages the audiences that are most important to amplify your success.

Real-time Listening

Publish & Promote With Paid Social

Audience Architecture

Mine for Insights

Activate the Creative Content Engine

Build Audience Listening Panel

FOR MORE INFORMATION,
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Thank You!