

Media analytics for marketers

A marketer's guide to
media monitoring.

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00

Introduction

Preview

Media monitoring can help you achieve your marketing goals in five key areas.



Media monitoring? It's a PR thing.

Sure, ever since the very beginning, since the (literal) press clipping days, it has predominantly been a PR activity. PR and communication professionals are usually the ones finding the most use out of media monitoring: from the basics of tracking who published your press release to the more intricate activities of mitigating reputation damage and managing media crises.

It doesn't surprise then that PR agencies and PR departments are more enthusiastic and more open about media monitoring and analytics tools, whereas marketers may be more reluctant.

Media monitoring uses for marketers may not be as obvious - but they're most definitely

there. You just have to be willing to scratch a little under the surface.

Media monitoring benefits for marketers

Identifying and satisfying unfulfilled needs and desires, as well as delivering a unique value proposition, is what marketing is all about. And while this may sound a bit abstract, how you go about achieving it is what really matters.

Media monitoring can help you achieve your marketing goals in five key areas:

- Market research
- Social media engagement
- Influencer marketing
- Advertising
- Analytics

Real-time and offering unbiased opinions - that is at the very core of conducting market research using a media monitoring tool.



01

Market research

If you want to fulfill unfulfilled needs, you need to research your market and your target audience to get a better understanding of their wants and desires. What troubles them? Does your product/service relieve them of those troubles?

We've come a long way from exclusively using traditional focus groups and surveys when it comes to answering these questions.

Real-time and offering unbiased opinions - that is at the very core of conducting market research using a media monitoring tool. This way, you get an unfiltered understanding of your target audience, their thoughts, frustrations, problems, and wants - all at this very moment. By tracking keywords

of interest (e.g. industry-related topics, hashtags, brand name, etc.), you're privy to all your audience's freely voiced opinions online.

Let's put this into practice. Here are two examples:

- launching a new product,
- entering a new market (location-wise).



01

Market research

- Launching a new product

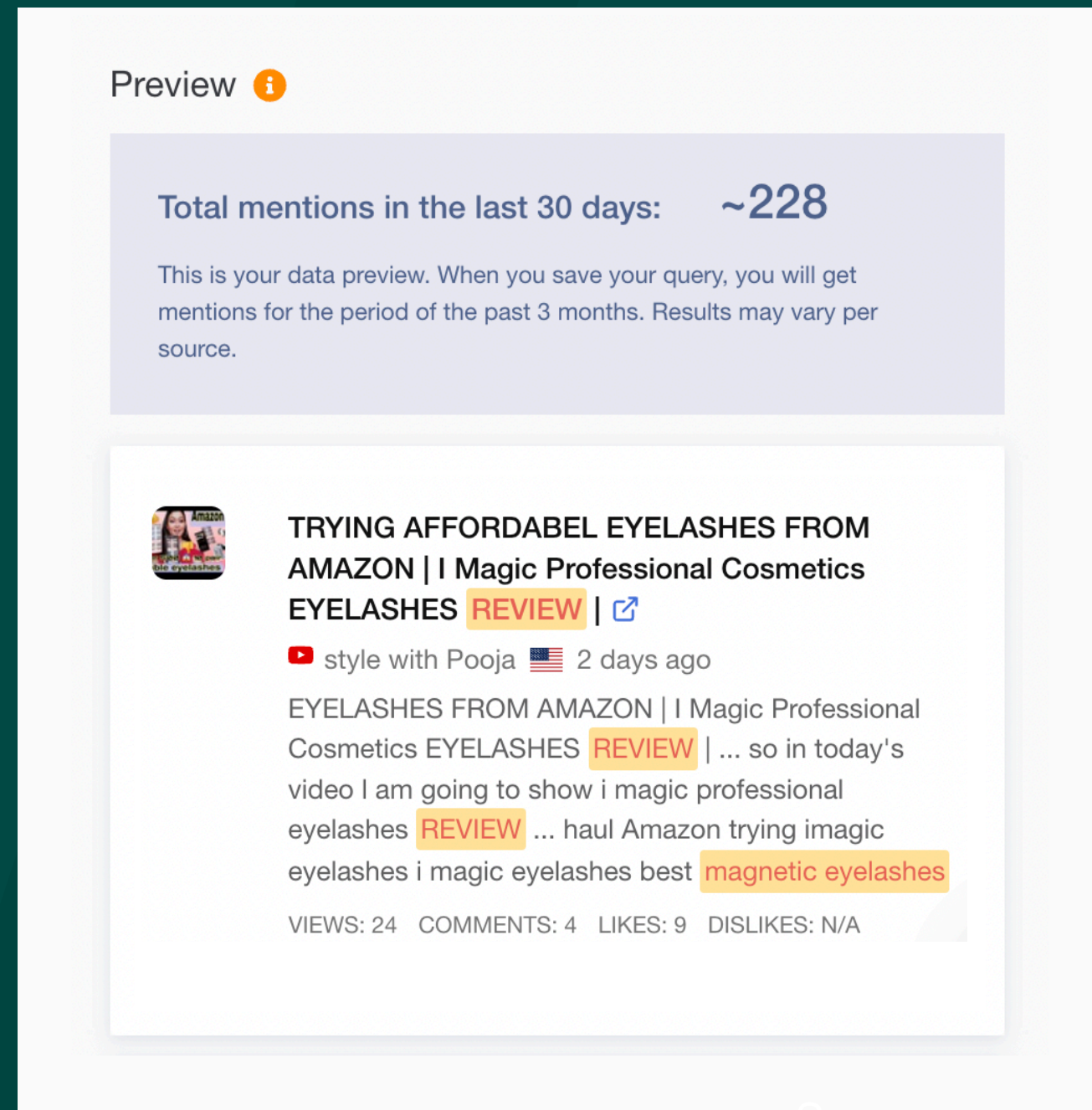
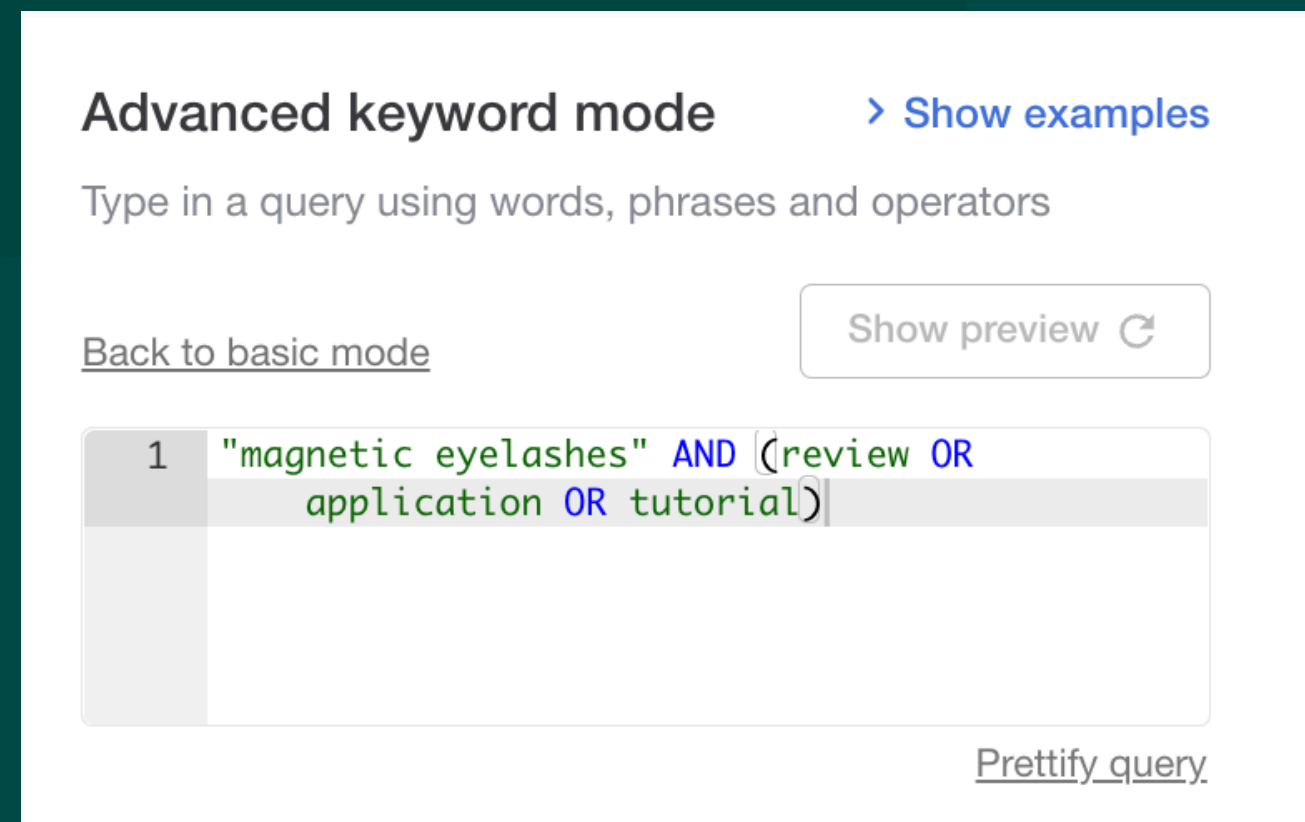
Let's say you work in the beauty industry, and you've been dedicatedly following the newest industry trends by tracking relevant topics by categories, including makeup trends and skin care.

You've noticed a rising trend in magnetic eyelashes and wanted in on it. However, while there seems to be an interest in it, you do need to research it further. How do people feel about magnetic lashes, what are the common problems with the application, and how durable they are. So, you'd want to **set up your search to track mentions of**

magnetic eyelashes in the context of tutorials, reviews, and similar keywords.

With this set-up, you'll be able to get insight into the opinions and struggles of consumers using this product.

Perhaps, you'll find that people



Source:
Determ



01

Market
research

generally have an issue with applying the lashes. So, when launching a product, you can make sure to include thorough instructions on how to apply them. Likewise, you can write a blog or film a tutorial on applying them, to give an extra value to your product.

This way, you're not going into it blindly, but rather **making an informed decision based on your target audience's needs.**



01

Market research

- Entering a new market (location-wise)

In this example, imagine you're a food & beverage company looking to launch your soft drink in another country (e.g. France). Before doing so, you want to make sure your product appeals to that target audience.

This is why you'll want to relate it to something they find familiar. For instance, **you could use a brand ambassador** - someone well-known in France and associated with positive feelings. As luck would have it, football is significant in both France and your country. What's more, some of your country's football players play for French teams. You start tracking those player's names using a media monitoring tool to see which player is the most popular, i.e. has the

most mentions and dominantly positive sentiment. This way, once you start promoting your product with a popular footballer as your brand ambassador, people will be more trustworthy and more open to trying out your product.



Media monitoring allows you to track and measure three key areas relevant to boosting social media engagement.

02



Media monitoring tools enable finding and engaging a larger audience across social media. **This is possible because these tools track down not only those comments, tweets or posts in which the brand is directly tagged - but also those where a brand is simply mentioned.** You can even take into account common misspellings and track those, too. Now you know you'll never miss any post pertaining to your brand and directly respond to the person that posted it. **Be it a positive or a negative comment, you can either further their positive opinion or diffuse a possibly escalating situation.** Not only that but if you're tracking more broadly - say, relevant topics or hashtags - you can lead people to your website or even generate sales. For instance, say your brand is in the

business of arranging bouquets. You could track keywords such as "ideas for birthday gift", "what to buy for anniversary", and other similar keywords. Then you can directly respond to people by offering them your product as a solution. Building your social media community has never been easier.

For a more targeted approach, there are **three key areas relevant for boosting engagement:**

- marketing campaign tracking,
- viral content,
- customer care.

- Marketing campaign tracking

Once you launch a campaign, it's important to keep track of the way the public received it. What's the general chatter surrounding the campaign, is it mostly positive or negative? Either way, you can, and should, respond to people's reactions. How specifically, we've explained later in the blog under Campaign Analytics.

- Viral content

Again, it can be a campaign, a tweet, a post, or a blog. Something that resonated with the audience and compelled them to share it. If you're meticulous about social listening, you can easily spot the beginnings. It'll usually

happen if an influencer or celebrity shared it, as it reaches a bigger, devoted audience. You need to capitalise on it if it happens. **Interact with the audience by sharing, retweeting and/or commenting on their reactions, seek out media opportunities.** Easily keep track of the momentum using a media monitoring tool - as you'll have all online reactions in one place.

The best example of such viral content is the Ice Bucket Challenge. It turned out to be such an enormous thing - everybody was doing it. It would be easy to get lost in such an influx of social media engagement, hard to keep track of every challenge, share, comment, tweet or retweet. **With a media monitoring tool, you'd have been able to**

keep track of each social media platform individually, group press mentions, group all celebrity challenges, *and* keep track of the campaign in general. That way, you'd have a clear and sorted overview of everything that's happening, which would have made it easier to capitalise on the momentum.

- Customer care

If a customer is frustrated with your product, chances are those frustrations will be shared on social media. They can @ your brand, but also not. And you want to catch all those pesky posts and tweets sharing not-so-kind words about your brand. It's a way of a brand's life, running into criticism. However, it's how you deal with it that'll mark your customer

relationships. **Tracking your brand name alongside some common product-related problems (some that you've had complaints about before) will ensure you don't miss any complaints made online.** Then you can reach out and help them resolve the problem. This way they'll know you care. However, **don't focus exclusively on complaints.** You want to make sure you catch all inquiries people post, especially if they couldn't reach your customer support. Likewise, with praises - make sure you respond and thank them for supporting your company. **The worst thing you can do is *not* acknowledge your customers on social media.** This is why media monitoring tools make the job easier for you.

The best way to discover influencers is by keeping an eye on who's mentioning your brand, competitors, and niche.

03



From micro-influencers to big fish, media monitoring tools are likely to identify them. As media monitoring is based on tracking mentions, the best way to discover influencers this way is **by keeping an eye on who's mentioning your brand, competitors, and niche.**

- Finding influencers mentioning **your brand**

Pay attention to who is mentioning your brand online and how big of a reach that person/profile/website had. If someone sparks your interest - check them out. Explore their background to see if they usually write about topics related to your brand or industry. **Don't**

make the mistake of only focusing on one platform - if they aren't that big on Instagram, maybe they have a hefty following on Twitter.

For instance, **Determ has a few influencer dashboards that can tell you who your influencers are by the number of mentions, source, or the reach they had.**

The work doesn't stop there, though.

Once you find them - reach out. Reply to their comment or tweet, share their blog/post and/or follow them on their social media. Let them know you've noticed them - and then get in touch via email or direct message for a future collaboration proposal.



- Finding influencers mentioning **your competitors**

There are a plethora of reasons why you should keep track of your competition - finding influencers being one of them. You want to know who's talking about your competitors, if they've been mentioned by any influencers in your industry.

Of course, if those influencers are collaborating with them exclusively, don't reach out. However, some might just be reviewing the products and/or services or mentioning them in passing and might be open to working with different collaborators. Those are the opportunities to look for.

- Finding influencers mentioning **your niche**

The most likely case scenario is the one where not that many influencers mention you or your competitors. Mostly because they haven't yet come across your brand. **It is more likely they'll be writing about your industry, or your niche, specifically.**

For instance, if you're an organic food retailer.

They might not mention you specifically, but they may be talking about recipes, diets and/or organic products in general, which is why you need to monitor related keywords. Maybe you'll find a cooking or a



03 — Influencer marketing

food review blog or Youtube channel, a fitness coach passionate about organic products or someone promoting vegan/vegetarian lifestyle. The key is to figure out which phrases go hand in hand for your niche, and may be something influencers are talking about.



There are 10 most influential ways you can use media monitoring in advertising.

04



From generating new keyword ideas and knowing when to invest and how much, to link building and lead generation. We won't go into too much detail here, but you can check out our blog for the **10 ways you can use media monitoring in digital advertising.**

As a preview, here are those 10 ways:

- Researching the niche before creating a marketing strategy and campaign,
- Tracking your competition and exploiting their weaknesses to your advantage,
- Generating new keyword ideas and creative messaging for advertising,
- Knowing when to invest and how much,
- SEO link building,
- Generating blog ideas,
- Lead generation and growth hacking,
 - Finding real-time marketing opportunities,
- Building relationships with influencers,
- Finding the right channel with the most potential for your product.



05

Media monitoring most notably deliver in two ways: competitor analysis and marketing campaign analytics.



05 — Analytics

While everything we've talked about is certainly important and recommendable for marketers, it's always good to know if your labor resulted in any fruit. After all, what marketer doesn't love a good "in your face" opportunity? Especially if it's backed by data.

Well, **media monitoring tools can deliver in two ways:**

- competitor analysis,
- campaign analytics.



- Competitor analysis

All the effort you invest in market research, in satisfying consumer needs, engaging them on social media and building a community - really, creating loyal customers - is it not all meant to give you a step up on the competition?

The end goal is to differentiate yourself, to gain a competitive advantage. How else are consumers supposed to pick you in a sea of substitutes? You have to offer them that extra something, a unique selling proposition that is going to make them go “I want you, I want your brand”. And it goes far beyond the product itself. Think Apple, for instance. Samsung is a quality product, too, but is it as elite as Apple made itself be?

Knowing who your competition is, what is it they're selling (again, think beyond the product itself) - it's key to bettering yourself and outperforming competitors. This is where competitor analysis makes an entrance.

Using a media monitoring tool, you can:

- **Identify your competitors** by tracking keywords and phrases related to your

business and products.

- **Keep up with the latest news** on your competitors by tracking their brand name (to see what others publish about them) and their owned media (website, social media profiles, etc.) to know what the competition itself publishes.
- **Benchmark your online reputation** with theirs by making use of a competitive analysis dashboard which offers you insight into share of voice and sentiment analysis, among other metrics.
- **Identify areas for improvement**, i.e. find areas that are lacking and require improvement when compared to your competitors' online strategy - be it in content,

social media performance, SEO or other areas.

Let's go back to metrics for a second - more precisely share of voice. **Share of voice (SOV)** is especially important, as it is essentially a measure of reach and shows the share of exposure between your brand and selected competitors.

Moreover, it's representative of the market percentage a brand holds in comparison to its competitors. As such, **SOV is crucial when developing a competitor analysis strategy**. As was previously said, SOV shows the share of exposure - so it can be calculated as the ratio of total mentions each brand gets online.

Share of voice

[Competitor analysis report](#)

NIKE

55%

ADIDAS

45%

05 — Analytics

In the example of Nike and Adidas, you saw that **Nike enjoys a bigger share of exposure than Adidas**. However, the difference is not big by any means, which is why, by analyzing Nike's online strategy, Adidas can work on figuring out how to try and surpass Nike.



- Campaign analytics

Say you've invested a lot of money and/or effort into a marketing campaign. You've fought for your idea to come to life, convinced it would be successful. Maybe even go viral.

You've launched it and transferred all the power into the hands of masses lurking behind a smartphone screen.

How will the public receive it? Will they love it, eh it, or hate it?

To get a comprehensive look into your marketing campaign performance using a media monitoring tool, **it is important to establish a plan** - make it a part of the campaign implementation strategy.

This plan needs to be **three-part**. You need to **take action before, during, and after the campaign**.

Before launching the campaign

During this part, you need to take these two steps:

- **Prepare a game plan.** Whether an in-house marketing team or an agency, both need to know the campaign goals.

What is it you are trying to achieve with this campaign? Is it brand awareness, engagement, website traffic increase or even direct conversions (e.g. sales)? Whatever it is, you have to know it for more targeted monitoring. You'll know which channels to focus on (social media, forums, review sites, blogs...), and what to monitor in general.

- **Create a unique campaign tag.** Try to stay away from generic taglines and make an effort to create a catchy hashtag that people will love to share and, what's more, that will make it easier for you to track it. Considering media monitoring tools work by tracking keywords, a unique tagline will make sure all mentions appearing in your feed are exclusively campaign-related.

Once you do these two things, you'll know better which keywords to monitor to keep track of your campaign from the beginning to the end. Those keywords can be your brand name - alongside your campaign hashtag/slogan or campaign name. If you're working with influencers, you can track them, too. This way, you'll know if the collaboration was successful.

So, before launching the campaign, you'll want to set up those queries in your media monitoring tool. Keep in mind, you can also use global filters. These will allow you to filter your mentions by location or language if your campaign was locally targeted.

To move from theory into practice, let's



take Skittles as an example. Halloween wasn't that long ago, and Skittles was one of the many brands that used it as an opportunity to engage consumers.

Leading up to the celebration, **Skittles launched a new product - Zombie Skittles.** These Skittles included five fruity flavors but with a Halloween twist. One of the flavors was rotten zombie, hence the name of the product.

So, they've let these russian roulette Skittles out into the world, along with these key taglines: **#zombieskittles, #daretherainbow, and #zombieskittleschallenge** hoping it'll catch on, and Skittles fans would share their experiences using these hashtags. They've also **used influencers in their campaign,** for

instance, Ricky Dillon.

To keep track of the campaign, we've **set up queries using those key hashtags alongside the main campaign keyword, "zombie skittles"**. Additionally, we could've also tracked Ricky when mentioned in the context of Zombie Skittles to get insight into his influence.

During the campaign

During the campaign, you'll want to:

- **Keep track of online chatter.** You'll want to know how people are reacting to your campaign. What are the initial

05 — Analytics

impressions of your campaign? What are people commenting and tweeting? Since you've already set up everything, now you just have to analyze conversations meticulously.

The best way to do it is to separate mentions into categories.

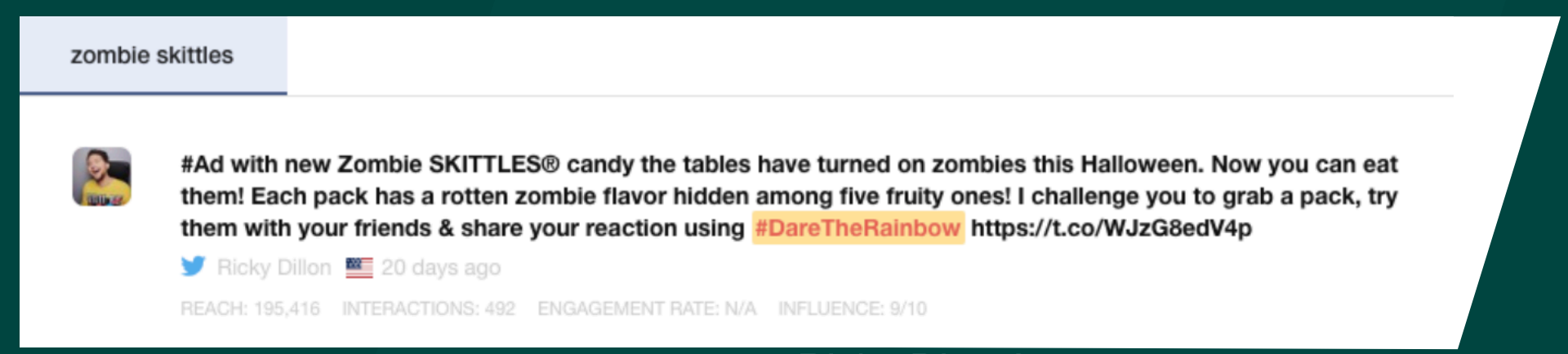
Determ, for instance, allows for tags and collections. These make it possible to **select mentions and group them according to certain factors.**

For instance, you can group mentions by positive or negative sentiment, by influencers you might have used in your campaign (to know which mentions are due to their influence), by the press or news mentions so

you know what the press is reporting to the public.

By sorting the mentions this way, you'll have a more organized and comprehensive insight into the campaign feedback.

For instance, as was previously mentioned, **Skittles used an influencer Ricky Dillon to spread the word about the campaign** and invite his followers to #daretherainbow by trying out this challenge.



Ricky Dillon's tweet, source: Determ



We could've started tracking him at the very beginning, or we can also sort mentions by tagging them and grouping them in a Collection titled, for instance, Ricky Dillon Mentions. This way, we'll know precisely how the campaign ties into his reach.

- **Take immediate action.** Whilst monitoring those conversations, keep in mind it's all real-time. So, don't be a passive observer, but rather **look for opportunities to insert yourself into these conversations** and find new opportunities to spread the word about your campaign.

For instance, you may find new influencers you can use for further

exposure, engage people in conversations by commenting on their posts or replying to their tweets.

Furthermore, **you can manage a possible media crisis**. Say your campaign left a bad taste in a few people's mouths. You can know and **react immediately** and not wait for the bad word to spread quicker and further. What Skittles could've done is easily find all the people doing the #daretherainbow challenge and respond to them immediately - with sassy quips or thank-you replies.

After the campaign

After all is said and done, what's left is to



analyze the campaign outcomes. Review metrics, draw conclusions based on those metrics and take note for future campaigns. What worked, what didn't and what to do to make it work another time.

With media monitoring tools, you can get insight into these key metrics:

- **Reach**

To find out how big of a reach your campaign has had, you'll need to look into two metrics: **number of mentions and total impressions**. *Number of mentions* will tell you how many people mentioned your campaign keywords (so, the total number of posts, tweets, blogs, articles, comments...). *Number of impressions*,

on the other hand, will let you know the reach those mentions had (the total number of people that have seen the total mentions).

If you want to get a deeper **insight into specific mentions**, Determ, for instance, offers data such as:

- **Reach.** An estimated number of people who saw that mention (as mentioned previously).
- **Interactions.** A number of people who have liked, commented or shared the post.
- **Engagement rate.** The percentage of people who interacted with the post after seeing it (likes, comments, shares).

Number of mentions
+189.08% compared to previous
period

Zombie
Skittles

503

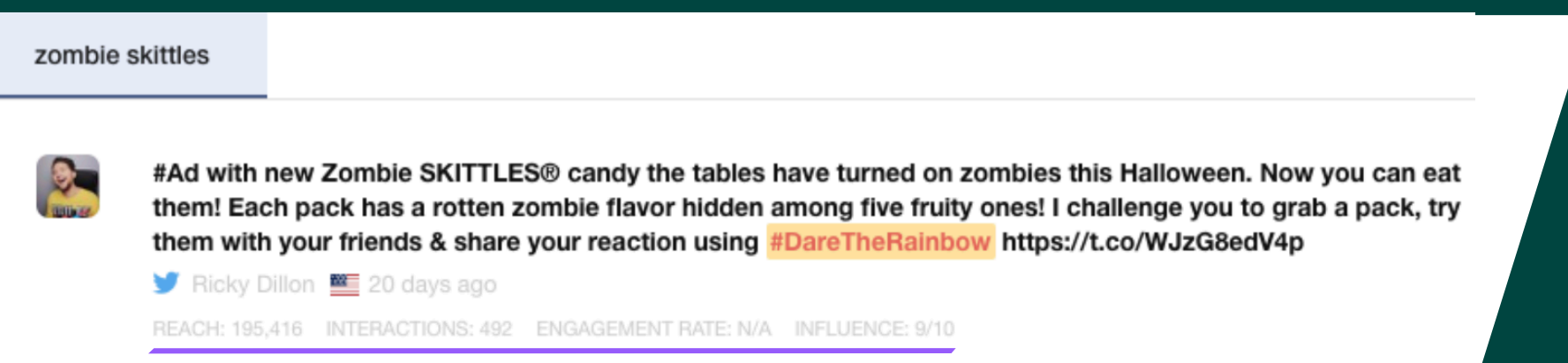
Number of impressions
-14.35% compared to previous period

Zombie
Skittles

4,039,626

- **Influence score.** A source influence rated from 1 to 10, indicating how influential that source is in comparison to every other source on the internet. An influence score of 1 means the source has a small audience, while 10 typically means the source is a globally influential website or social media profile.

You can see all these metrics underlined in the example below:



The screenshot shows a social media post for 'zombie skittles'. The post text is: '#Ad with new Zombie SKITTLES® candy the tables have turned on zombies this Halloween. Now you can eat them! Each pack has a rotten zombie flavor hidden among five fruity ones! I challenge you to grab a pack, try them with your friends & share your reaction using #DareTheRainbow https://t.co/WJzG8edV4p'. The user is Ricky Dillon, posted 20 days ago. The analytics at the bottom are: REACH: 195,416, INTERACTIONS: 492, ENGAGEMENT RATE: N/A, and INFLUENCE: 9/10. The word 'INFLUENCE' is underlined in the original image.

Source: Determ

This way, you can know which mentions performed best, i.e. were the most influential and reached most people. You can see if those were owned media mentions or, rather, earned. You can see if the influencer collaboration (if you had one) was successful or not.

- **Channel dominance**

Using a media monitoring tool, you can also get insight into which of your channels performed best. What social media platform worked best in this scenario? Was it the one you expected or did you discover a different platform worked better? If you take a look at a chart like Mentions over time by source, you

can see which one of your channels garnered the most attention (i.e. mentions).

Once you find out what channels drive the best results, you'll know where to focus your energy in the future. After all, **results don't come from focusing on every channel out there but rather from focusing on the right channels with the biggest impact.**

What you'll need to do is evaluate your channel strategy. Which channels are you currently using, which channels do you need to add and which channels do you need to remove from your strategy?

Additionally, **you can see how your competitors perform on each channel.** You

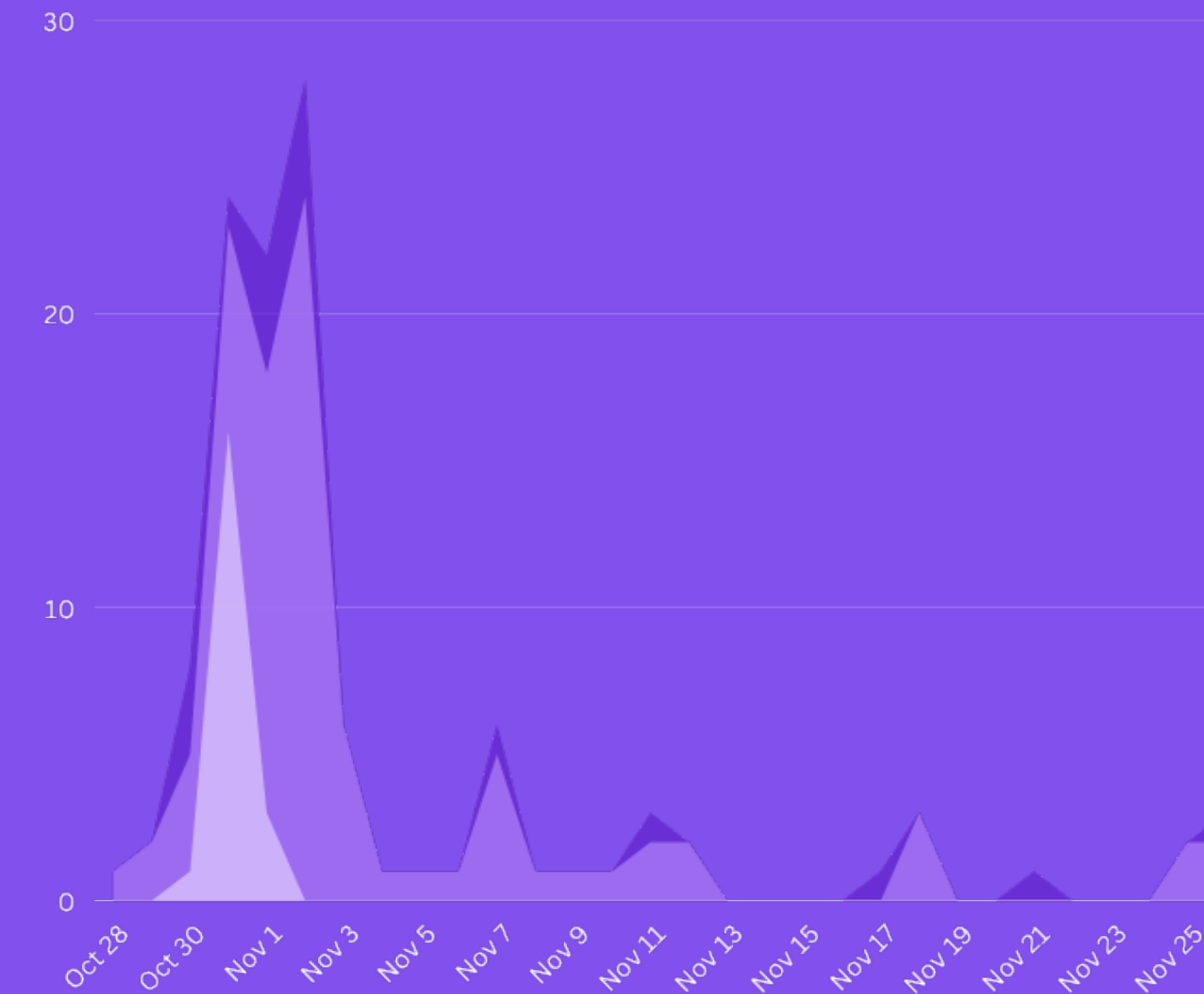
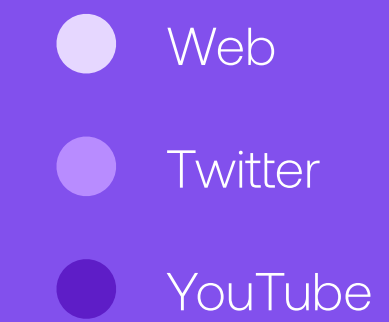
could even compare campaigns - see how yours performed on each channel compared to your competitors'. If you find they have more success on one channel, try and figure out why that is? What is it they're doing? What kind of content are they posting, in what ways are they engaging that channel's audience?

Learn from your competitors. Learn what worked for them and try to implement it yourself, and learn what did not work and try to avoid making the same mistakes.

- **Sentiment analysis**

While having an insight into a number of mentions and impressions is great, you need more than that. You can't take much from

Mentions over time by source



those two pieces of data, other than you reached a big (or small) number of people. *What* did reach those people is a better question. Was your campaign spread dominantly in a positive or negative tone? Media monitoring tools make it possible to get information on mention sentiment, as well as check out the mentions that were positive and those that were negative. This way you'll know what people liked (or didn't like).

- **Mention spikes**

By checking out how your mentions performed over a chosen period of time (during the Halloween period, in our case), you can see when there were certain spikes in

your mentions. Times (dates) when your keywords were mentioned exceptionally more than usual for that period of time.

As expected, the peaks for the “Zombie Skittles” query were on Halloween and the day after, but also on October 17. To figure out what caused these peaks, you can simply click on them to see what the mentions were that day.

Positive-negative sentiment ratio

Zombie Skittles

POSITIVE

67%

NEGATIVE

33%

It's time to start media monitoring.

To sum up - yes, PR pros are the ones to reach for a media monitoring tool first. However, if this ebook has proven anything, it's that looking at media monitoring as a purely PR tool is too narrow of a view. If it's not obvious, it doesn't mean it isn't there. With a little bit of creative thinking, media monitoring tools have a way of becoming one of *the* tools to use for marketing purposes.



Try Determ for yourself.

Schedule a free consultation and product demo with our media monitoring experts.

[Schedule a product demo →](#)

