

# Powering and Optimizing your Brand with Social Intelligence

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# NETBASE™

ENTERPRISE-SCALE SOCIAL MEDIA ANALYTICS

## TRUSTED BY THE WORLD'S TOP BRANDS.

NetBase helps them analyze millions of social media posts, process real-time data, and support every facet of business.

**nickelodeon**



UNIV UNIVERSAL MUSIC GROUP  
NASHVILLE

CREDIT SUISSE



**VISA**

American Airlines



*Coca-Cola*

# OUR PLATFORM DELIVERS REAL BUSINESS VALUE.

Progressive brands and agencies use NetBase  
to see their brand through the eyes of  
consumers.



Increase Revenue



Improve Productivity



Decrease Costs



Reduce & Manage Risk

# A CASE STUDY IN SOCIAL INTELLIGENCE



GEORGIA AQUARIUM

AMES SCULLIN O'HAIRE INC  
advertising

NETBASE

AMES SCULLIN O'HAIRE INC  
advertising



Social Intelligence affords us the opportunity to holistically gather, analyze, and understand the voice of our consumer across a broad spectrum of topics in both a qualitative and quantitative means faster than ever before.

Are you Listening?

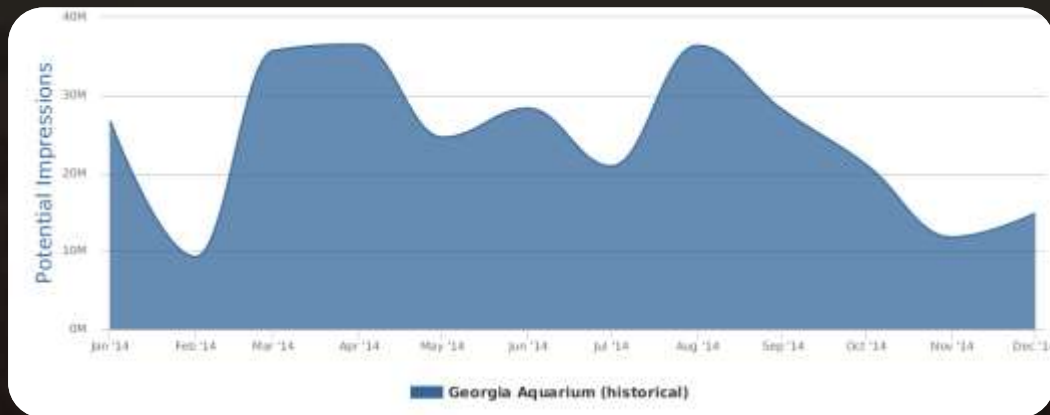
# UNDERSTANDING THE VOICE OF THE CONSUMER



CONSUMER  
INSIGHTS

OPTIMIZING MESSAGING

# HOW MUCH ARE THEY TALKING?

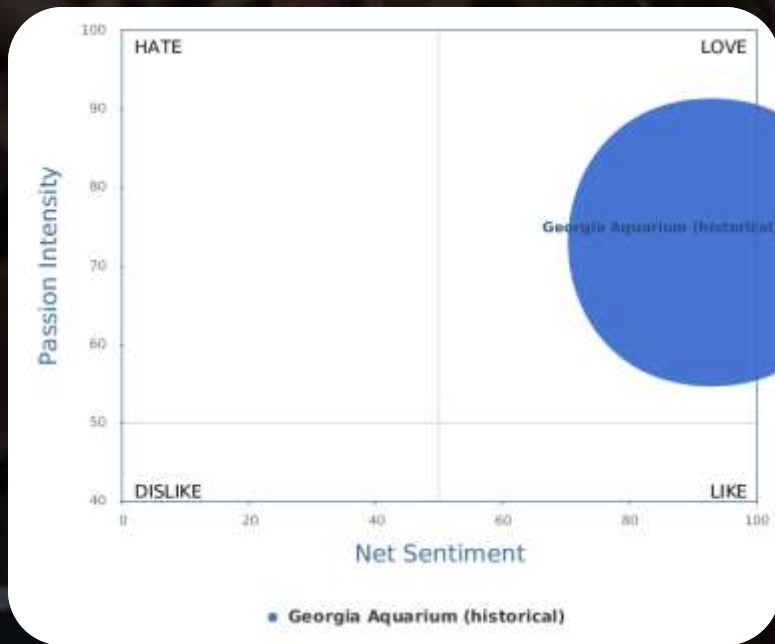


Big time!

Almost 300 million potential impressions!

March through August are prime for messaging.

# DO THEY LIKE US?



YES...

Our consumer not only likes us...

They LOVE us!



# WHAT DO THEY LIKE?



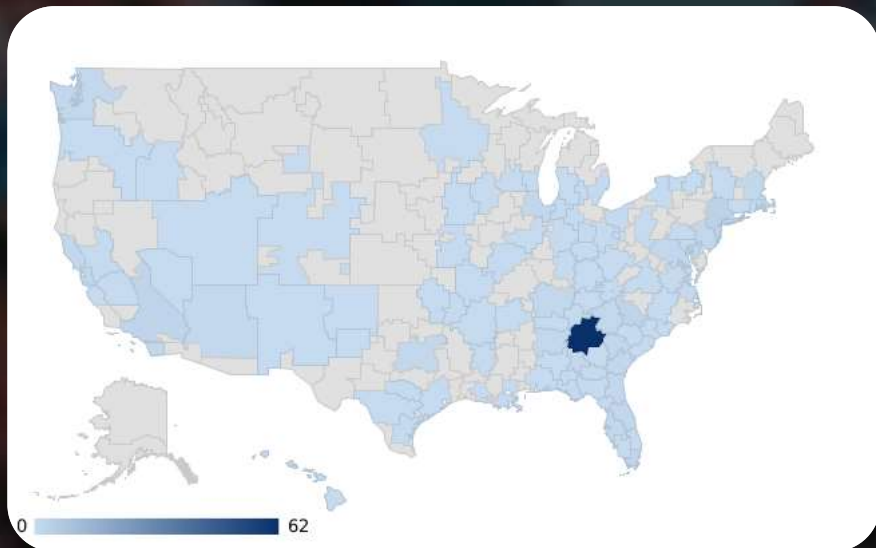
## Animals:

- Manta Rays
- Belugas
- Jelly Fish
- Dolphins

## Experiences:

- Sea Nights/Sips Under the Sea
- Backstage Tours

# WHERE ARE THEY?



They're everywhere.

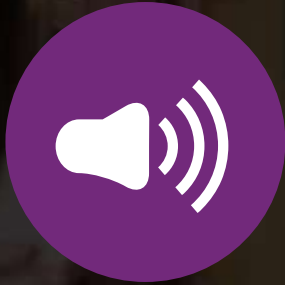
BUT...

The Southeast continued to demonstrate a strategic opportunity.

# CREATIVE AND MEDIA ROCKED THE CAMPAIGNS!



# 2015 RESULTS AND IMPACT



174%  
Increase in Potential  
Impressions  
304M to 804M



April – July  
Increased Potential  
Impressions  
110M to 182M YoY

# ALL ABOUT ATTENDANCE



Attendance Up  
8%



Ranked #1  
Aquarium in the US by  
TripAdvisor



GEORGIA AQUARIUM

"The only way to be proactive with your audience is to accurately predict what they're going to say. Social intelligence allows us to find those patterns in online behavior that make us better marketers and communicators by anticipating the needs of our guests and fans."

-Rosie Judd, Director, Digital Media

NETBASE

AMES SCULLIN O'HAIRE INC  
advertising

# NON-TRADITIONAL USE

CONSUMER  
INSIGHTS

OPTIMIZING MESSAGING

PERFORMANCE  
MARKETING

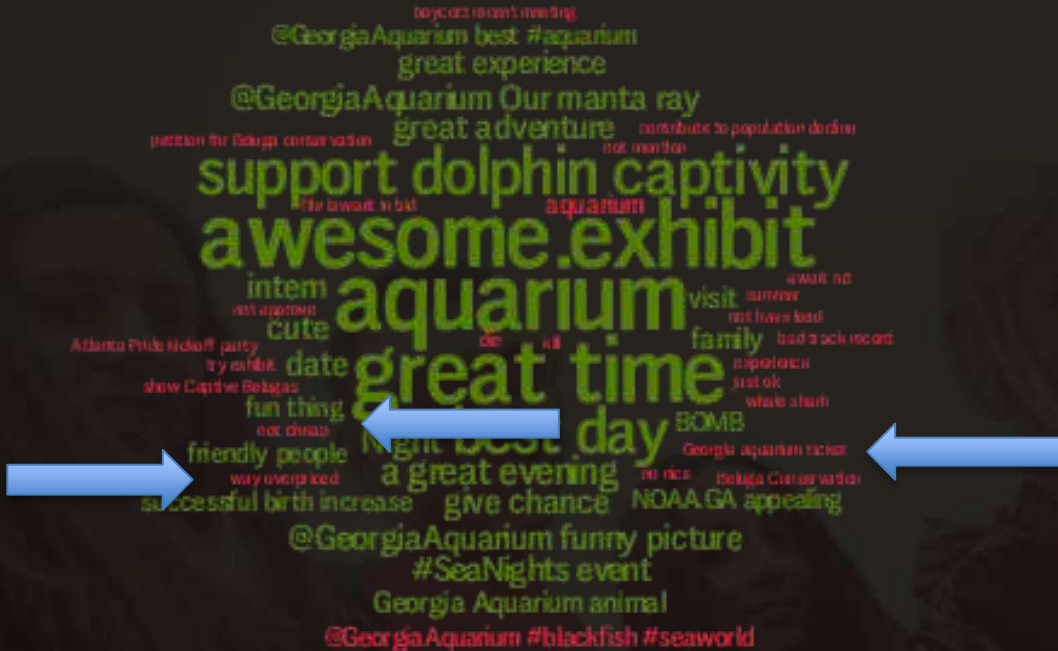
OPTIMIZING PAID  
SEARCH

# A LITTLE HISTORY...

Our client had tried paid search previously with limited results and no active campaign had been implemented in several years.



# INSIGHT #1



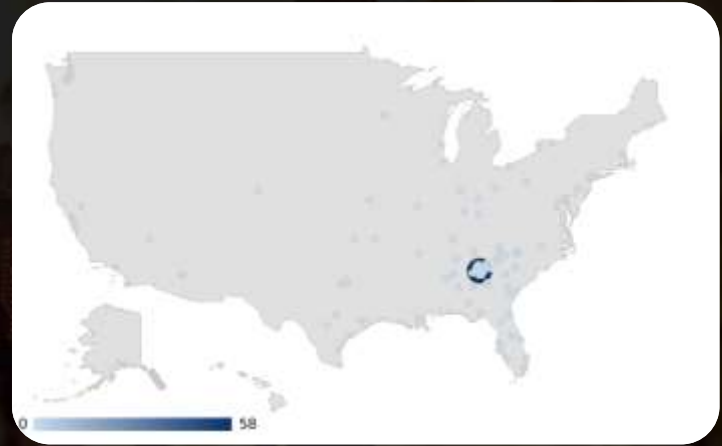
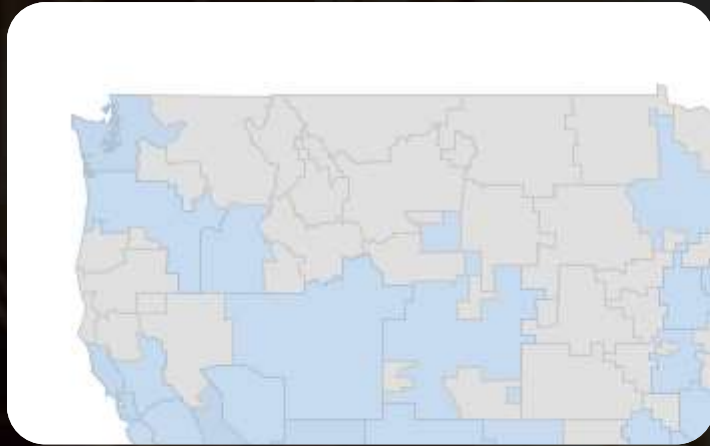
While examining Sentiment Drivers a few items popped out about pricing and potential promotions.

# INSIGHT #2



A brand analysis indicated a few other local attractions entered the Georgia Aquarium's social conversation.

# INSIGHT #3



Where were these conversations taking place?

Which Metro Areas and which cities contributed?

# THE CAMPAIGNS

1

Value & Discounts

2

Things to do while in Atlanta for the DMA

3

Things to do in Atlanta for those outside of the Atlanta DMA in certain identified markets

# THE RESULTS

1

Value & Discounts - ROI 1,129%

2

Things to do while in Atlanta for the DMA - ROI 883%

3

Things to do in Atlanta for those outside of the Atlanta DMA in certain identified markets - ROI 507%

# MORE THAN MARKETING

CONSUMER  
INSIGHTS

OPTIMIZING MESSAGING

PERFORMANCE  
MARKETING

OPTIMIZING PAID  
SEARCH

CRISIS  
MANAGEMENT

QUALITATIVE AND  
QUANTITATIVE

# A VERY SAD DAY

On October 22, 2015, Maris, the beloved female Beluga whale, unexpectedly passed away.

Within moments of the initial press release hitting the wire, NetBase alerts identified the event.

# ALERTING THE TEAM

After the first alert hit, confirmed that the information was correct with the Georgia Aquarium's Director of Digital Media.

Called NetBase team and worked with them after-hours to optimize current topics, access full firehose, and set up crisis specific topics.

Started to collect and analyze social data for crisis support planning.



# AN AVALANCHE OF DATA

Within hours of the news breaking...

- Net Sentiment went from +98 to -50.
- Online Mentions jumped from around 200/day to over 4,200.
- Potential online exposure was in excess of 55,000,000 impressions.

# SOCIAL INTELLIGENCE WHEN YOU NEED IT MOST

The two main areas of guidance for the client.

- Identified key items that should be addressed in messaging and a subsequent press conference.
- Instantaneous qualitative and quantitative analysis of conversational themes for brand health.

# WITHOUT SOCIAL INTELLIGENCE, IT'S JUST ANOTHER OPINION

Social intelligence allows us to analyze unstructured big data in such a way that we can identify key insights to assist our clients in making sound business decisions

# Say Hello



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