

Welcome To: 7 Types of Social Media Data



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Welcome To: 7 Types of Social Media Data



Guru Webinar #2 of 11



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FOR 2011

GUEST SPEAKER:
Jeremiah Owyang
ALTIMETER GROUP

#11for11



A Quick Poll Before We Begin...



- What is your **Social Media IQ?**



1. Tweeting is something birds do
2. I have a facebook page with <10 friends
3. I am on facebook, linkedin and have over 150 friends
4. I am on facebook, twitter, linkedin, with over 500 connections each and I blog all the time, in fact I checked in via FourSquare

How does a 100-year old brand innovate?



7 Types of Social Data to Understand Customers

For NetBase
February 2, 2011

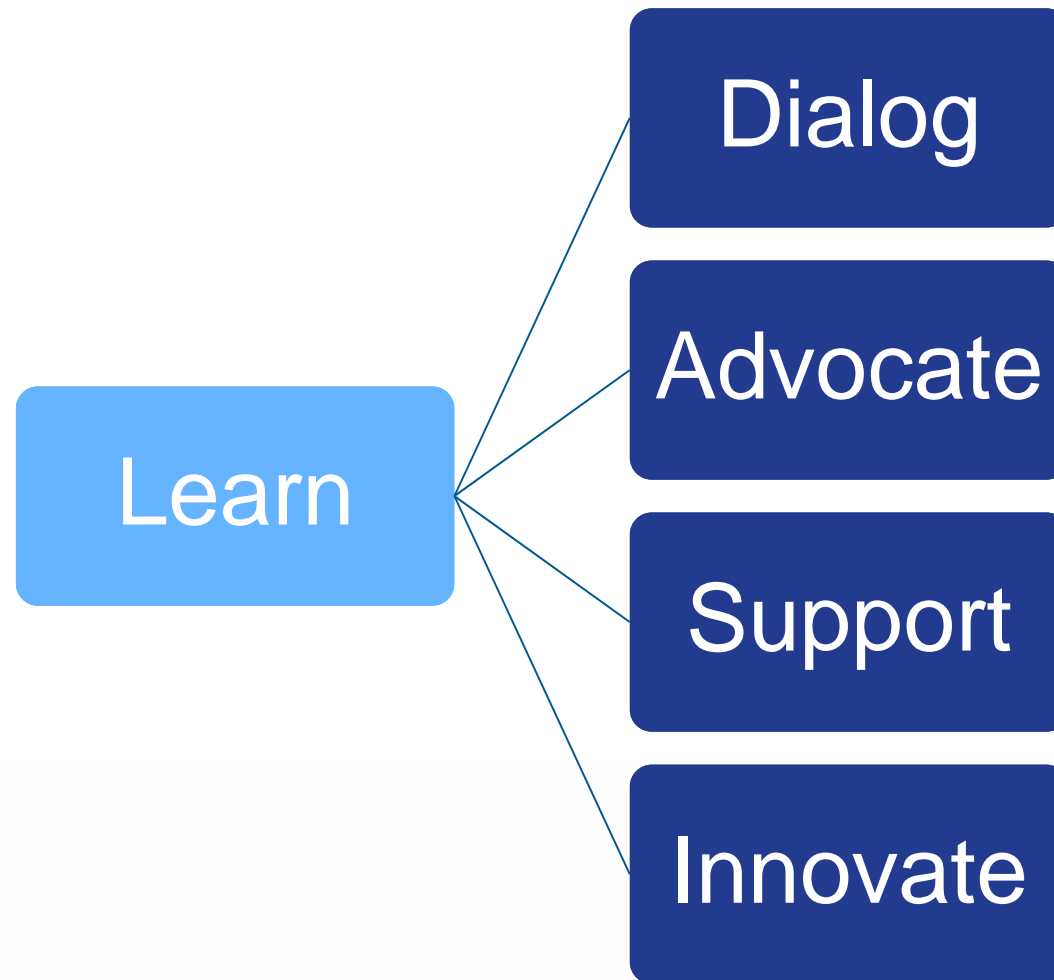
Jeremiah Owyang
Industry Analyst and Partner



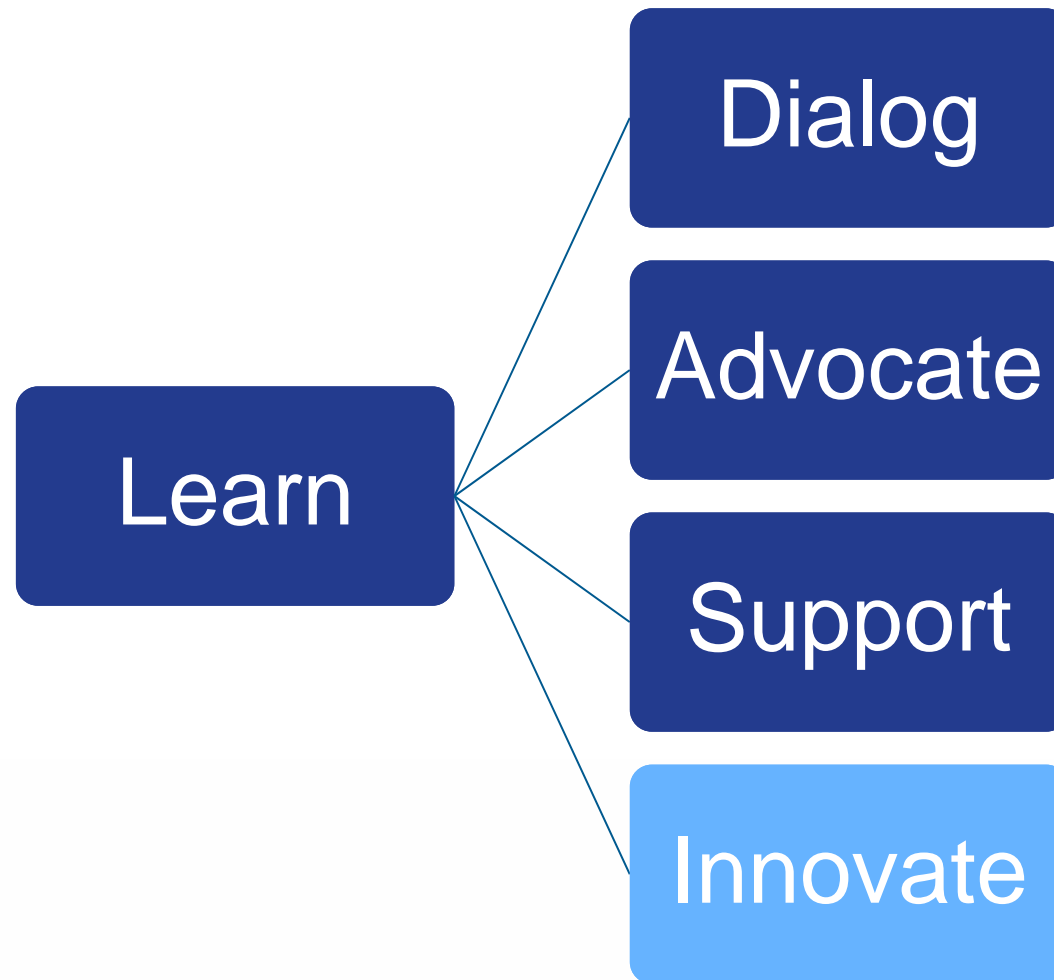
New types of data are emerging
from the social web...

Savvy market researchers will glean insights from **social data** to **innovate products, promotions and packaging.**

Always start with Learn



Then, use customer insights to innovate



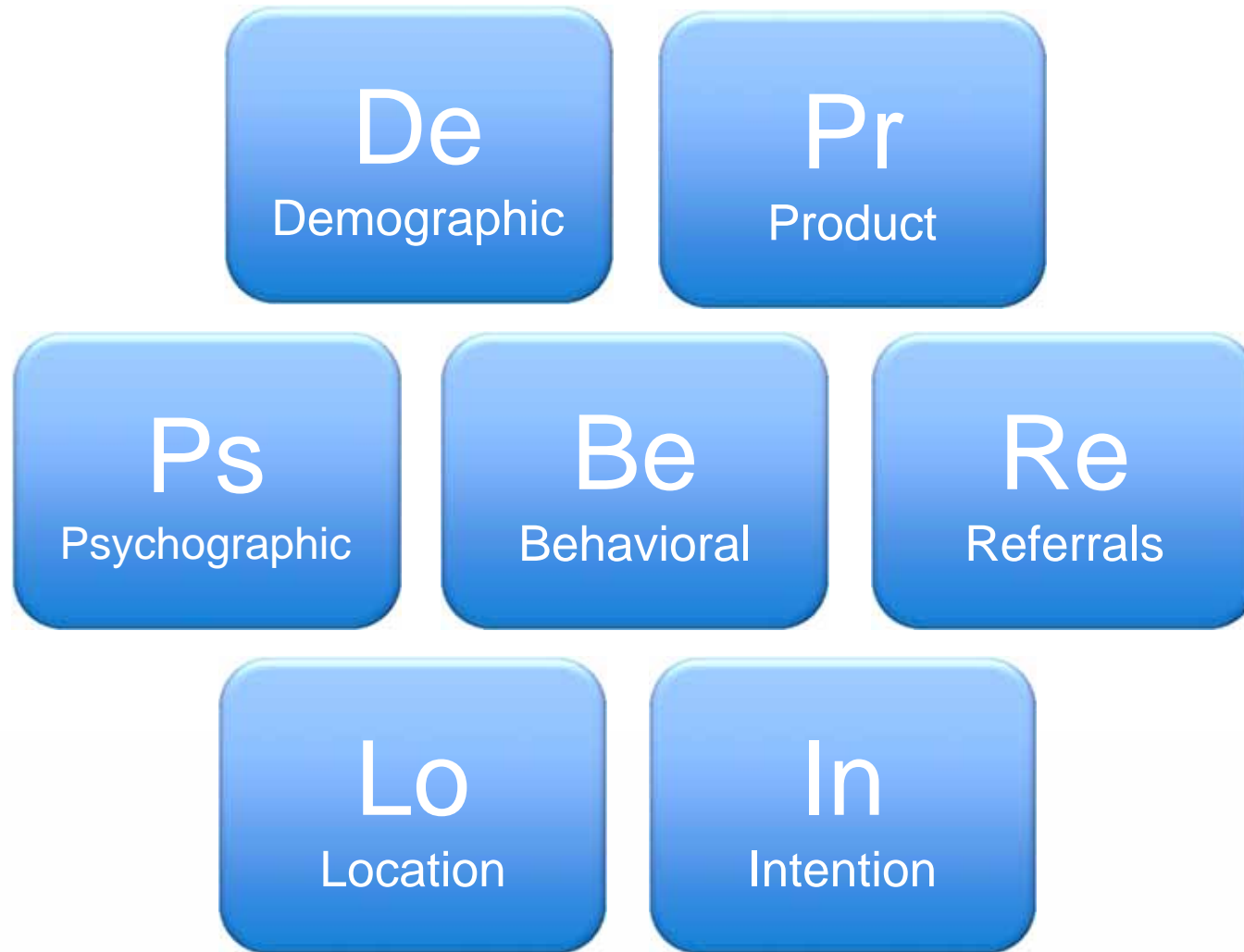
Audience Poll

Q: How long have you been using social media data to understand customers *and then* innovated products, promotions, and packaging?

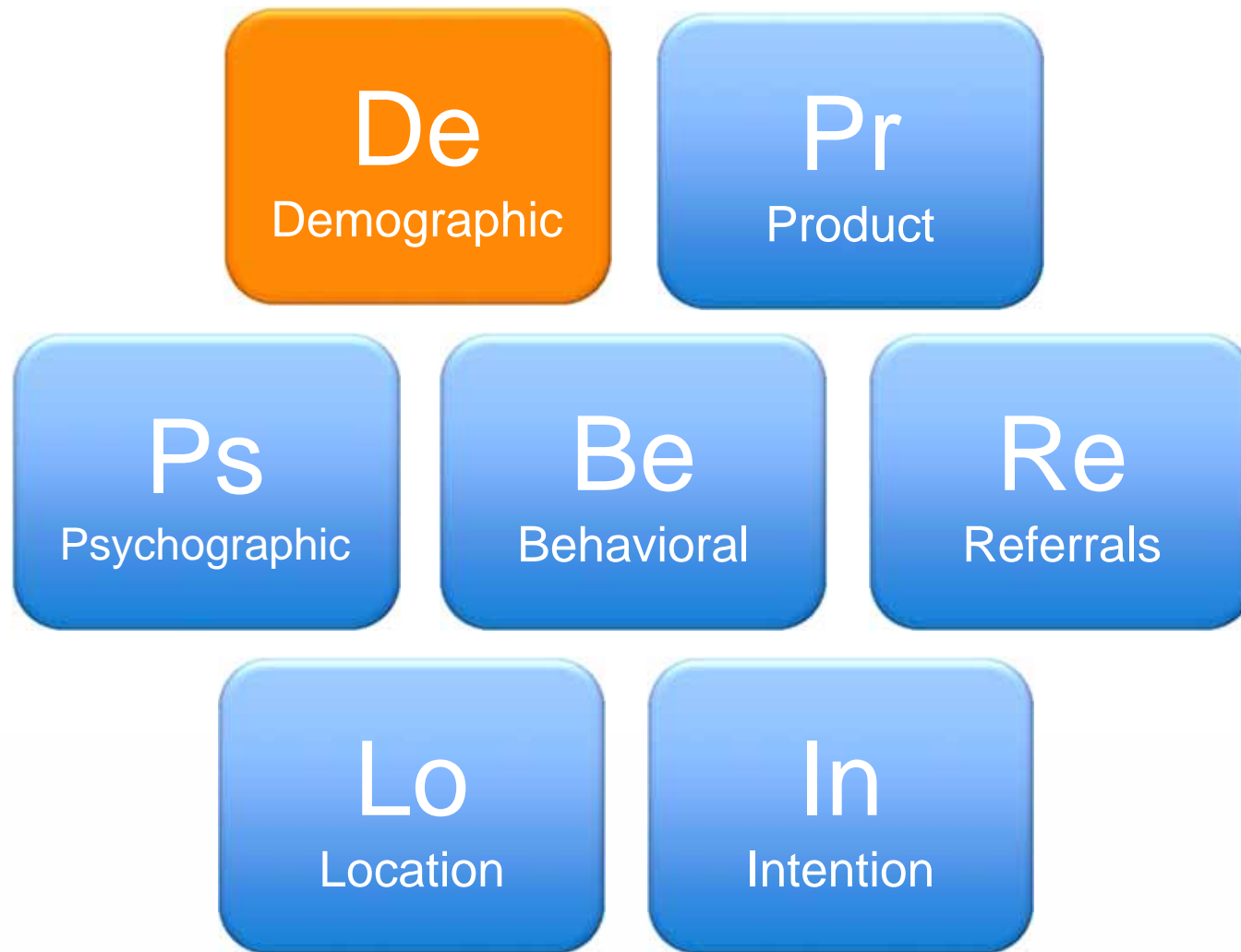
- a) I haven't started
- b) Less than 1 year
- c) 1-2 years
- d) 2-3 years
- e) 3-4 years
- f) More than 4 years

7 Types of Social Data

The 7 Types of Social Data



The 7 Types of Social Data



Demographic



- Age
- Race/ethnicity
- Gender
- Education
- Income
- Geography

Gather demographic information from public social profiles and social interactions

Jeremiah Owyang 1
Partner at Altimeter Group
San Francisco Bay Area | Internet

Jeremiah Owyang
Quora for Business: Currently Not Allowed, Should Still... web-strategist.com
11 days ago · Like · Comment · Send a message · Share · See all activity

Current

- Partner at Altimeter Group

Past

- Senior Analyst: Social Computing at For
- Director, Corporate Media Strategy at P
- Director of Corporate Media Strategy at I

Education

- San Francisco State University School of

Recommendations 4 people have recommended Jeremiah

Connections 500+ connections

Websites

- Blog

twitter Search Home Profile M

Danny Sullivan ✓
@dannysullivan Newport Beach, Orange County
Editor of SearchEngineLand.com, covering Google, SEO, PPC and all aspects of search engines and search marketing.
<http://daggle.com/>

Following

Timeline Favorites Following Followers

dannysullivan Danny Sullivan
today's awesome headline award, 2 Yr Later, Google Latitude Locates The Cr
14 minutes ago

dannysullivan Danny Sullivan
was joking about rumor. See, Facebook But google iS considering a block optic
15 minutes ago

facebook Search

Scobleizer Like

Wall Info Plancast YouTube

Basic Info

Location: Pinehurst Lane
Half Moon Bay, CA, 94019

Affiliation: Rackspace Hosting

Birthday: January 18, 1965

About: Robert Scoble is a geek who grew up in Silicon Valley and is the chief troublemaker at <http://building43.com/> and blogs at <http://scobleizer.com/>

Detailed Info

Website: <http://scobleizer.com>

Personal Information: My community-edited bio is at: http://en.wikipedia.org/wiki/Robert_Scoble and all my various sites, video feeds, and other things are at: <http://www.google.com/profiles/scobleizer>

Personal Interests: technology, gadgets, photography, my kids, silicon valley, innovation, business, geeks, rackspace, web, mobile, hosting, tech, entrepreneurs, startups, internet, net, social media, journalism, iphone, xbox, google, microsoft, facebook, apple, consumer

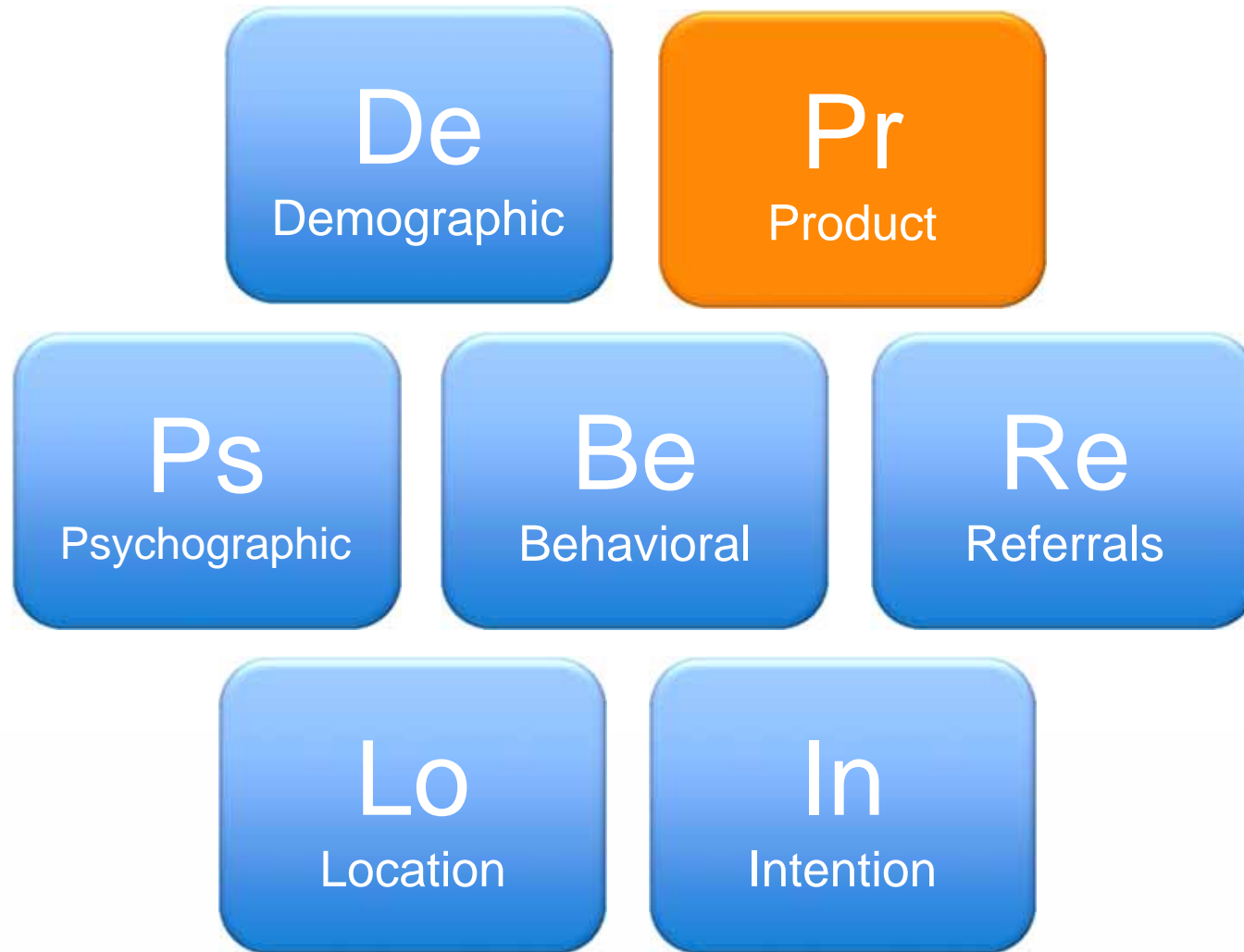
Gender: Male

Facebook Page: <http://www.facebook.com/scobleizer>

Demographics are a first start –yet a broad brush may not serve all customer needs.

- Demographics are a strong source of context about consumers
- Yet broad secondary research sources may not account for the nuances of individual choices and specific needs – the world has shifted to long tail
- Marketing and innovation towards demographics becomes more powerful when combined with social data, as consumers share about their persona

The 7 Types of Social Data




Product



Brand or product mentions and discussions on the social web

Rubbermaid learned from customer feedback, and improved the product experience after launch



Overall Rating
★☆☆☆☆ 1 out of 5

Appearance ■■■■■

Durability ■■■■■

Quality ■■■■■

Ease of Use ■■■■■

Written by: **Eliz**





Waste of Money
Date: July 11, 2008

I was so disappointed in the Produce Saver. I purchased the 14 c and the 5 c sizes. I filled both with clean, freshly torn romaine lettuce and also filled a regular Tupperware with the same lettuce. After 2 days, the lettuce in the Produce Saver is limp, wet, and starting to turn brown. The lettuce in the regular Tupperware container is still crisp and fresh. The Produce Saver has done just the opposite of what it was supposed to do. I will not use again.

Was this review helpful?

Response from Rubbermaid
By Product Management

We are sorry to hear that you mentioned that you however is best for use purchased it. Additional information be found in the Use & Care Instructions link on this page or at: <http://blog.rubbermaid.com/home/2008/07/produce-saver-.html>

Share this review:    

Immediately after their Produce Saver product launch, Rubbermaid received negative reviews on their site. They contacted the reviewers and learned how to improve their product instructions.

P&G uses reviews to improve products



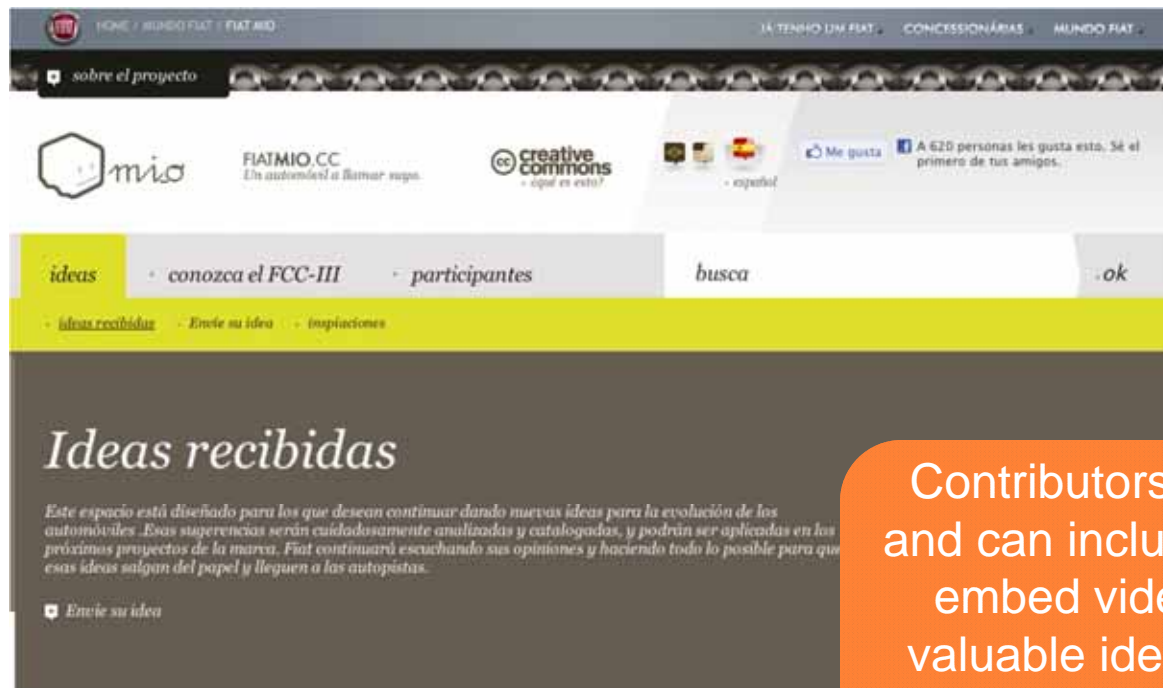
poor bottle design

"I love the product. However, the bottle design is terribly top-heavy. As the liquid inside gets low, the bottle tends to topple over into my sink. I would love every aspect of this dishwashing detergent if it did not do this every single time the contents got too low!"

[kmdonald](#) ([read all my reviews](#))

August 6, 2010

Fiat invites ideas for a new car



Contributors submit ideas, and can include pictures and embed videos. Fiat gets valuable ideas for features and design, *and* marketing and advertising.

Suspensão ajustável para as estradas do Brasil (buracos e terra) e controle de tração para as subidas fortes

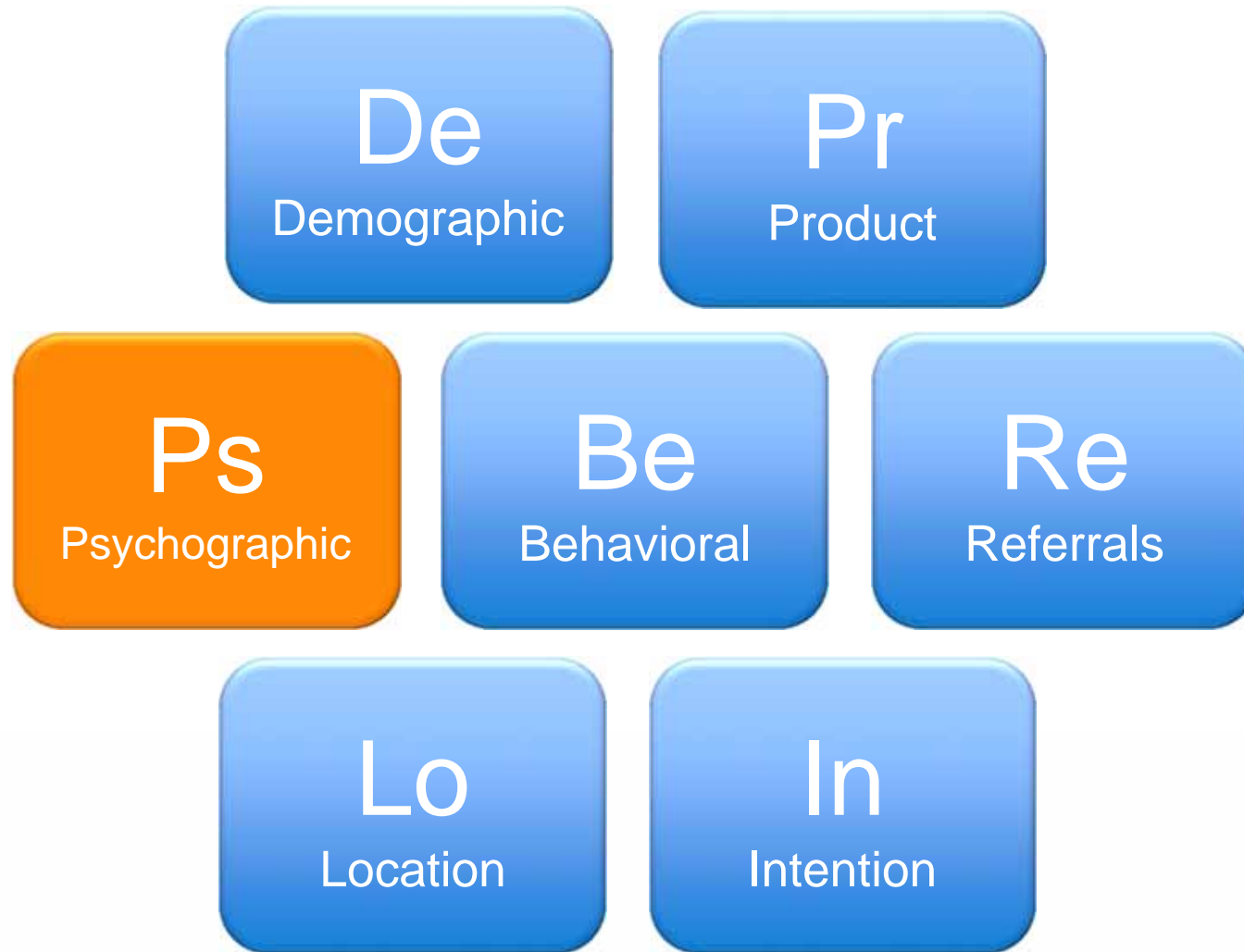
Enviado por **Ricardo** en **10.09.2010** categoría **General**



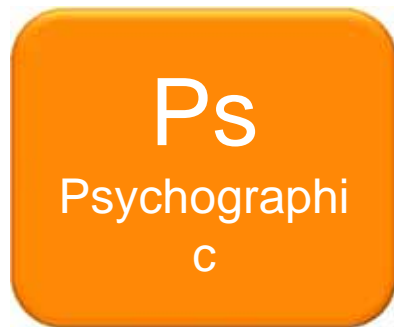
Using product information is tried and true

- While contextually relevant, and often tied to demographic data, it may not be detailed enough for the nuances of individual customers
- Product-based marketing and innovation will be more powerful when combined with social, and behavioral, data

The 7 Types of Social Data



Psychographics



- Any attributes relating to:
- Personality
 - Values
 - Attitudes
 - Interests
 - Lifestyles

Charles Schwab uses a private community of 350 Gen X-ers to gather insight and makes product changes

charles SCHWAB



"Being a part of this community has certainly made me think a little more about my finances and my financial future. And knowing that Charles Schwab has gone to these lengths to hear the opinions of potential customers has made me think more favorably about the company."

— Community Member



Charles Schwab launched a private community to gather insights from 350 Gen X non-clients. Schwab lowered account minimums and made other changes as a result.

Money & More:

A private, online community allowing Schwab to listen to the thoughts and needs of 350 GenXers.

Mountain Dew crowdsourced a new flavor, design, and campaign geared towards Gen Y

Mountain Dew fans submitted designs and picked the new flavor. Three new flavors were launched in 2010 – fans voted for their top winner.

JOIN THE MOVEMENT. HELP CREATE A NEW DEW.

FLAVORS COLORS NAMES DESIGNS ADVERTISING

THE NEXT DEW IS ALL ABOUT YOU.
 DEW fans helped us pick the three newest Mountain Dew® flavors. They even picked the names, the package design, the ad campaign – and much more.

Soon, all three will be in stores across the country. You'll get a chance to try them all and vote for your favorite. Then, we'll introduce the winner as the next permanent member of the Mountain Dew family.

THREE REMAIN. ONE WILL WIN.
 SEE WHAT'S HEAT

WINNING DESIGNS
 We asked designers to submit their vision of the Mountain Dew packaging, then asked you to vote for your favorites. The three finalists worked with the Mountain Dew brand team and DEW Labs to create designs specifically for the Mountain Dew 16.9 oz. plastic bottle and 1 liter aluminum cans.

We'd like to thank everyone who submitted designs and those of you who cast your votes to help us bring these new flavors to life in A.D.T.

MTN DEW TYPHOON SHANEA WISLER	MTN DEW DISTORTION BEN STONE	MTN DEW WHITE OUT ANDRE ZOTTULO

See all the entries

FEATURED VIDEOS

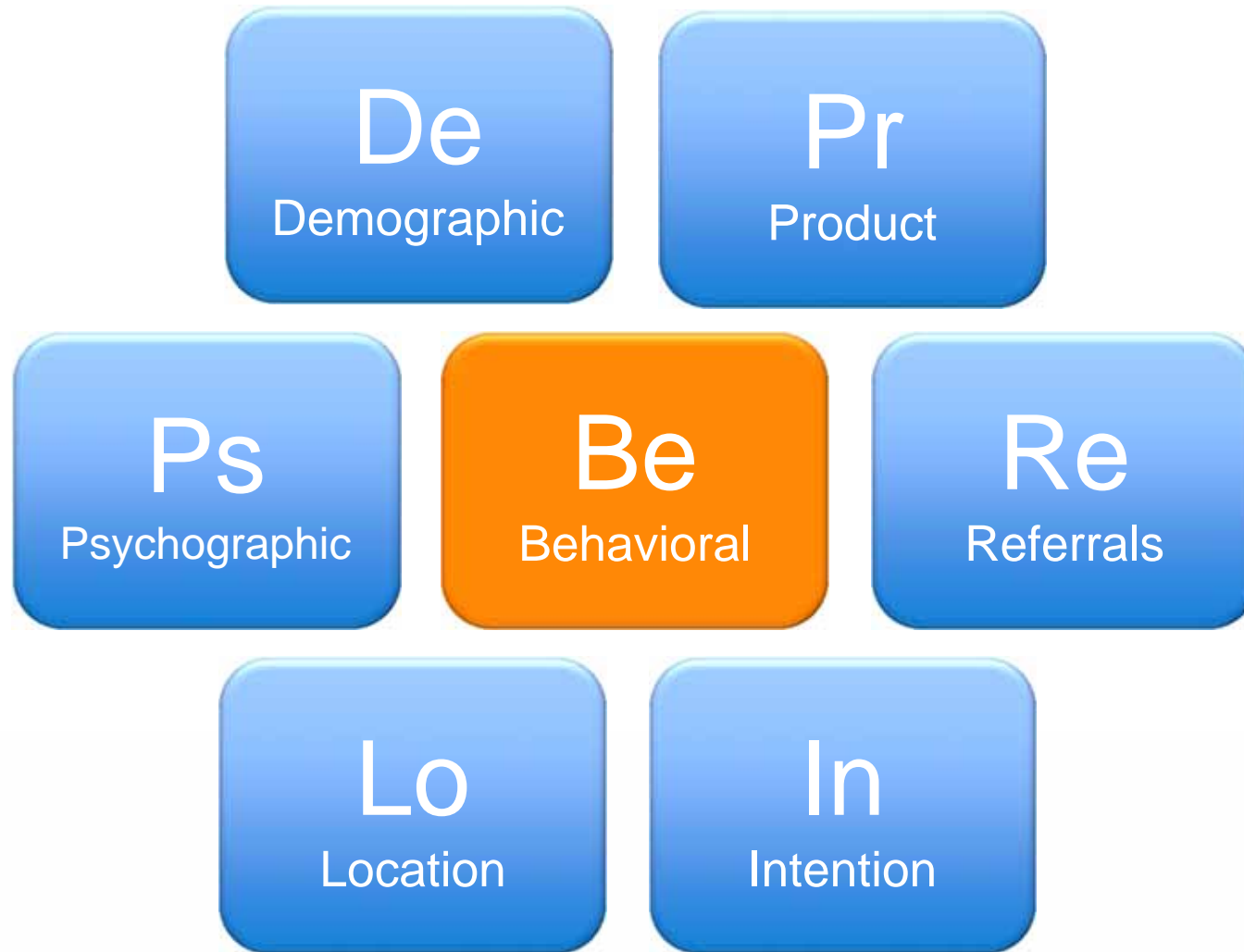
- BACKSTORY
- FLAVORS
- COLORS
- NAMES
- DESIGNS
- ADVERTISING
- WHAT'S NEXT?



Customers are now explicitly sharing their desires

- Using self-expression tools, consumers are sharing their woes, pains, and aspirations
- This provides companies opportunity to market and innovate by focusing on lifestyle and pain points – rather than just products
- With Psychographic data, companies can focus on higher level topics to learn how to better solve their customers' problems
 1. Pain
 2. Aspiration
 3. Product Value
 4. Features

The 7 Types of Social Data



Behavioral



Specific past activities or actions
that indicate future intent, e.g.
purchasing history

Gauging interest for Bacon Salt by finding bacon fans on Myspace

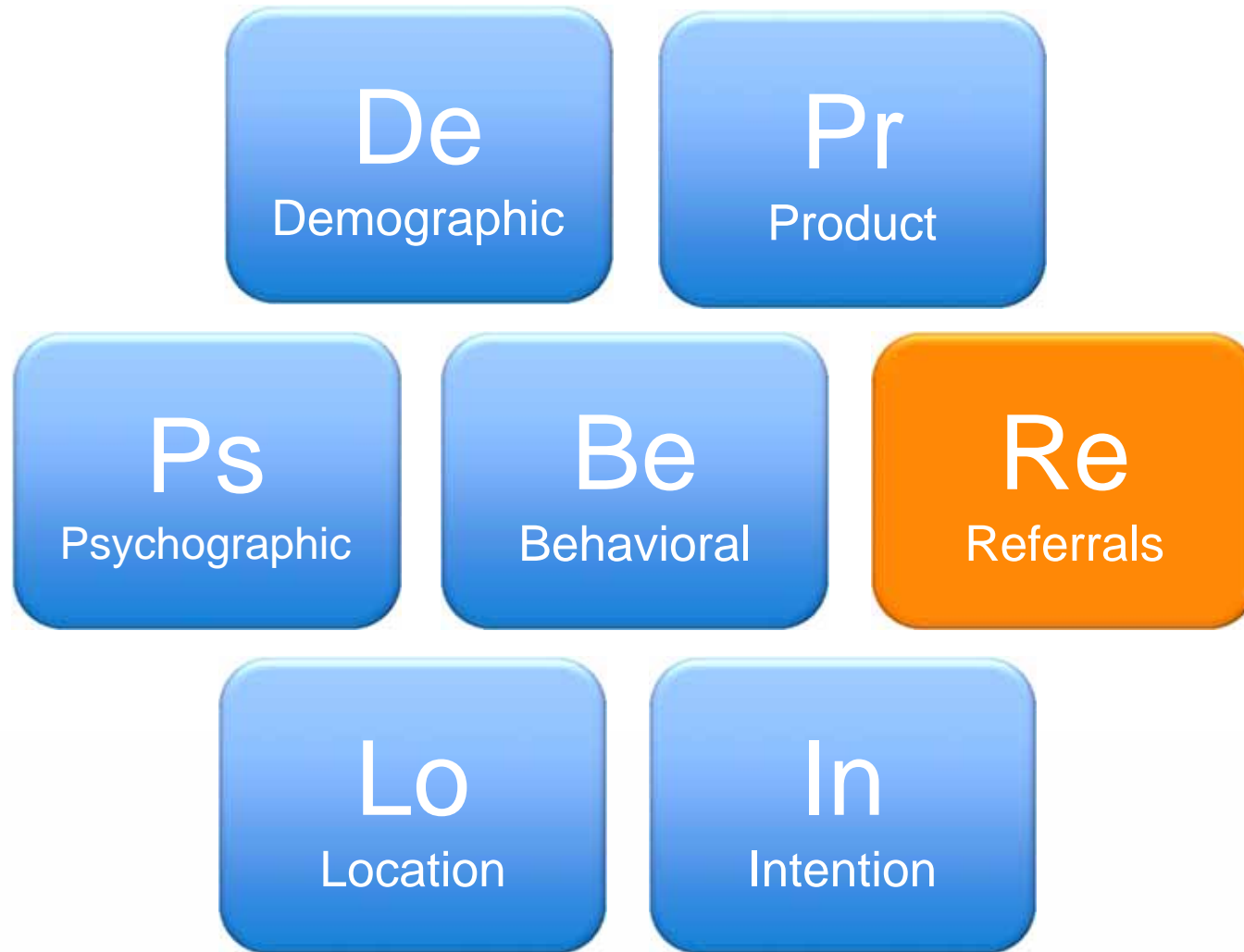
Makers of BaconSalt reached out to fans of bacon on MySpace to gauge interest in their new product. Baconaise and bacon-flavored sunflower seeds were later created after listening to customer requests.

The image shows a screenshot of the BaconSalt website. At the top left is the BaconSalt logo with the tagline "Everything should taste like bacon." and a small illustration of a bacon strip. To the right of the logo is a navigation menu with links for ABOUT, PRODUCTS, REVIEWS, RECIPES, BUY, and GO CRAZY. Below the navigation is a large banner featuring a photo of golden french fries. Overlaid on the fries is a quote: "I'LL PUT THIS ON EVERYTHING." "WHY? IF YOU CAN." attributed to CHUCK R. Below the fries are four jars of BaconSalt seasoning in different flavors: Original, Peppercorn, Hickory, and Natural. Below the banner is a "RECENT PRESS" section with a small photo of a woman and the word "geek" in a stylized font. To the right of this section is a box titled "OPERATION BACON SALT" with the text: "An initiative to provide BACON SALT to the men and women serving overseas in foreign conflicts." and a "FIND OUT MORE" button. At the bottom of the page is a "FIND IT" section with logos for various retailers: Kroger, HyVee, QFC, Frus, Aldi, BJ's, Meijer, Publix, Amazon.com, and Raley's. Below the retailer logos is contact information: "Contact us anytime. Order by phone (866) 892-3980 Mon thru Fri (8am to 5pm PST). We are closed on all major holidays (even bacon needs a vacation sometimes!)." and a "Share this site:" section with social media icons for Facebook, Twitter, and YouTube. At the very bottom left, it says "© 2009. All Rights Reserved."

Behavioral and Historical data is a strong looking glass

- There are two sources of this data:
 - Inside our existing customer databases (like CRM and e-commerce systems)
 - Externally as customers produce more “digital breadcrumbs” around the internet
- Leverage existing and external social data to understand historical trends, and make better decisions

The 7 Types of Social Data



Referrals



- Customer ratings and reviews
- Non-verbal “Gestures”
- Reward mechanisms
- Most often leverages social technology

Facebook “Likes” offer Levi’s insight into what’s popular for the season



A screenshot of a Facebook product listing for Levi's jeans. The listing shows four different styles of jeans: Relaxed Boot 527™ Jeans - Oceanna (301 likes), Low Square Boot 597™ Jeans - Rigid Tumble (17 likes), and another pair (11 likes). A tooltip is visible over the second pair of jeans, showing a user's comment: "Just bought these jeans on Levi's!". The tooltip also includes a "Post to Facebook" button and a "Cancel" button. The price for the first pair is \$69.50. The background of the listing shows a grid of jeans images.

Visitors to Levi's see auto-populated shopping cart based on friends' previous Likes

The screenshot shows the Levi's website interface. At the top, there are navigation links for MEN, WOMEN, JUNIORS, KIDS & BABY, and EXPLORE, along with a 'NEW' banner. The Levi's logo is prominently displayed. Below the logo, there are links for E-MAIL, MY ACCOUNT, STORE LOCATOR, and TRACK ORDER. A search bar is present with the text 'KEY WORD OR NUMBER' and 'SEARCH'. A 'SHOPPING BAG' link is also visible.

A banner for 'FREE SHIPPING ON ORDERS OF \$100 OR MORE SEE DETAILS' is shown. Below this, the 'FRIENDS STORE' section is highlighted with the text 'Like-minded shopping starts here'. There are tabs for 'EVERYONE' and 'FRIENDS', and a 'FILTER BY CATEGORY' dropdown menu.

The main content area features a section titled 'SEE WHAT YOUR FRIENDS LIKE ON LEVI'S!' with a 'Connect with Facebook' button. An orange arrow points from this button to the 'EVERYONE LIKES' section. This section displays a row of six jeans products, each with a 'Like' button and a count of likes:

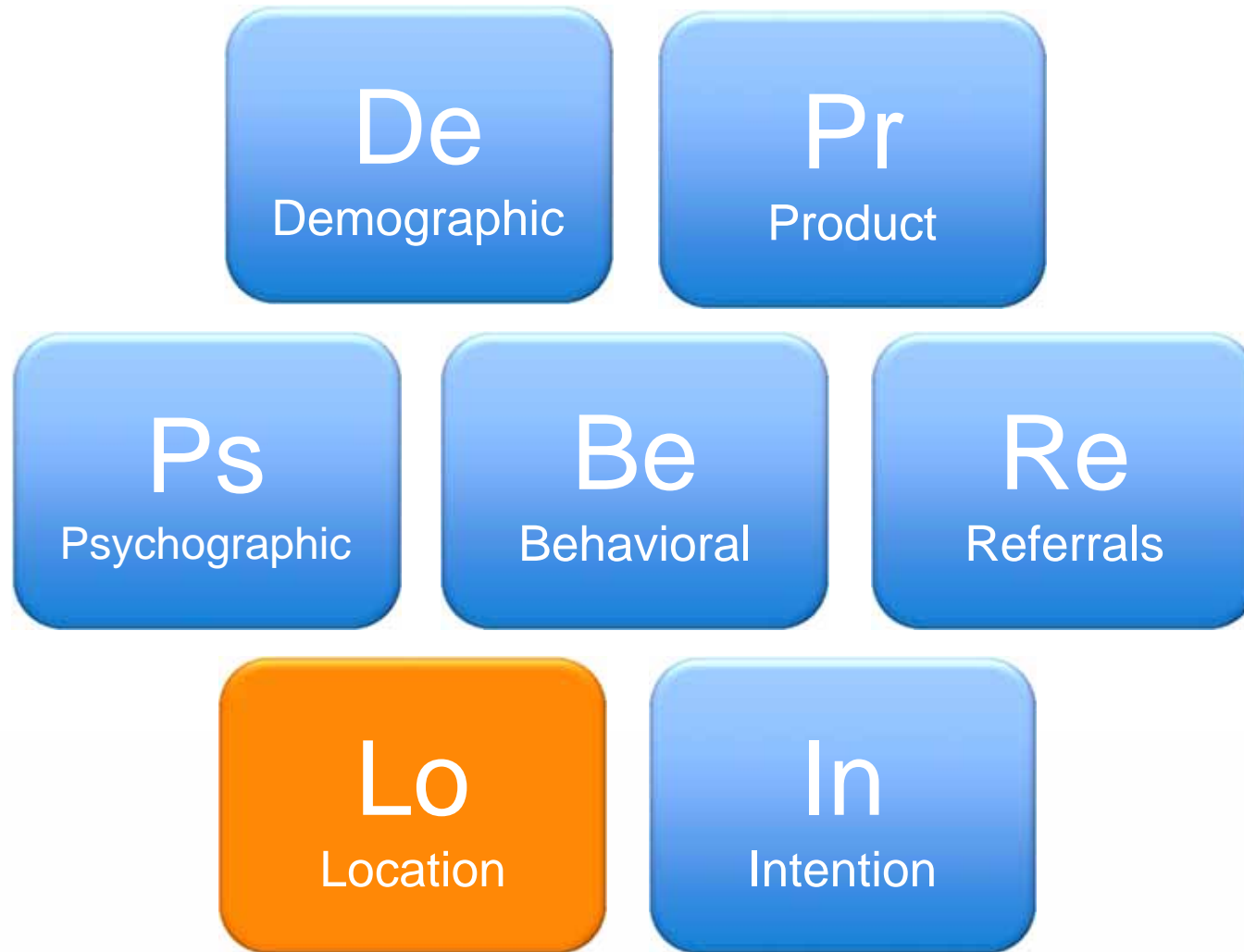
Product Name	Like Count
101 Original Jeans - Dark Aged	1,678
Low Skinny 531™ Jeans - Black Sheen	1,142
5 Pocket Legging - Rinse	1,130
501® Original Jeans - Premium Chipped Rigid	885
Slim Straight 514™ Jeans - 3D Coated	824
501® Original Jeans - Rigid Rinse	528

On the right side, there is a Facebook widget for 'Levi's on Facebook' with a 'Like' button. Below the widget, there is a post from Levi's asking 'Levi's Is it appropriate to call jean-shorts "jorts?" about an hour ago' and another post mentioning 'Levi's Thousands of Levi's employee's volunteered in over 44 countries last week. Painting schools, planting trees, and giving back to the community. What do you guys think?'. At the bottom of the Facebook widget, it says '309,926 people like Levi's'.

Referral data is a powerful way to understand consumer networks

- Customers organically talk about their experiences – both positively and negatively
- Savvy companies understand that word of mouth is key to understanding who shares, what they share, and why they share

The 7 Types of Social Data



Location



Physical location of a customer or prospect, with present time a factor.

Location data emerges as a baseline

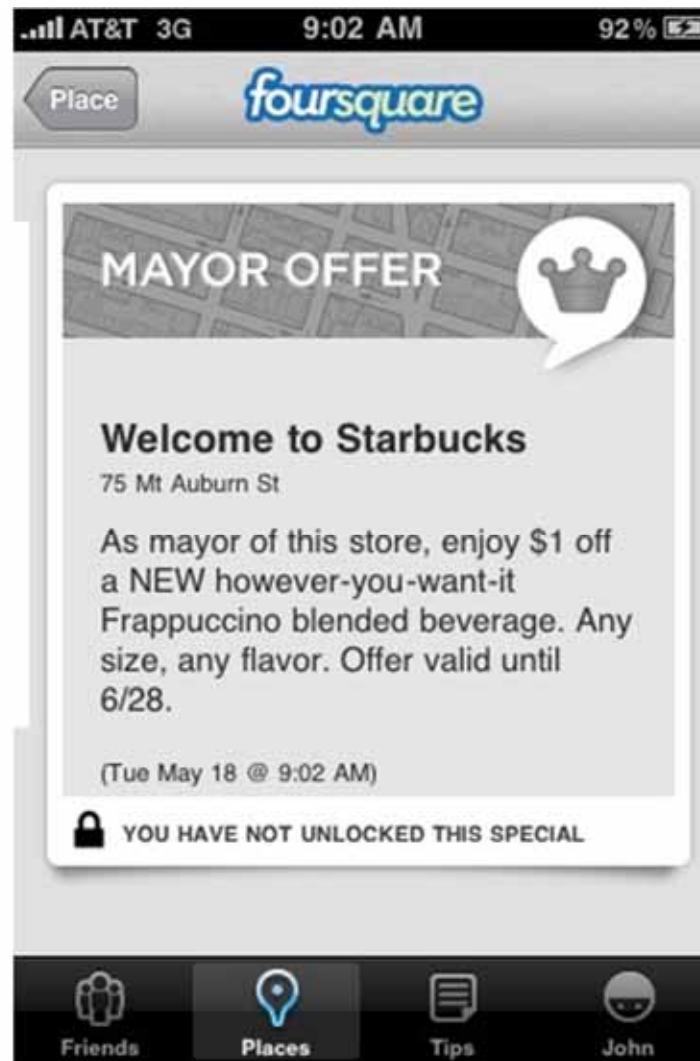
The screenshot shows a Twitter search interface. The search bar contains the query "macy's near:94114 within:10mi". The search results are displayed in a list format. Each result includes a user profile picture, the user's name and handle, the text of the tweet, and the location. The tweets are as follows:

- coc415: @djbender**: A friend working at **Macy's** helped us with a coupon and we saved almost 2k on our suits last year...
iPhone: 37.773499,-122.431686
23 minutes ago via txt · Reply · View Tweet · Show Conversation
- MissMarisol: @SuziStorm**: I know that at nordies the make over is free but **Macy's** asks for a \$40 purchase.
San Francisco, CA 94121
about 1 hour ago via txt · Reply · View Tweet · Show Conversation
- Freebeazy**: **Macy's** store windows: a month ago they had puppies in there, now its lingerie. Marketers are playing it safe.
San Francisco
about 15 hours ago via Twitter for BlackBerry® · Reply · View Tweet
- AllanaValimont**: Dayna **Macy's** 'Ravenous' book; gluten-free travel in Washington. Food lover and lifelong overeater Dayna Macy wrote her memoir "Raveno..."
San Francisco
about 18 hours ago via twitterfeed · Reply · View Tweet
- cashvine**: New **Macy's** Coupon: Buy 2 Bras, Get the 3rd Bra Free
<http://bit.ly/6n7GD> (expand)
San Francisco, USA
about 20 hours ago via HootSuite · Reply · View Tweet

On the right side of the search results, there is a map titled "Show tweets near:" showing the San Francisco area. Below the map, it says "Within: 10 miles".

In 2009, Twitter released geolocation to developers, allowing users to tweet from their approximate longitude and latitude.

Starbucks experiments with context-aware (location) offers based on Foursquare check-ins



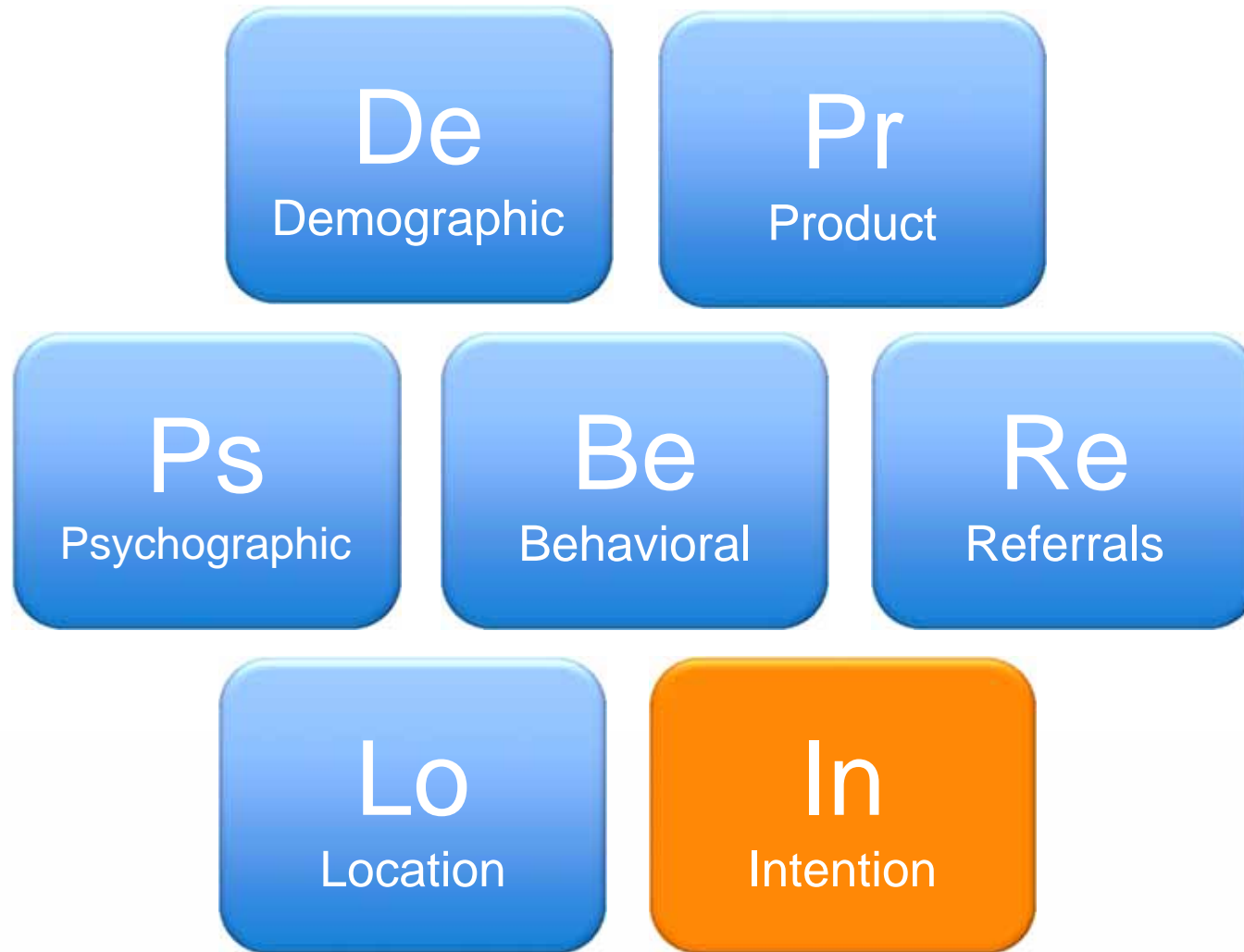
Business owners can tailor their campaigns based on venue stats in Foursquare's Merchant Platform



While emerging, location data is highly context-aware

- Marketing and innovation are shifting from context on web pages to the real world
- Understanding location, also serves up time and intent

The 7 Types of Social Data



Intention



- Desired state
- Desired products
- Planned activities
- Often inaccurate, but could be a valuable predictor

Amazon knows what its customers will buy through its Wish List

amazon.com Hello, christine tran. We have [recommendations](#) for you. (Not christine?)
christine's Amazon.com | [Today's Deals](#) | [Gifts & Wish Lists](#) | [Gift Cards](#) | [Your Account](#) | [Help](#)

[Shop All Departments](#) Search [GO](#) [Cart](#) [Your Lists](#)

[Gifts](#) [Amazon Gift Cards](#) [More Gift Cards](#) [Gift Guides](#) [Gift Organizer](#) [Wish List](#) [Wedding Registry](#) [Baby Registry](#) [Gift Wrap](#) [Gift FAQ](#)

universal wishlist

What is Universal Wish List?

Universal Wish List allows you to add products from any website to your Amazon Wish List with one simple click, making it easier than ever to keep track of all the gifts you wish for, all in one place.

Getting Started

It's easy! Simply add the [Universal Wish List button](#) to your browser, and start shopping. When you see something you'd like on any website, just click the Add to Universal Wish List button, and the item will appear on your Amazon Wish List.

[View your Wish List](#) [Get the Universal Wish List Button](#)

Have an online store or blog?

[Add Universal Wish List Buttons to your website](#)

Shop any website

Use the Universal Wish List Button

Add it to your Amazon Wish List

See it on your Amazon Wish List

“Be the Buyer” votes directly impact what products get sold by online fashion retailer ModCloth

ModCloth Sign In | Wishlists | | Shopping Bag (0) | 1-888-495-9699

\$7 Flat Rate Ground Shipping!

Shop | Blog | **Be the Buyer** | My Account | About Us | Help | Search Go

New Arrivals

All Apparel

- Dresses
- Tops
- Bottoms
- Swimwear
- Outerwear
- Intimates

Accessories

Shoes

Apartment

Sale

Vintage

Gift Certificates

Shop By Brand

Sign up for texts
[Join ModMobile!](#)

ModNews
 [Sign Up](#)

Live Support

be the Buyer

Now's your chance to be a Virtual Fashion Buyer and help ModCloth choose which designs get created! [read more](#)

[« Previous](#) 1 2 3 4 5 6 7 8 9 10 11 [Next »](#)

Be the Buyer Sample 303
14 Days Left to Vote

Be the Buyer Sample 302
10 Days Left to Vote

Be the Buyer Sample 301
10 Days Left to Vote

Be the Buyer Sample 300
10 Days Left to Vote

Be the Buyer Sample 299
Results Coming Soon

Event organizers can view Plancast's social planning site to see what event topics are popular

The screenshot displays the Plancast website interface. At the top, there is a header with the 'PLANCAST' logo, a search bar containing the text 'Search plans, people and categories', and a blue 'add plan' button. On the left side, a navigation menu includes 'Friends' Plans', 'My Plans' (which is highlighted), 'My Categories' (with sub-items: Technology, Film, Conferences, Business), and 'All Plans'. Below the menu are social media icons for Facebook and Twitter.

The main content area is organized by date:

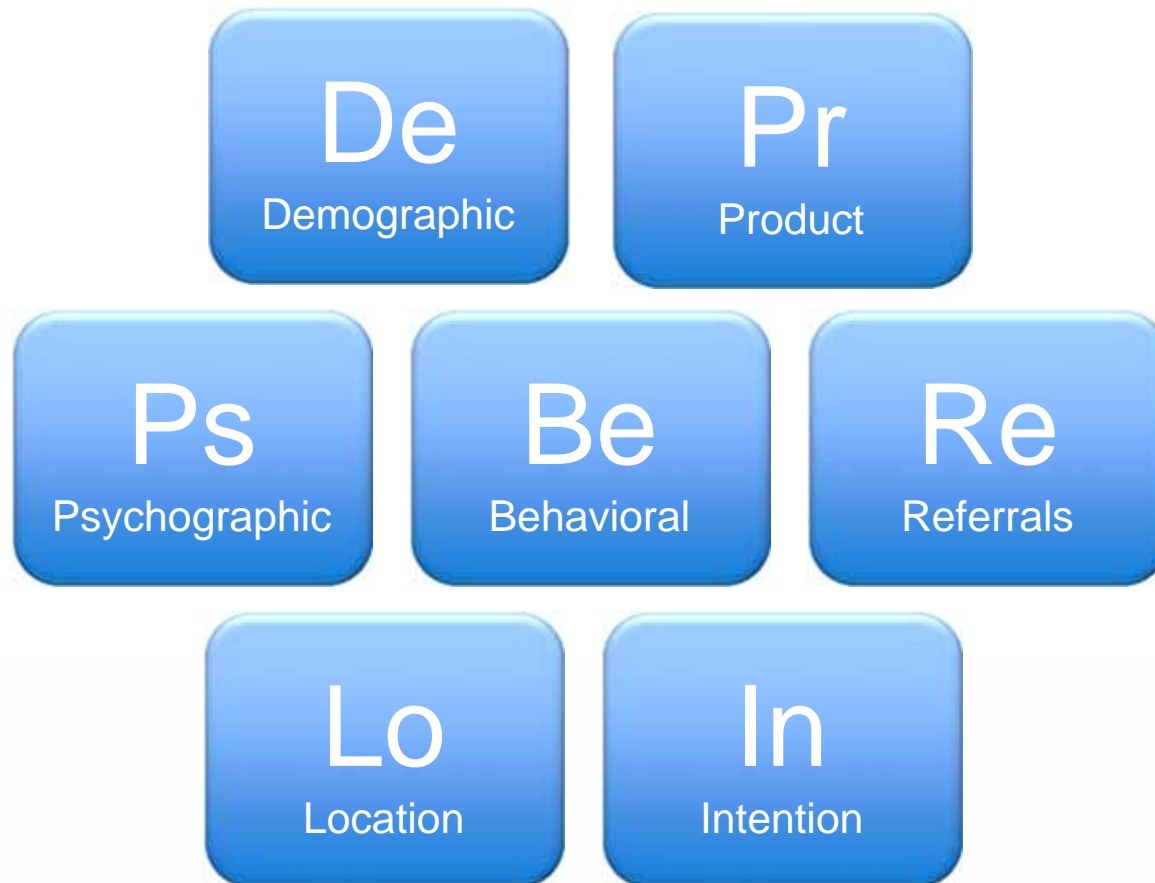
- TOMORROW**
 - San Francisco Nightowls Meetup** (planned)
 - Location: Citizen Space - Tuesday, February 1, 2011, 8:00pm
 - Thumbnail images: 5
 - 6 Participants, Comment, Software Developers
- SATURDAY**
 - 18th Annual KNBR680/Giants Fan Fest** (planned)
 - Location: AT&T Park - Saturday, February 5, 2011, 11am-3:00pm
 - Thumbnail images: 5
 - 6 Participants, Comment
- NEXT WEEK**
 - Social Media Marketing Strategies and Tactics** (planned)
 - Location: Marines Memorial Club - February 8-10, 2011
 - Thumbnail images: 3
 - 3 Participants, 1 Comment
 - Ignite San Francisco** (planned)
 - Location: Public Works, 161 Erie St., San Francisco, CA 94103 - Tuesday, February 8, 2011, 6-9:00pm
 - Thumbnail images: 5
 - 61 Participants, Comment, Technology

The least mature, Intention data is inaccurate – but could yield highest value

- Consumers will often indicate what they want to do in two forms
 - Explicit buying interests or desires
 - Aspirations of what they “would want to do” (like 43 things)
- Savvy companies will harness explicit content and tailor their products, promotions, and packaging

Audience Poll

Q: Which of these 7 data types are you using today?



A signpost with multiple white directional signs pointing in various directions against a blue sky with clouds. The signpost is a vertical metal pole with several white rectangular signs attached to it. The signs are pointing in different directions, some towards the top, some towards the bottom, and some towards the sides. The background is a clear blue sky with scattered white clouds. The overall scene suggests a state of uncertainty or multiple choices.

A Pragmatic Approach for Market Researchers

1: Take inventory of existing data types and map out a strategy

- Take inventory (for each product and BU) of the existing data types
- Map existing and new data types to actionable insights that can improve products, promotions, and packaging
- Note that not all elements are mature, e.g. Intention data is inconsistent and adoption is low – yet it holds the promise of providing new context

2: “Fish where the fish are.”

- Know which social channels your customers use
- Do this by surveying your customers and prospects to understand their Socialgraphics, primarily where they are online and their social behaviors, i.e. what data they sharing

3: Invest in customer insight software wisely and for the long-term

- Beyond a dashboard, ask brand monitoring services how they can help deliver *actionable* insight reports based on these 7 data types
- Build in the appropriate workflows and processes, which can lead to early Social CRM efforts that will anticipate customer needs in the future

4: Beyond listening, ask your customers directly

- Social media insights can be coupled with an innovation platform where customers are encouraged to share with you directly, and with each other
- These brand enthusiasts may know your products best, and are more likely to activate discussions on the social web



THANK YOU



Jeremiah Owyang

jeremiah@altimetergroup.com

web-strategist.com/blog

Twitter: [jowyang](https://twitter.com/jowyang)

With assistance from Christine Tran, Researcher



ABOUT US

Altimeter Group is a research-based advisory firm that helps companies and industries leverage disruption to their advantage. We have four areas of focus: Leadership and Management, Customer Strategy, Enterprise Strategy, and Innovation and Design.

Visit us at <http://www.altimetergroup.com> or contact info@altimetergroup.com.

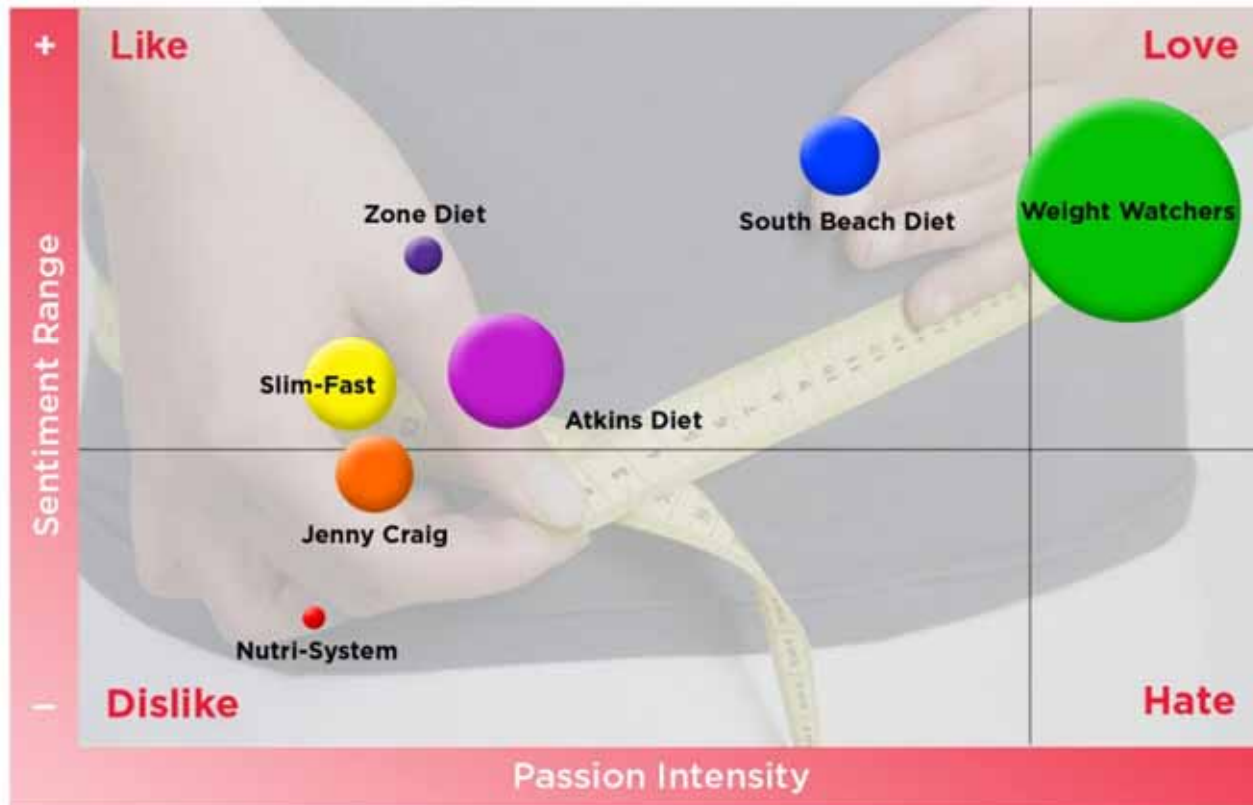
And Now...A Word From Our Sponsor



NETBASE
BRAND PASSION INDEX

JANUARY 2011

New Year's Resolutions - Diets



Email: info@netbase.com for your free chart!

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Thank you!



Q&A

Please post any questions to us in WebEx

Connect with us on Twitter: #Net_Base or @Net_Base

Tweet about this event #11for11

Email: info@netbase.com

Join Us Next Month's 11 for '11



Managing the Mess: 11 Tools To Manage Social Media

Guru Webinar #3 of 11

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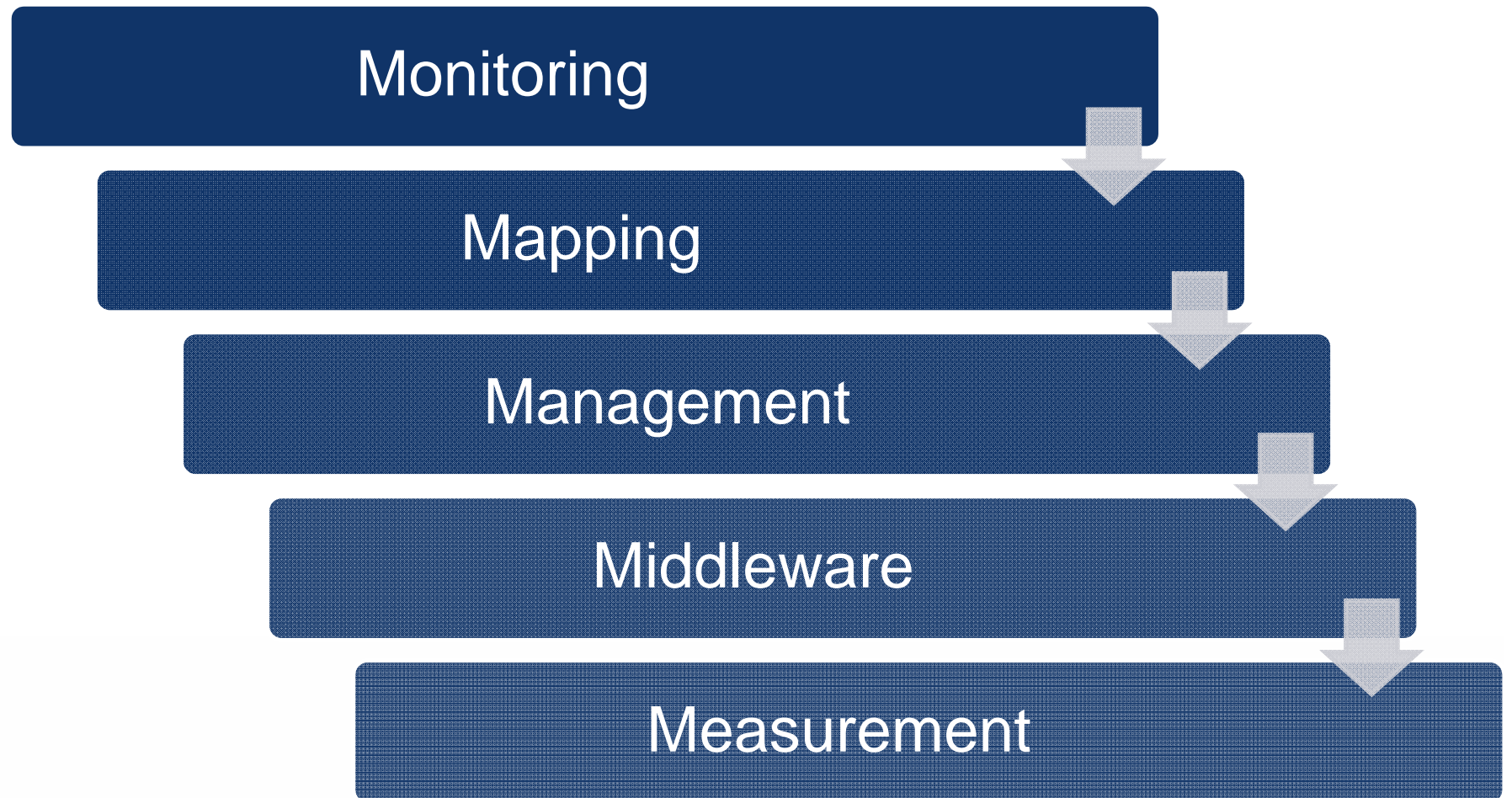
GUEST SPEAKER:
Jason Falls
SOCIAL MEDIA EXPLORER



Wednesday, March 16, 2011 11:00 am/PT

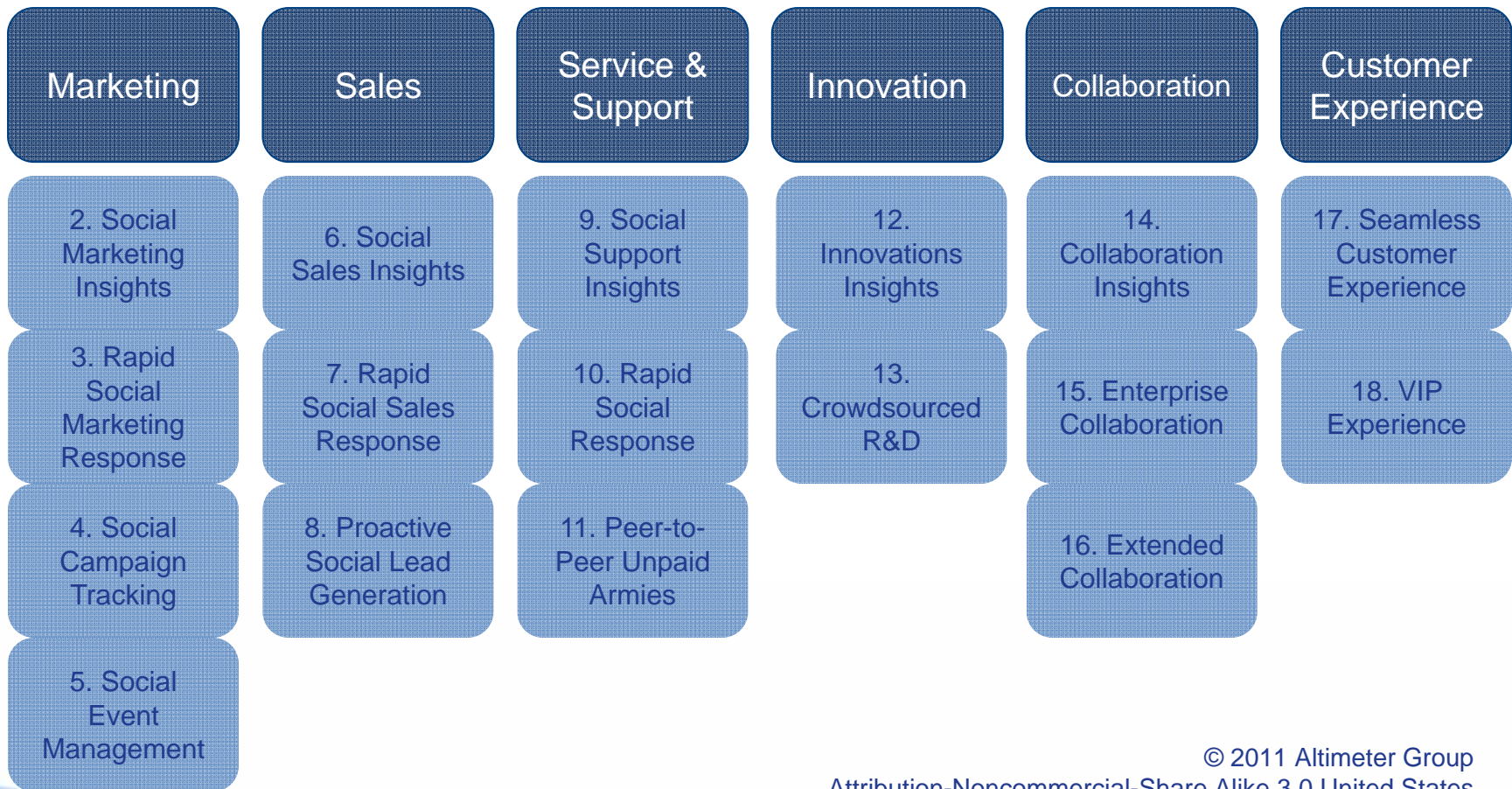


Start with the Five 5Ms



The 18 Use Cases of Social CRM

1. Social Customer Insights: The 5M's



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