

***The Future of Communications
Conference***
Understanding Data Trends & Insights

Presented by Brandi Boatner, IBM Corporate
Communications
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@ThinkBluePR
#RaganFuture



**THE FUTURE OF
COMMUNICATIONS
CONFERENCE**



Meet the Beyonce of the Business World



Social & Influencer Communications Lead, Global Markets, Brand Communications Manager, IBM CHQ Communications

- IBMer for 10 years strong
- Digital communications and social media expert
- New Orleans born and raised
- Hawaii educated – Hawaii Pacific University
- New York metro area resident
- Two-time Hall of Fame inductee:
 - Public Relations Student Society of America (PRSSA)
 - Loyola University New Orleans School of Mass Communications Den of Distinction (youngest member ever inducted)
- 2019 Robin Carey Connector Award winner (PR News)
- IBM Diversity & Inclusion Council Board Member
- Diversity & Inclusion advocate and leader (IBM & PRSA)
- Shoe lover, Epic traveler, Rose drinker, Rooftop goer

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Overview

Emerging technology continues to impact the way we do work on a daily basis. Today's PR industry leaders are still adopting to these changes in technology. What are the new digital capabilities needed to move the industry forward?

Whether you're looking to stand out in a crowded social media landscape or are aiming to make your corporate, executive and PR content more powerful, **analytics can provide the answers.**

The purpose of this session is to provide value to modern communicators on how to best leverage and exploit data in the digital and social media world. Let's make you just dangerous enough to hold a discussion with key stakeholders around metrics and change the way you work.

We'll explore:

- The skill set and talent needed to be a data storyteller

Look at the three A's needed for good storytelling – **answers, audience and analytics.**

- How trendspotting and data can help make better campaign decisions (social, digital, traditional)
- How to best use data for metrics and reporting

Experiencing Data Overload

*“We are drowning in information,
while starving for wisdom.”*

— E.O Wilson (scientist)

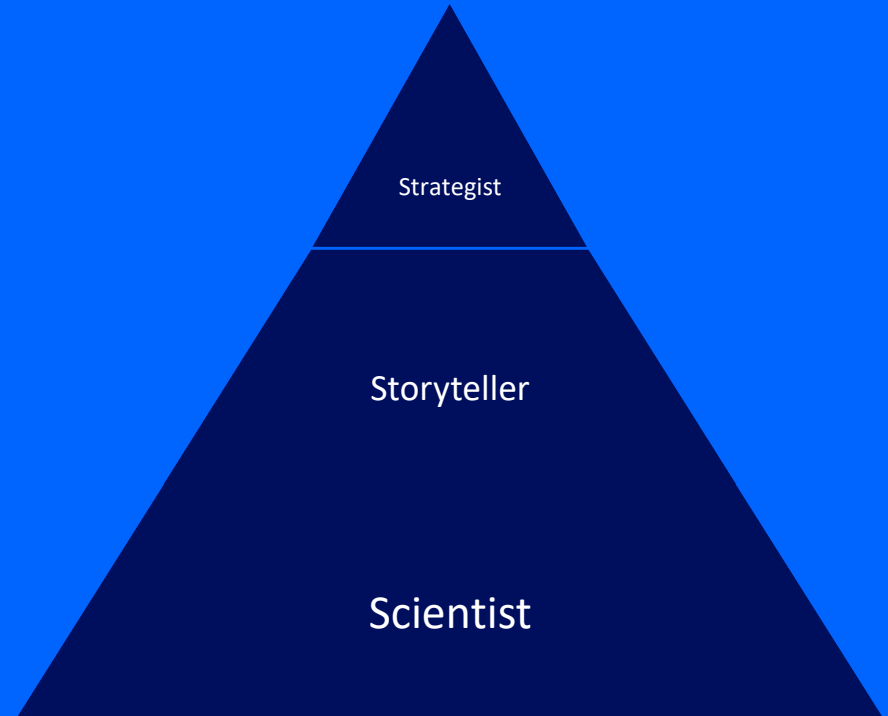
- By 2020, 1.7 megabytes of new information will be created **every second** for every human being.
- You are staring at mountains of unstructured data, and you believe there are valuable insights in the data.
- **How do you realize the full potential of data?**



Understanding Your Role

The modern communicator IS a digital disruptor.

- **Strategist:** Deep understanding of culture, social behavior and theory that informs messaging.
- **Storyteller:** Influences audience behavior by telling a really good story with great content.
- **Scientist:** With the vast amounts of data, develop the best measurement framework for the campaign. Digital intelligence & analysis.



Answers

Our New Reality

“Judge a man by his questions rather than by his answers.”

Voltaire

Philosopher

Public relations professionals that adopt analytics capabilities can **discover** what is happening, **determine why** it is happening, **predict** what is likely to happen and **prescribe** the best action to take.

Is it the Right Answer?

- We as communicators get so focused on settling for the answers.
- But what if its not all about the answers? **What if we are NOT asking the right questions in the first place?**
- Really think about the questions you are asking as part of your overall campaign and how data can help tell that story.
 - Are we looking for trends or connection points?
 - Do we know what our audience currently thinks or feels about a product, service or topic?
 - What have the historical or marketplace data revealed about this campaign?
 - Who are the influencers?



Audience

People are producing and sharing content

Every 60 seconds

180

Smart speakers shipped

390,000

Apps downloaded



3.3M

Facebook posts

9,800

pins on Pinterest

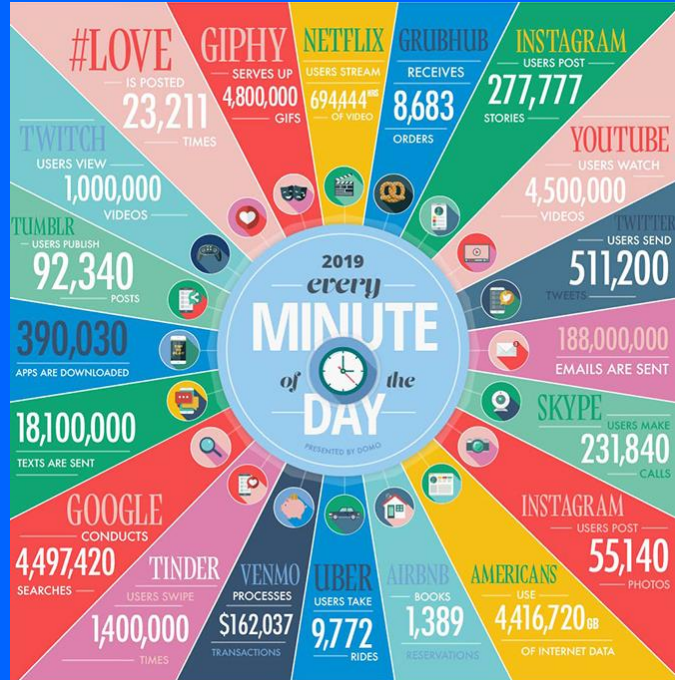
347,000

Instagram photos scrolled

2.1M

snaps created on Snapchat

Others are engaging with that content



Source: Larry Kim, DOMO 7th Edition of Data Never Sleeps

Every 60 seconds

4.5M

YouTube users watch videos every minute

42%

of Tweets are retweeted or replied to

80%

of Pinterest pins are re-pins

18,237

Reddit votes cast every minute

5M

Searches on Google business

55,000

Instagram posts every minute

Did You Know?



- **Turning Data Into Insights:** Data can transform your business and offer an amazing customer experience. Learn how to balance the difference between **vanity metrics** with the **utility metrics**.
- **New Skills Needed for New Capabilities:** Social media is ever evolving with new features and algorithms each and every day that requires a **new skill set** for the connected communicator.
- You now have a unique opportunity to amplify your stories and share YOUR narrative to a wider audience through social platforms using data.

Trendspotting

- In today's data rich environment, you should know everything about your customer or audience.
- PR practitioners are now a mix of a scientist(data), strategist and storyteller. Your role as storyteller means you mine data for trends and patterns to DETERMINE what content to create for the story.
- Measure, analyze, and iterate until you reach your content goals and can justify your spend with data!
- Whether you are analyzing data in house or using an agency there are tools for data discovery that can aid your social intelligence practices.

- **Google Trends**
- **Social Mentions**
- **Trends Maps**
- **Google Analytics**
- **Social Platforms**



Analytics

Use Your Secret Weapon: Data

- Every day we generate 2.5 quintillion bytes of data. 90% of the data in the world today has been created in the last two years alone.
- Data should be THE most important part of your digital strategy.
- Understanding data will take you as a professional and your work to the next level.
- Data can help identify target audiences and their trending topics, channel-specific preferences of potential customers, and the influencers most relevant to those groups.
- Let the data augment your intelligence as a modern communicator so can captivate the audience's attention.
- Understand connection points or trends in the data. Look for TRIGGERS in the data.



PR GEM: Use benchmarks to determine the engagement around your storytelling efforts. They should be **historical, competitive and marketplace.**

Making Metrics Matter

Learn how to balance the vanity metrics with the utility metrics.

Truly understand your **return on social intelligence** and make the business case to support your new process.

- **Stop Random Acts of Marketing:** You must develop new skills and a new process for creating content in real-time on a global scale.

The New Rules of Engagement: Change the Game

- Fail Fast
- Adopt an agile methodology to course correct
- It's a mix of building offline and online relationships.
- Measure your **Share of Experience:** It is a metric of what you predicted to happen vs what actually happened with your social engagement

Vanity Metrics (Soft)

- Awareness
- Impressions
- Reach
- Share of Voice

Utility Metrics (Hard)

- Pipeline
- Revenue
- Profit
- Validated Leads



Key Takeaways

1. **Embrace change and being a data scientist:** Strategy, skills and habits will need to change, and the demand for data science expertise will increase to enable data sharing across ecosystems.
2. **Ask Better Questions:** Understand connection points or trends in data. Find a narrative structure to help deliver personalized experiences by combining **customer data, behavior and intent**. Rise above the noise with a hook, momentum, or a captivating purpose.
3. **Become Obsessed with your Audience:** For PR professionals we have the potential to create hyper-specific material that is perfectly aligned with our audiences' interests. With massive amounts of information compiled in a digestible way, PR professionals can use technology like AI to make better sense of the big data they receive and plan future strategies more effectively.
4. **Turn every touchpoint into an opportunity:** Go beyond the channel and focus on the interactions and the content that people consume. Build customer engagement through data turning customers into champions.

THANK YOU!