

**How to use social  
media power insights  
to build a marketing  
strategy that really  
works?**

# Hi! My name is Justyna

- ❑ I've been doing marketing for the last 10 years
- ❑ I'm managing Brand24 marketing team of 10+ spec.
- ❑ I managed communication and advised global startups and SaaS companies like:



**PIWIK** PRO

 Packhelp

**divante**  
a cloudflight company

  
**CLEARCODE**

# tagvenue

# What we're going to learn today?



## **Power Insights**

What are they  
And how to spot them?

## **Data Mining**

How and where  
should you start the  
process?

## **Find your partners**

Who can benefit  
from power  
insights?

## **Activate your data!**

How to use  
power insights  
in practice?

## **Measure your work**

How to see the  
results?

# Power insights: What are they and how to spot them?



## Marketing

Do we have personas? Are they the right ones? Is our strategy in the right channels? What is really exciting for people?

## Sales

Is our offer OK? Why people are not buying? What do they want? How to decrease churn?

## Product

Are people happy with the product? What should we focus on in our roadmap? Are they using it as we thing?

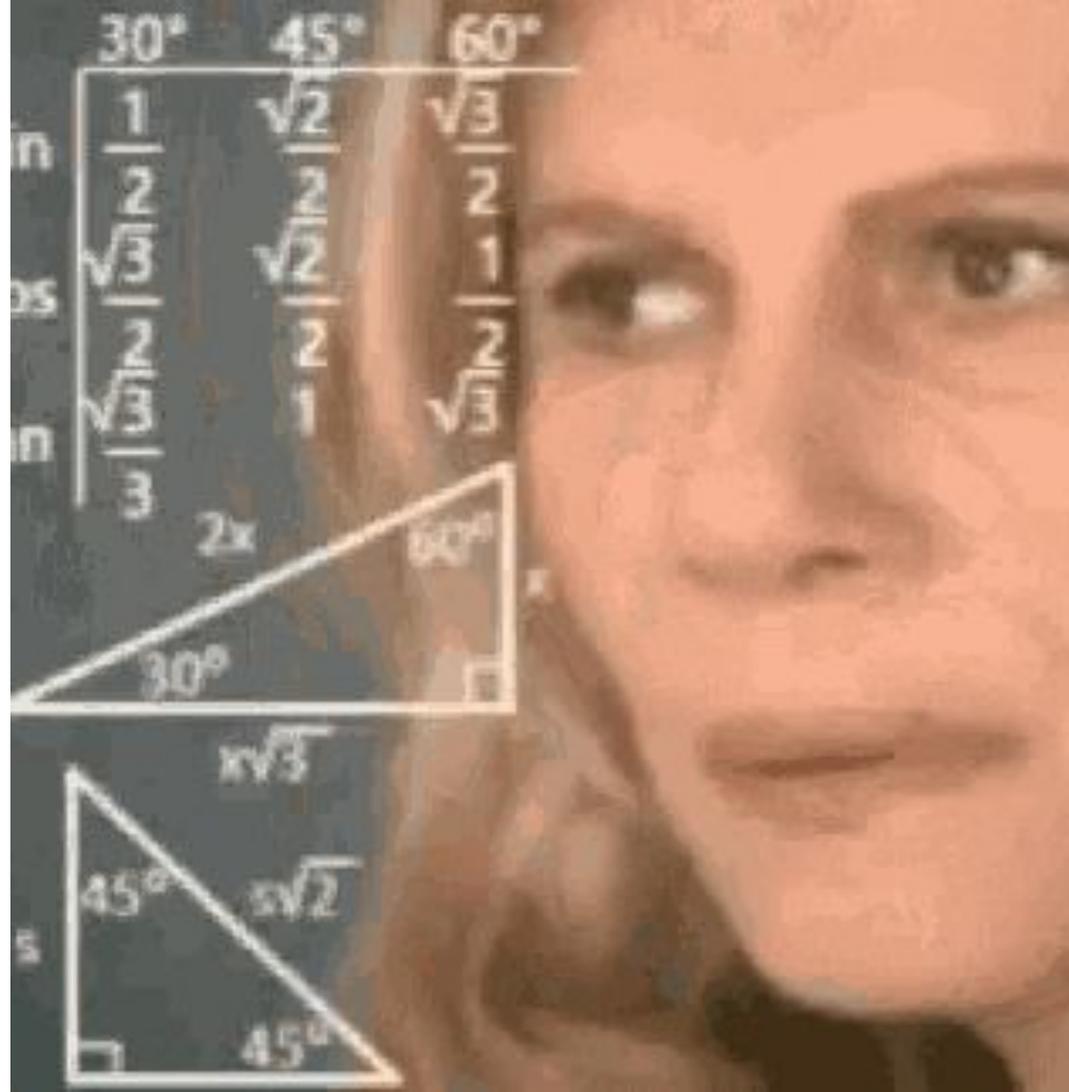
## Business

How's the market doing? Who's our competition? Can we increase prices? What are the trends we should follow?

## You

How is my strategy working? Is my content interesting?

# Data Mining: How and where should you start the process?





**Low sales:** *Who are people actually buying our product?*

**Huge churn:** *What's the worst about our product?*

**Decreasing income:** *What is our competition doing?*

**Low engagement:** *What's interesting for my audience?*

**Find your partners!  
Who can  
benefit from  
Power Insights?**



**Who are my alias?**

**What do they need?**

**How do they work?**

**What are their limitations?**

**How can we cooperate?**

# Activate your data: How to use Power Insights in practice



## Metrics

Do I measure quality or quantity? Can I use SM metrics or do I need to create my own?

## Tools

Do I need a tool to monitor my audience and aggregate the data?  
Do I need a BI tool to present them?

## Dashboards

How often should I monitor the data and update it? Can I automate it? Who should have access to it?

## Meetings

Who's interested in my data? Can I present it asynchronously?  
How much do I have to explain the data?



# Facebook Insights example

## Top countries

Poland



Indonesia



United States



Brazil



India



# Facebook Insights example

Page	Page likes ↓	Page likes change ↑↓	Published content
 <p>Brand24 Brand24 gives you instant access to mentions about your brand across t...</p>	48.5K	↑ 278	18
 <p>Social&amp;More Social&amp;More www.socialandmore.pl info@socialandmore.pl</p>	5.1K	↓ 6	0
 <p>Acceleration Center Poland Building bridges between Poland and the Silicon Valley.</p>	1.8K	↑ 3	0
 <p>Stick&amp;Play FIRST CREATOR FOR BRANDED GAMES PLAYABLE DIRECTLY IN FACEBO...</p>	1.4K	↑ 5	0

# LinkedIn Insights example

## Visitor demographics ?

Job function ▾

Business Development · 396 (9.5%)

Operations · 352 (8.4%)

Healthcare Services · 268 (6.4%)

Marketing · 240 (5.7%)

Entrepreneurship · 224 (5.3%)

Sales · 197 (4.7%)

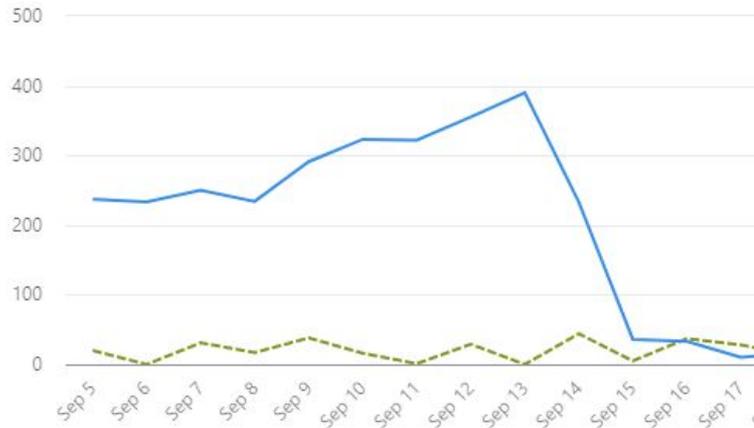
Human Resources · 153 (3.7%)

## Visitor metrics ?

Page views ▾

All pages ▾

All filters

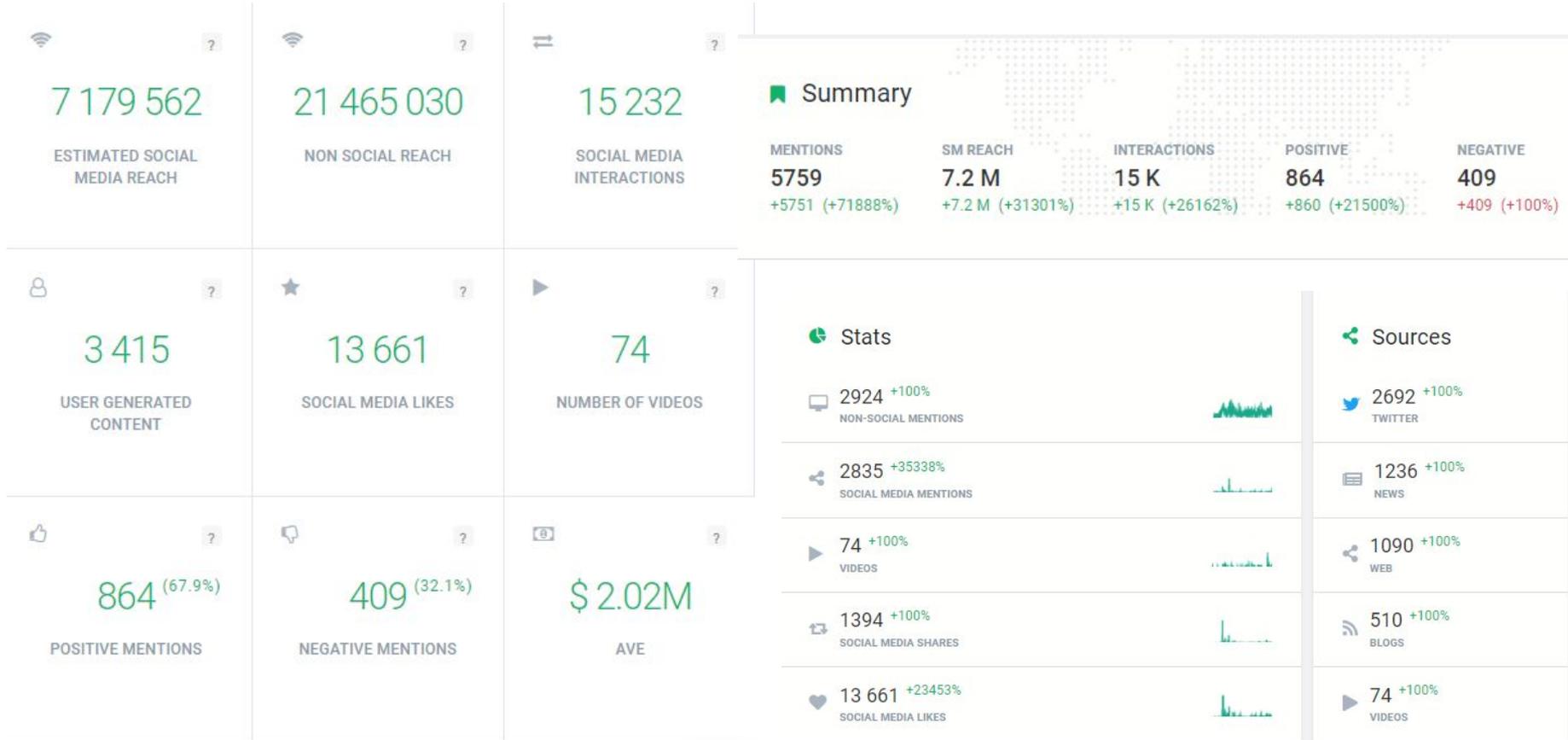


Desktop

Mobile



# Brand24 Insights example



# Brand24 Insights example

Context of a discussion

Hide sentiment

2022 monitor company version number lot akcji opportunities sentiment customer przychód review reputation marketing akcja data quickly socialmedia reports

keyhole social content keywords facebook blog management products digital twitter services loyalty sotrender share personal right global benefits zysk

narzędzie better listening program areas google time Michał Sadowski bynder Social Media know measure hashtag com having report

list designer treści article brands inc news gives impact ambassador check success agorapulse analytic tools conversion exactly businesses analytics serii different points llc include help

chance frontify reach build software track support brandworkz znajomość market mention platform sources sales automated business influencer trend use

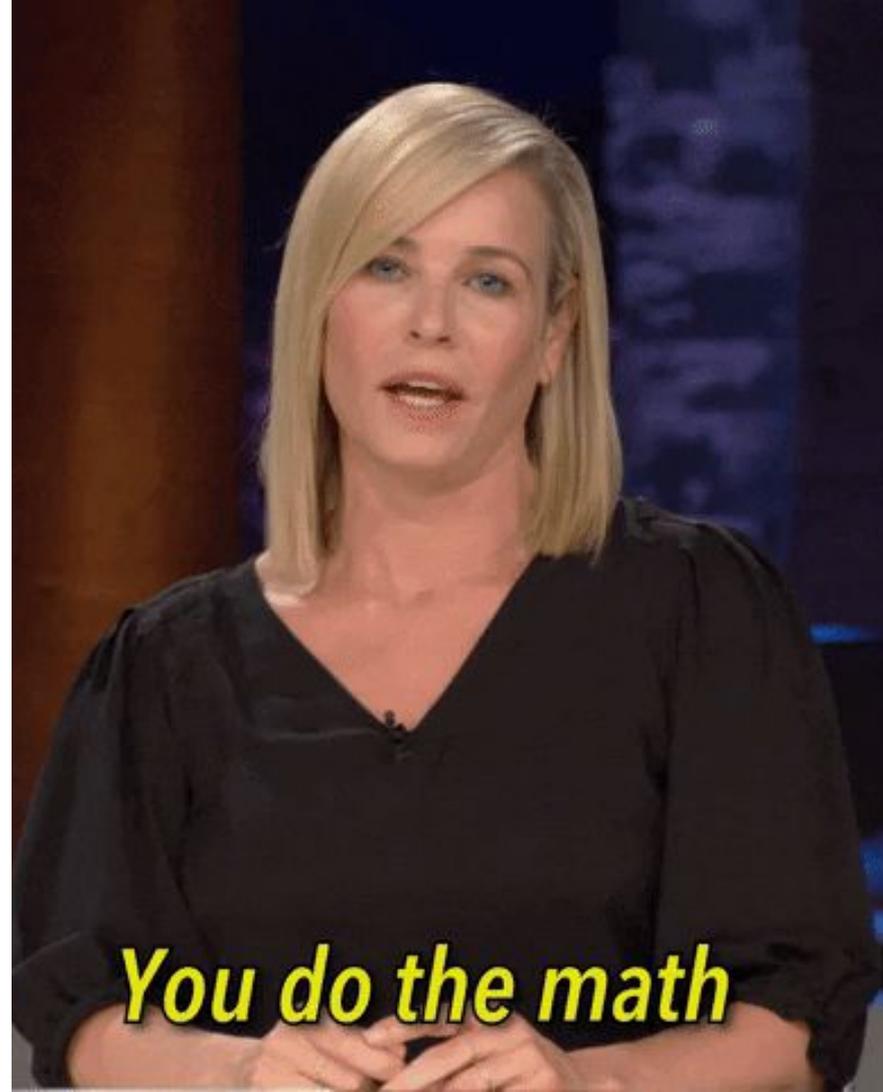
statusbrew brand24 appeared falcon internet instagram process read campaign awario find nowy good feature website sprout things determine brandwatch media conversation using

brand free key grafico open posts information thank need talkwalker best like valuable research needs type monitoring people possible prezes

meltwater spółka tool wynik dobry hootsuite performance analysis firma online post great easy look work start making competitor today looking raport customers

## Measure your work:

- set goals
- time frames
- have a benchmarks
- REPORT
- analyze the results,  
connect the dots!



**You're super brave!**  
**Thank you<3**

**Let's stay in touch!**



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