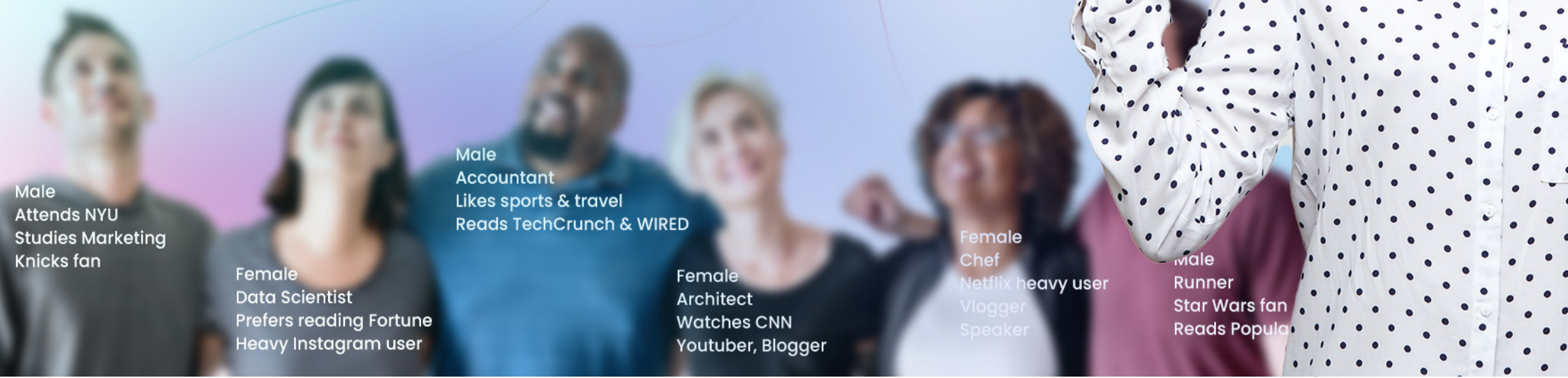


audiense:

Audience Analysis: The Ultimate Guide for Marketers in 2021



Male
Attends NYU
Studies Marketing
Knicks fan

Female
Data Scientist
Prefers reading Fortune
Heavy Instagram user

Male
Accountant
Likes sports & travel
Reads TechCrunch & WIRED

Female
Architect
Watches CNN
Youtuber, Blogger

Female
Chef
Netflix heavy user
Vlogger
Speaker

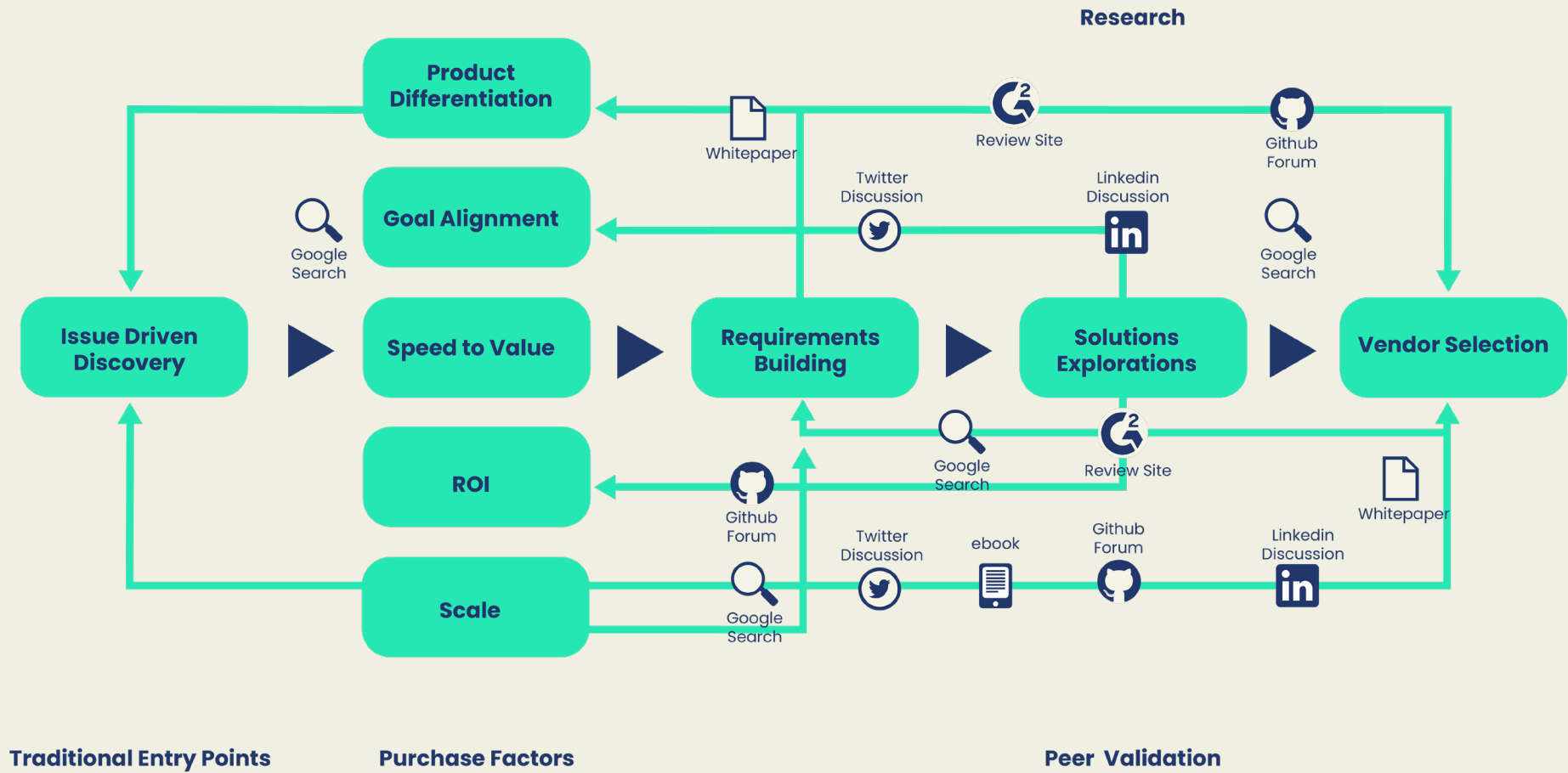
Male
Runner
Star Wars fan
Reads Popula



Audience analysis is an evolution of social intelligence and it enables marketers to segment specific audiences into smaller groups.

Before delving into audience analysis, it's important to look into the complexities of the [B2B buyer's journey](#). It's complex because it doesn't play out in any kind of predictable, linear order. It's pretty much chaos. Buyers weave in and out through their journey, revisiting each of the below buying phases multiple times during the process.

This is a challenge and opportunity for marketers. Every entry point and purchase factor below can directionally inform a marketing program, advertising campaign, editorial approach and content strategy. Additionally, third-party validation can reinforce purchase decision-making and accelerate the buying cycle. In this context, third-party validation could be in the form of influencer marketing or peer validation.



Audience analysis sits right in the middle of the buyer's journey.

The more you know about your customers and prospects, the better equipped you'll be to intercept them in the right channels with clear and concise messaging. In the old days, all marketers had at their disposal was social intelligence, often referred to as "online monitoring" or "social listening".

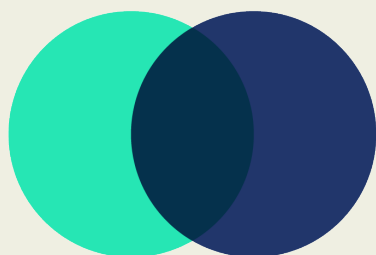
[Social intelligence](#) is the process of using technology to monitor the internet for specific keywords, topics, brand mentions, competitors, and industries. It gives marketers the ability to segment and mine online conversations by the news media, blogs, forums and social media.

Social listening platforms like [Brandwatch](#), [Pulsar](#), [Meltwater](#), [Synthesio](#), [Talkwalker](#) and [Netbase](#) have come a long way in recent years, integrating audience analysis, natural language processing (NLP), AI, machine learning and linguistic analysis to decipher social media conversations.

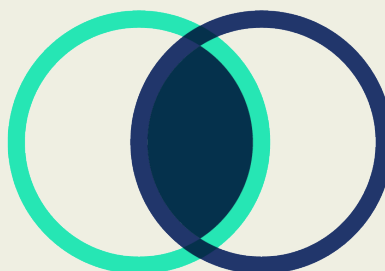
Typically, social intelligence starts with building advanced Boolean logic to isolate and exclude specific topics, brands, phrases and keywords. You can see on the next page an example of boolean logic basics.

Social intelligence is still common practice today, and while there is value in this approach, audience analysis provides more in-depth research enabling marketers to make data-driven marketing decisions.

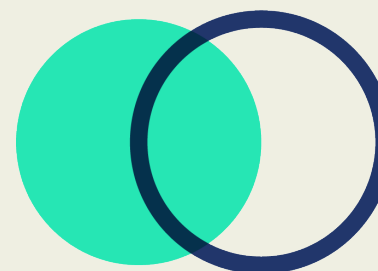
By segmenting and clustering specific audiences into smaller groups, marketers can be more laser focused when planning for marketing and communications programs, especially for B2B and technology brands.



"Artificial Intelligence"
OR
"Machine Learning"



"Artificial Intelligence"
AND
"Machine Learning"



"Artificial Intelligence"
NOT
"Machine Learning"

Using Data-Informed Audience Personas

As mentioned, the buyer's journey is complex and building audience personas from intuition is a thing of the past. While it may seem convenient to download a persona template from Hubspot, customize it to your brand identity and fill in the blanks, personas that are not backed by data, simply don't work. They may look good on a slide, but they won't get you the results you expect.

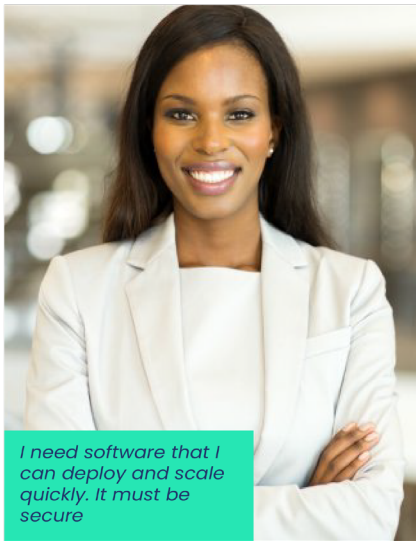
On the other hand, data-informed audience analysis and persona creation gives marketers actionable insights they need to create **data-driven content marketing** programs that deliver real business value and make an impact.

Here's a quick summary of the types of data you can expect from an audience analysis:

- **Brand Affinities:** What brands are they most connected to and reference more than others
- **Buyers Journey:** What keywords (triggers) are they using as they research and purchase products and services
- **Influencers:** Who are they influenced by as they weave in and out of the buying cycle
- **Media:** What media publications do they read and share by topic of interest

The beauty about building data-informed audience personas is that they will benefit everyone in the organization, from PR and social media to channel sales and direct marketing.





I need software that I can deploy and scale quickly. It must be secure

CANDACE NICKS

Age: 46
Occupation: Head of IT Infrastructure
Location: Palo Alto, Ca
Status: Married

Candace is a Java Developer by trade and graduated from MIT, where she is still actively involved in alumni groups. In her 25-year career, she has managed engineering teams of 5 to 50 employees. She currently leads IT deployment for a Fortune 50 technology company in Silicon Valley.

TOP CHANNELS



SOFTWARE PURCHASE FACTORS



MEDIA AFFINITIES



WIRED
9x



GIZMODO
8.8x



MEDIUM
6x



THE VERGE
5.5x



DIGITAL TRENDS
4.2x

TOP INTERESTS



TOP INFLUENCERS



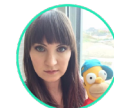
Kirk Borne
Data Scientist
Audience Size: 250K



Kevin Mitnick
Security Consultant
Audience Size: 250K



Mark Russinovich
CTO, Microsoft Azure
Audience Size: 98K



Jodi Beggs
Behavioral Economist
Audience Size: 30K



Kereem Carr
PhD student @Harvard
Audience Size: 30K

Audience Architecture is Art, But Mostly Science

Together, human intuition and data-driven insights can identify unique audiences, where to find them, and how best to engage them. There are three ways to build audiences:

Specialized Audiences: This type of audience architecture begins with bio search and is effective for more technical audiences like engineers, developers, IT decision makers and the Csuite, mainly because they aren't shy about telling the world what they do for a living. To find engineers or developers that are talking about #AIOps, #DevOps or Robotics Process Automation (RPA) would require combinations of bio search and public social media conversations. Other specialized audiences like technology journalists,

analysts, architects, real estate agents, physicians, nurses and human resources professionals can be built with this methodology.

Affinity-based Audiences: This approach is good for finding like-minded audiences that have similar interests, affinities and characteristics. It uses a combination of bio search, follower relationships and social media conversations as its source. So using this architecture we can build niche audiences like millennial sneaker heads who live

in New York, prefer drinking craft beer and listening to 90's R&B & Hip Hop, as an example.

Micro-Audiences: These are smaller audiences (<500), consist of influencers and are built for the purpose of real-time content marketing or organic influencer engagement. The audience size is large enough to extract directional insights to inform content yet small enough to use for the creation of highly-targeted creative assets and organic engagement.

Inputs for Audience Architecture



Conversations:
What are they talking about?



URL Sharing:
What media are they sharing?



Bio Search:
How do they describe themselves?



Followers:
Who do they follow?




Demographics:
Where do they live?



Interests/Affinities:
What are they passionate about?

Why An Audience First Content Strategy Works

Marketers must ensure that their supply of content meets the demand of the audience by providing relevant stories and creative content. Audience data is a blueprint.



Audience data is a blueprint. Just like an architect who designs a house using 3D software, marketers can build data informed programs using audience architecture.

The result:

Creative storytelling and advertising that can break through clutter and reach audiences with memorable, impactful and game-changing programs.

What you can learn from audience intelligence?

How you can use this to drive creative storytelling?

Topical Relevance

Use to align your narrative or content strategy to better align with what is relevant to the audience

Keywords and Phrasing

Use to inform headlines, blog posts and other long form content (executive thought leadership, employee storytelling)

Traditional Media Affinities

Use to prioritize your media relations to what the audience reads and shares

Hashtag Usage

Use to inform hashtags across social media channels

Influencer Affinities

Use to build an audience-driven influencer program

Buying Triggers

Use to build a content strategy that aligns to the buyer's journey

Activating The Real-Time Content Engine

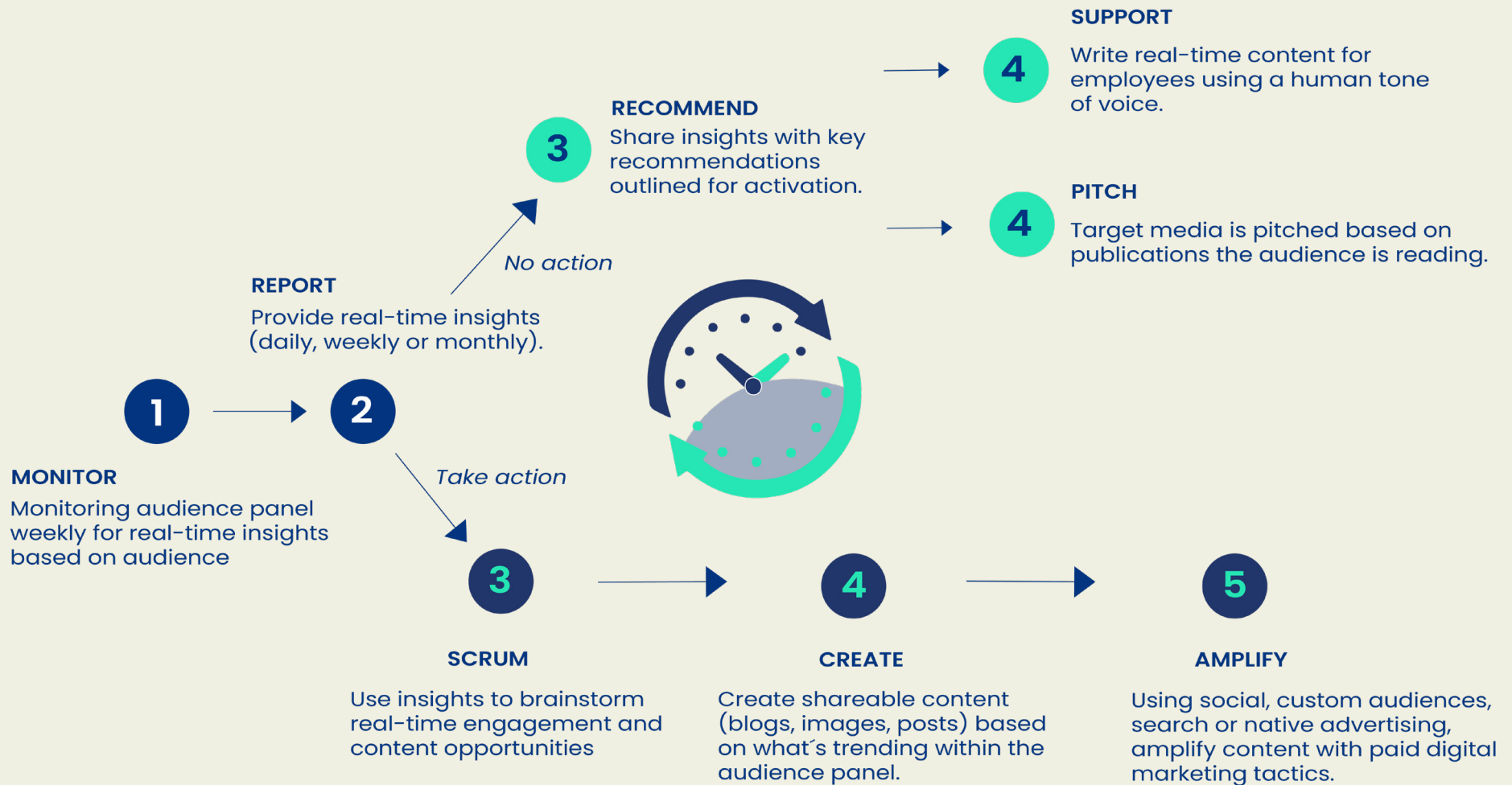
The goal of real-time content marketing isn't to be relevant to everyone. It's to be extremely relevant to your audience.

Everyone remembers the Oreo Tweet in 2013 during Super Bowl XLVII. Since then, many brands have tried to “hijack” cultural moments to insert themselves into an existing narrative and reach a broad audience. Sometimes it works, but most times it doesn't.

This is where real-time audience listening comes in – rather than trying to align your brand with everyone, this approach leverages the audiences that are most important to amplify your success.

Once you build your audience, the content engine works like the figure you can see in the next page.





There are two paths that can potentially be taken based on what it is you are trying to do. The first path requires no action other than reporting and making recommendations. The second path requires immediate action where you will activate the real-time content engine.

Reporting & Recommendations

1. Monitor the conversations of your audience in real-time to see what's top of mind and trending.
2. Provide daily, weekly or monthly reporting based on the audience analysis.
3. Recommend activation opportunities based on the insights.
4. Provide content recommendations for employees and executives to be used for [employee advocacy programs](#) and executive activation.

Content Engine:

1. Monitor the conversations of your audience in real-time to see what's top of mind and trending.
2. Provide daily, weekly or monthly reporting based on the audience analysis.
3. Scrum with a team of analysts, creatives, community managers, content strategists and paid social experts to brainstorm content and activation opportunities.
4. Create the shareable content usually consisting of an animated video, gif or digital asset. In some cases, a blog post could be produced.
5. Post & amplify the content with strategic paid social.





About the author

Michael Brito

Michael Brito is the EVP, Digital & Analytics at Zeno Group, an integrated communications agency. He helps his clients reach their target consumer with laser-focused precision > the right story, at the right time, in the right channel and with the right media. He is a firm believer that audience intelligence and influencer analytics are the two most important ingredients to fuel data-driven content marketing programs. He is a TEDx speaker, adjunct professor, and business advisor for The Social Intelligence Lab.

[CONNECT WITH MICHAEL](#)

About Audiense

Audiense is a pioneering Audience Intelligence platform, trusted by enterprise brands across the globe. We help marketers and consumer researchers to be innovative and develop relevant audience-centric strategies. Through proprietary social consumer segmentation, Audiense provides insights on who your audience really is, and how to engage with them in the most meaningful way.

Culture is always on the move, making it difficult for your existing consumer preconceptions to keep up. Audiense's social consumer segments are derived from consumers' behaviour "in the wild", making it reflect what really matters to them.

Marketers use Audiense to rapidly identify unique approaches to connecting with consumers. Because our insights stem from rich and varied social data, we provide a direct line to strategies that foster competitive differentiation.

TRY AUDIENSE FOR FREE

