



SPROUT SUMMIT

The Social Marketer's Map to 2021



Prioritize

Using Social Data to Prioritize for 2021



Anne Carter

Senior Manager, Customer Success
Sprout Social

 **@annelc1003**

She/Her/Hers





Daryl Smith

**CMO
KETTLER**

He/Him/His



Trovon Williams

**VP, Marketing & Communications
NAACP
🐦 @Trovon_Williams**

He/Him/His



Lesley Pinckney

**SVP, Innovation
Omnicom Experiential Group
🐦 @LesleyPinckney**

She/Her/Hers





**What's your philosophy on
prioritization and making sure you're
pointed in the right direction?**





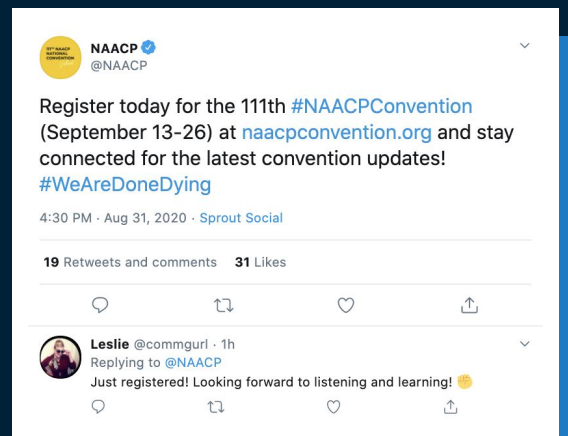
One of the ways we have found to cut through the red tape and understand our complex customers in the digital space is through social.

Daryl Smith

CMO, KETTLER



How is our audience engaging with us?





**Marketers have a fear of saying the wrong thing.
We're trying to stay in front of how people are
feeling. We know that it's not a monolith, so we
need to use tools to dig in regularly.**

Lesley Pinckney

SVP, Innovation, Omnicom Experiential Group

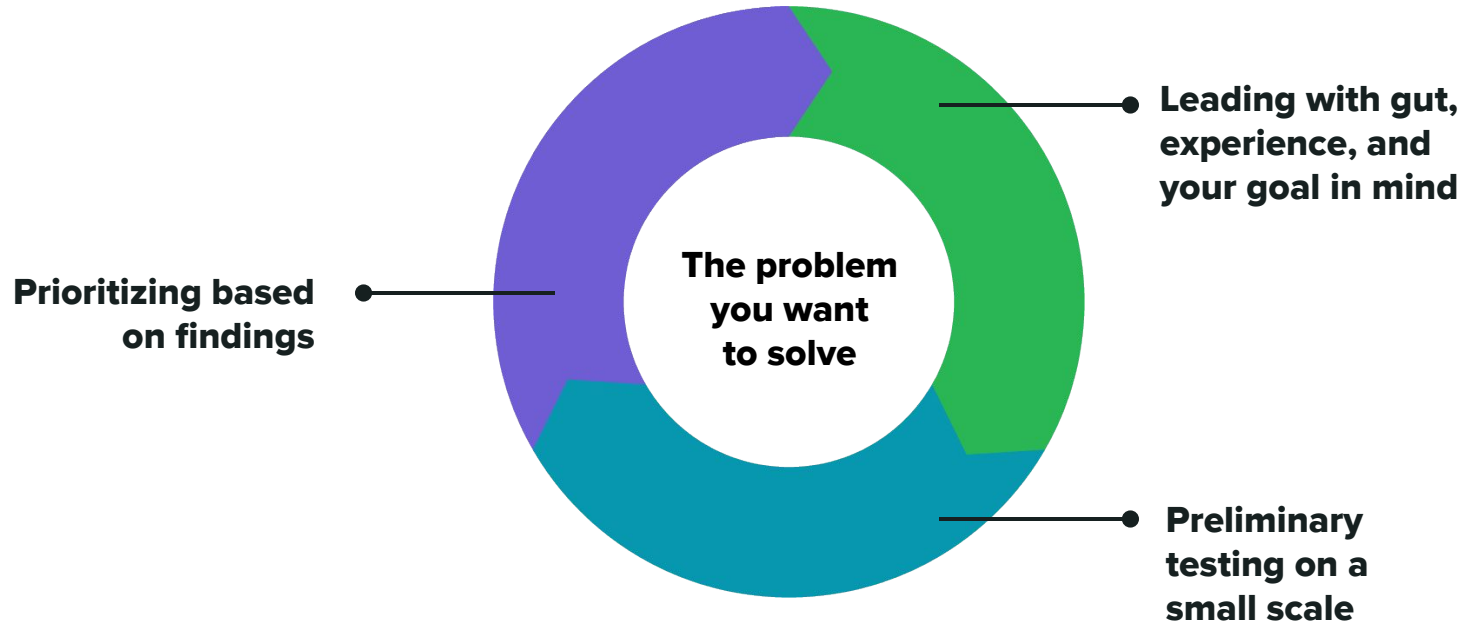




**What's an example of prioritization
with data, in practice?**



The Prioritization Process



Lesley's take

Social is not a channel.

Social is a dataset of real time conversations that can be leveraged across all aspects of business.

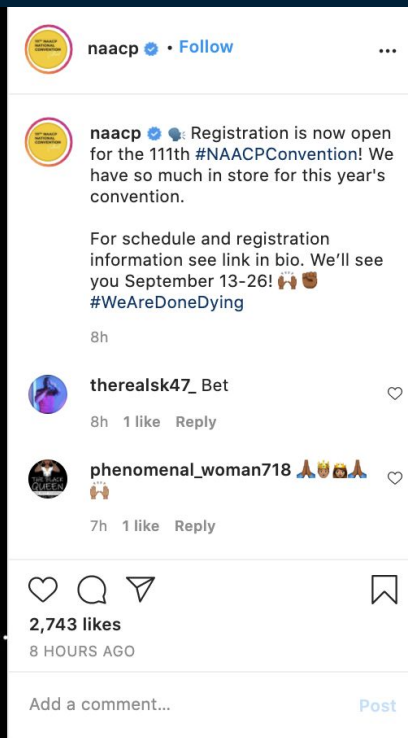
Start with a whiteboard.

Write down everything you want or need to know about your business or brand.

Data at a fraction of the cost.

At worst social data is directional, at best a true proxy for what traditional research might unearth.





**How do you like your team
to share data with you?**



What I need to see in a report

Only three words

- Trends
- Triumphs
- Tragedies

Status update

- Areas relating to opportunities
- Areas excelling
- Areas underperforming



**What's an example of a time
social data changed your
perspective on something?**





Different posture for different platforms

May 7th, 2020 the NAACP launched our **#WeAreDoneDying** digital advocacy based campaign which featured infographics built specifically for the IG platform. By June 5th, 2020 our Instagram followers increased from 250K to over 1.1 million.



Verified matters

We did an exhaustive SuperBowl conversation analysis and found that despite verified accounts only being 2.6% of the audience, their engagement was 70x that of non-verified accounts.



Social media & age



**What do leaders need to prioritize for
the rest of 2020 and into 2021?**



Prioritize

**Equipping your teams with
consistent messaging.**



Prioritize

**Providing your teams with
focus and mission.**



Prioritize

**Reimagining who your brand
is in the “new normal.” What
stays and what goes?**



Prioritize

**Balancing “the drumbeat” with
innovation and new channels.**



Prioritize

Spending time in the huddle.



Prioritize

Using the data to anchor you.



Q&A

#SproutSummit

