



The listening map



Use this map to connect with your audience by learning what they care deeply about and building a stronger strategy based on your insights.

	L	I	S	T	E	N
Stage	Learn Put your research hat on	Identify What is your audience looking for?	Segment Define your audiences	Teach Share insights and next steps	Evolve Revise today's strategy	Nurture Build a long-term plan
Goal	Tap into the world's largest and most diverse focus group—social media—for topics that matter to your brand	Connect consumer, industry and cultural insights within social conversations to your brand offering	Use your findings to build out your personas including what they like and don't, trends, and share-of-voice vs. your competitors	Share your audience insights and go-forward plan with the rest of your marketing team and beyond	Re-evaluate, edit, and add to your current social strategy using the insights and personas you've built by listening	Build a long-term plan based on what you've heard, and schedule listening time regularly to optimize
Strategy	<ul style="list-style-type: none"> List the questions you have re: how your brand is perceived and your target audience Dig into the conversations around your brand and topics by diving into relevant keywords and events Identify opportunities to differentiate your brand, products and services 	<ul style="list-style-type: none"> List major conversation drivers and topics for your audience and industry Map each driver to core audience need Map each need to value prop of your brand offering or content 	<ul style="list-style-type: none"> Build out your social personas, including examples, emerging trends, and channel-specific behavior for each Define overlap and/or difference between your personas and competitive personas based on listening insights 	<ul style="list-style-type: none"> Train the rest of your marketing and customer-facing teams on behavioral insights, trends, and core personas Reinforce trainings on monthly and/or quarterly basis as your audience and results evolve 	<ul style="list-style-type: none"> Use what you learn to revise your current social strategy according to insights, personas, and trends Test one campaign based on your listening data and benchmark it against a previous campaign 	<ul style="list-style-type: none"> Launch your long-term vision for social at your org with data at its core, mapping to larger business goals Schedule regular reviews of your data with your team, including execs, to highlight the opportunities you see for building long-term value for your business
Insights	<ul style="list-style-type: none"> Keyword volume performance/spikes Sentiment Top conversation topics, hashtags, and engaged posts (owned and non-owned) 	<ul style="list-style-type: none"> Top conversation drivers (people and brands) + topics for your brand and industry Macro and micro influencers 	<ul style="list-style-type: none"> Demographics (gender, location, etc) Top engagers Trending hashtags Competitor performance 	<ul style="list-style-type: none"> Core personas for your brand Top surprising insights Top trends 	<ul style="list-style-type: none"> Overall performance and health Campaign benchmarking Top performing keywords and topics 	<ul style="list-style-type: none"> Brand health and perception today vs. where you want to be Competitive SOV Calendar and trend planning

Want to learn more about listening as a strategy and tool? Visit bit.ly/AboutListening