

From Data Driven to Engagement Driven

How Engagement Analytics Will Drive the Social
Media Enterprise

4th

EUROPEAN SUMMIT
ON MEASUREMENT

13-15 June 2012, **Dublin**

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Today's Workshop

- Current Business Models
- What are the Strengths, Gaps?
- Why we need to move quickly!
- Improving the Current Business Models
- A Vision: Next Business Model in SM Measurement
- Questions on re-positioning

Current Business Models

1

THE MANUAL (PEOPLE-READING) MODEL

2

THE FREE TOOLS (TWEETDECK) MODEL

3

SAAS (SOFTWARE AS A SERVICE) MODEL

4

**THE HYBRID (AUTOMATION + HUMAN ANALYSIS)
MODEL**

5

NEXT-GENERATION MODEL

Comparing Main Approaches

SAAS (SOFTWARE AS A SERVICE) MODEL

- Mainly DIY
- Classic SaaS

- Low Cost
- Easy Sell
- Deployment

- Low Value
- Inflexible
- Ltd. Services

- Radian 6
- SM 2/Alterian
- Meltwater Buzz

- Big client base
- \$300m billings
- Acquisitions

- Low retention
- Minimal insight
- Maturing client
- Lower share
- Lower revenue

Comparing Main Approaches

THE HYBRID (AUTOMATION + HUMAN ANALYSIS) MODEL

- Automation
- Filtering
- Human analysis

- Moderate cost
- Moderate sell
- Good insights
- Real trends
- Flexibility

- Incomplete data
- Missing data
- Languages
- Specialization
- Measurement integration

- Brandtology
- Brandwatch
- Social Eyez

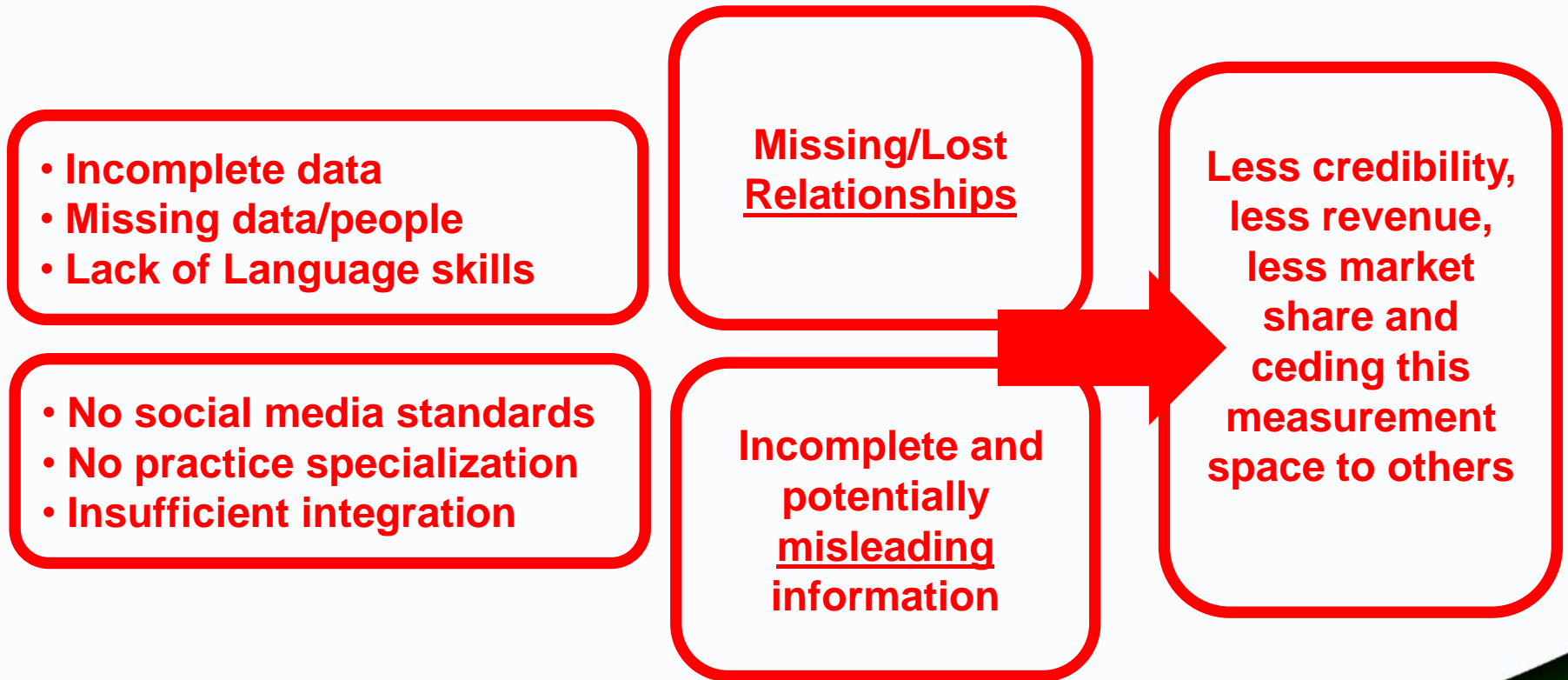
- Growing client base
- High barrier to entry
- Global market

- Slower growth
- Wrong data
- Mistaken actions
- Clients maturing
- Expectations grow

The need to change

- Despite the growth in the 'Hybrid-Model' – clients are getting smarter
- Questions grow on SM data integrity, integrated measurement are growing
- Large and unacceptable gaps in data increasingly identified by clients
- Global nature of our work means limited data less realistic to global clients

Are we exaggerating these fears? No



Less credibility,
less revenue,
less market
share and
ceding this
measurement
space to others

THE GOOD TIMES WILL NOT LAST:

Without change we will simply
re-create the culture of
AVEs in the SM measurement
space...

- **Improving the Current Business Models**

- **A Vision:**

 - A Next-Generation Business Model in SM Measurement**

THE ENGAGEMENT DRIVEN MODEL

From “Data-Driven” to “Engagement Driven”

- “Data-Driven” usually referred to static data sets
 - Traditional media metrics
 - Field research
 - Market/Competitor intelligence
 - Social media data
- “Engagement-Driven” does not rely solely on data
 - Premium on emotional intelligence
 - Focus on cultural norms as key business tool
 - Focus on specialized practices
 - Predictive analytics (not game theory)
 - The Engagement Blend:

Emotions, Culture, Prediction, Interaction – IN REAL TIME

“Data-Driven” to “Engagement Driven”

- So are we all doomed? No
- Are we well going to transform into PR companies? No (Mostly)
- What are we going to become?

For most:

Engagement Analytics

For the best:

Engagement Consulting

ENGAGEMENT ANALYTICS

Cultural Expertise
(NEW)

Specialist Practices
(NEW)

Language Expertise
(NEW)

**Analytics Design/
Standards/
Integration**
(EXPAND)

**Data capture,
filtering and
analysis (all-
sources)**
(IMPROVE)

C Suite

HR

**Comms./
marketing**

Finance

Product

ENGAGEMENT CONSULTANTS

Cultural Expertise
(NEW)

Specialist Practices
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Language Expertise
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Analytics Design/
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(EXPAND)

Data capture,
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ENGAGEMENT
TEAMS
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Questions on Repositioning

- Is it viable to build culture-study centres?
- How realistic is it to build multi-lingual capability?
- Do we merge SM with traditional analysis/teams?
- Building engagement teams is the client's job
- Advising engagement teams is the PR company's job
- If we do play a role in engagement what will it be?
- I still cannot get my head around us consulting
- We are researchers not communicators

Answers on Repositioning

- We will have to reposition; we have 3 years
- Yes, we must have language, cultural skills
- Standards critical for good data capture/analysis
- Not all of us will go for engagement-driven models
- Those who choose Analytics must integrate their findings with traditional media analysis and field research (outputs, outtakes and outcomes marry the new social media standards)
- Those who choose Consulting must be ready to recruit communications professionals
- Those who choose Consulting will have to be ready to lose some agency business (not all)
- Those who choose Consulting should not offer traditional monitoring/press clipping services

WHERE WILL YOU BE NEXT YEAR?

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NEXT-GENERATION MODEL



HAVE A GREAT...

AND ENGAGING!

CONFERENCE IN DUBLIN

Thank you

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