



Brandwatch

# Finding Your Competitive Advantage With Social



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# What We'll Talk About:

1. The importance of earned data
2. Navigating the noise
3. Turning it into strategy

Q:

**Who among you has been  
working with social listening?**

Something we all have in  
common are **words**.

## Brand perspective

*(how they talk about it)*

Innovation  
Efficacy  
Preventative treatment  
Breakthrough therapy  
Neurological precision  
Clinically proven  
Superior formulation  
Trusted by specialists  
Long-term management  
Patient outcomes

VS

## Audience perspective

*(how people actually talk about it)*

Headache relief  
I just want it to stop  
Works fast  
No more missing work  
Affordable  
Doctor recommended  
Scared of side effects  
I can finally focus again  
Real stories  
Feels normal again

**5.24** billion social users as of Jan 2025  
**+206** million users in prev. 12 months

Annualised growth of **4.1%**  
**~6.5** new users per second



[Datareportal.com/social-media-users](https://Datareportal.com/social-media-users) - accessed April 2025

← Post ↻ ...

 **\*Walter Bloomberg** ✓ @DeItaone Follow

 HASSETT: TRUMP IS CONSIDERING A 90-DAY PAUSE IN TARIFFS FOR ALL COUNTRIES EXCEPT CHINA

10:13 AM · 4/7/25 · 1.7M Views

💬 529 ↻ 3.3K ❤️ 5.3K 📌 414 ⬆

Most relevant replies ▾

 **High Yield Harry** ✓ @Hi... · 8m ↻ ...  
Walter where did this headline come from?  
💬 4 ↻ 2 ❤️ 79 📊 21K 📌 ⬆

 **\*Walter Bloomberg** ✓ · 8m ↻ ...  
reuters  
💬 28 ↻ 12 ❤️ 93 📊 23K 📌 ⬆

 **Rock Paper Sizzle** ✓ @RPSizzle Ad ...



# Introducing **Social Listening**.



Gathers **unprompted** conversation on a topic, providing an **unfiltered** view of an individuals' **unbiased** opinions.



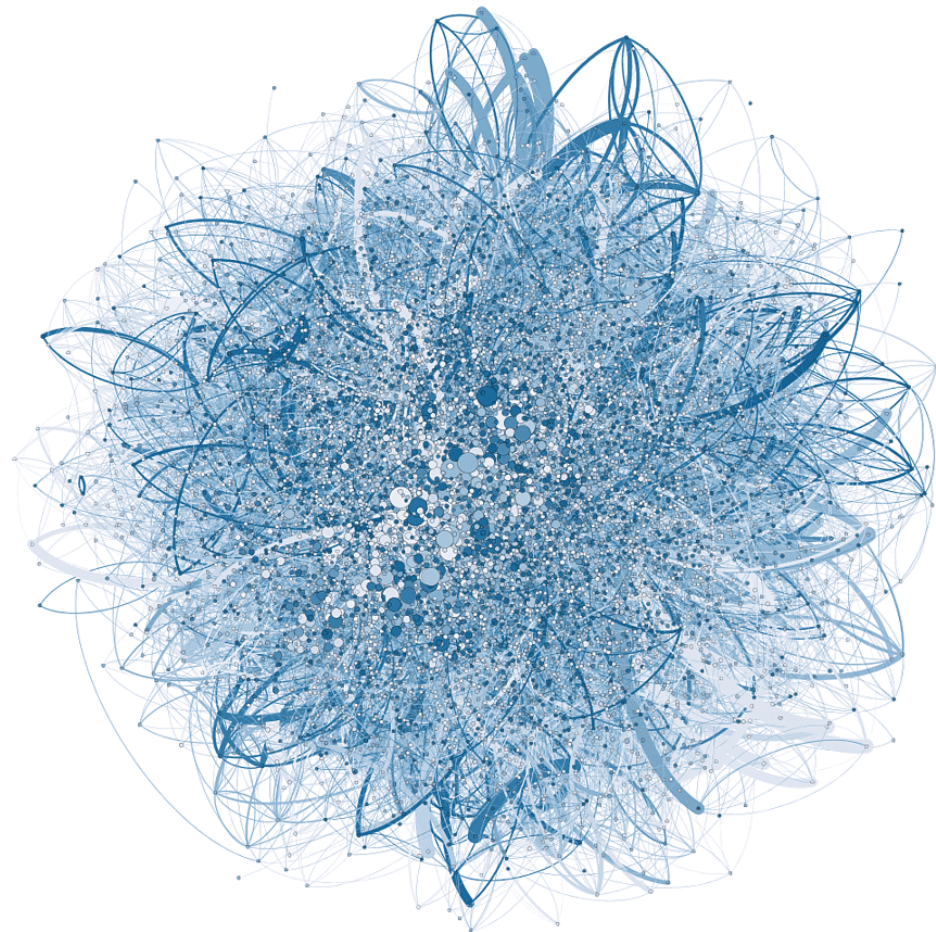
Offers a window into the **mind of the consumer** to better shape advertising, marketing, messaging and more.



Provides the tools to organise **unstructured**, nuanced conversations into **observable patterns**.

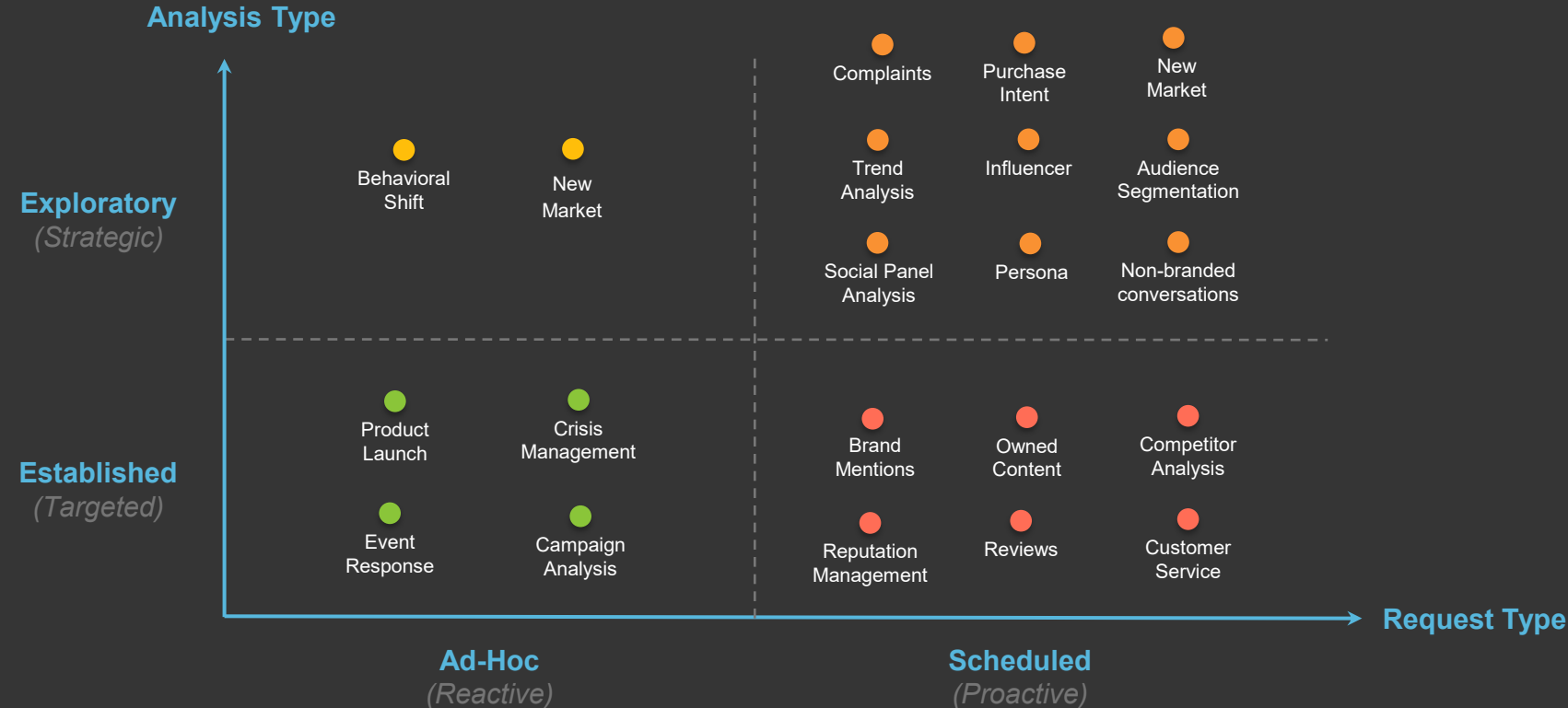
Some words  
**really matter.**

But how do we  
find them?



**Actionable insights are  
surfaced in response to a  
well-defined business need.**

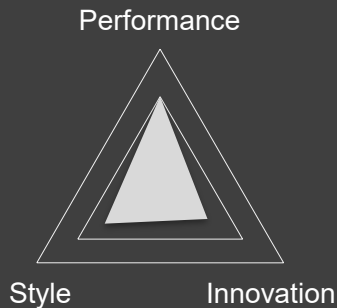
# Social Research Analysis Type



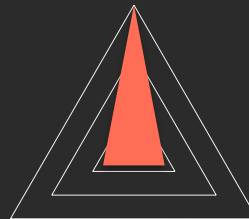
# What's meaningful to you?

- Brand mentions
- Product mentions
- Competitor mentions
- Overall industry / sector
- Halo brands & reference points

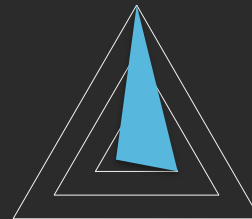
## AVERAGE



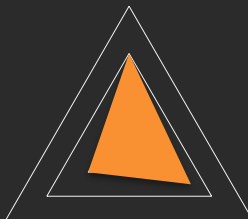
## BRAND A



## BRAND B



## BRAND C



## BRAND D



## BRAND E



# What's meaningful to them?

- Met or unmet needs
- How they self-identify
- Relationships and interactions
- Motivations

## Proactive Parents

Avg. Monthly Volume

|      |      |      |
|------|------|------|
| 2022 | 5,0K | +25% |
| 2023 | 6,2K |      |



### Passions & Needs

- Stay ahead of kids' needs; anticipate, prepare, mindset
- Keep kids busy and entertained when not in school
- Ensure kids have varied activities and social touchpoints
- Prepare alternatives to screens



### Pains & Barriers

- Perspective that playtime is secondary to productive activities
- Concerns about the negative effects of too much screentime
- Fear of kids accessing unsafe websites or being targeted by online predators



### Most Common Play Type

- Face-to-face active playtime



### Typical Forms of Dialogue

- Q&A
- Listicles (Top 10 Activities During School Holidays)
- Sharing opinions on controversial topics (e.g. screentime debate)



# The most powerful insights are where **brand** meets **culture**.

## Objective:

Understand how the Brand audience was discussing the Brand and competitors. Identify opportunities to more authentically connect.

## Solution:

Using a mixture of Boolean and logo recognition, we identified all Brand conversation on Twitter & Instagram, including where the Brand was featured in an image but not in the text.

## Key Outcomes:

As much as 70% of Brand 'mentions' (incl. logo feature) did not mention the Brand in the text. The Brand had been doing solely text analysis to date, meaning they'd been missing more than half of this conversation.

That 'Hidden Share of Voice' revealed an entirely new consumer behaviour around the Brand, driving new campaigns and investment.



## Alongside counting **interactions**, measure **expressions**.

- Competitor engagement rate
  - Campaign Avg. Reach
  - Social Clickthrough Rate
- 
- Association with specific adjectives/ideas
  - Mentions of key messages by Key Opinion Leaders
  - Topics within purchase consideration/intent

# Takeaways

## 1. Start with purpose

- What are we trying to understand: perception, performance, or opportunity?
- Filter by what matters: emotion, audience type, and context; not just volume.
- What decisions will this data inform?
- How does “success” look to the client beyond metrics?
- Look beyond vanity metrics: ask why people are engaging. Identify what your audience gives you for free: their words, tone, and themes.

## 2. Clarify the audience

- Who are we truly listening to: customers, professionals, advocates, or critics?
- Which voices carry weight for the brand’s goals?
- Are we missing conversations in specific regions, languages, or communities?

## 3. Guide the conversation internally

- What themes or signals do we *keep seeing* but not yet acting on?
- Where does earned data challenge our assumptions?
- How can we make insights usable? What’s one strategic decision this quarter we can tie directly to listening?
- Test one small adjustment each month (tone, topic, timing) and track impact.
- Translate what you hear into creative direction, not just reports.

Q & A



Brandwatch

**Here to help.**  
Find us @ our booth.

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