



Social Listening, Inside the Unstructured Focus Group: A Methodology for Turning Noise into Brand Insight

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973-226-0344





- *“What a magical time we live in. I can interact with the world directly anytime and anyplace thru a device I have at the tip of my fingers. No longer am I hindered by the filters of the world”*
- The world has changed drastically and continues to change even more rapidly. We must adapt also and harness the trove of information available



Integration of Social Media in Brand Planning

A large, 3D-rendered red puzzle piece with a white question mark in the center, casting a soft shadow on the light gray background.

How Are You Using Social Media To Collect Intelligence?

What Are Your Industry Colleagues Doing?



“Why should I care”

“We are communicating as a company via social media but not collecting for research.”

“To what extent will this change the research model?”

“What do I need to tell my senior leadership?”

“We think it is important but don’t have any formal system in place.”

“We aren’t sure how to use the data outside of using it anecdotally.”

“I and we are pretty much unclear on what to do”



Here's WHY!

Because the world is changing and so is the balance of influential power.
Its shifting into the hands of consumers who can receive and export
unfiltered content out



Conversions increase 133% when mobile shoppers see positive reviews before buying. (Bazaarvoice)

Millennials are 1.6x more likely to use digital channels to learn about new products. (Facebook Insights)



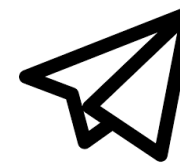
Customers are 6x more likely to purchase a product if the page includes pictures from social media. (AdWeek)

31% of consumers say they are using social media channels to browse for new items to purchase. (Aimia)

84% of millennials say user-generated content from strangers has at least some influence on what they buy. (Gartner)



78% of consumers say companies' social media posts impact their purchases. (Forbes)



Consumers are 71% more likely to make a purchase based on social media referrals. (Hubspot)

81% of consumers' purchasing decisions are influenced by their friends' social media posts. (Forbes)

- **41% of people** indicated that information they receive from social media impacts their healthcare decisions
- Millennials look for **reviews on social media and websites** regarding doctors, hospitals, general practitioners, etc.
- **93% of millennials** aren't scheduling appointments with doctors for preventative healthcare
- **60% of doctors see social media as an avenue for delivering better healthcare to patients**



Different People Interacting, different needs.
Understanding the emerging target segments



Sphere of influence
changing from the
“traditional model”
Researching Social Media
will lend learnings to your
marketing teams on shifting
habits and consumption
patterns. What information
are they gathering

- Are millennials open to different approaches using healthcare on social media?
 - 93% of millennials aren't scheduling appointments with doctors for preventative healthcare
 - They are using urgent care when they become more ill (Would rather have a fast and cheaper approach to healthcare)
 - Millennials are seeking demand healthcare advice and support; for them social media is a place to find advice from peers who may be experiencing the same health concerns; also seek out advice on making lifestyle changes and solutions to healthcare problems they may be having
 - Ex: millennials who are concerned with snoring may seek out blogs, or ask for advice from members of their social media communities

Mission Impossible?

How to begin if you already haven't to turn this mass of unfiltered and unstructured data into valuable intelligence

- Just unlock the simple secret.... **Commit** to listening



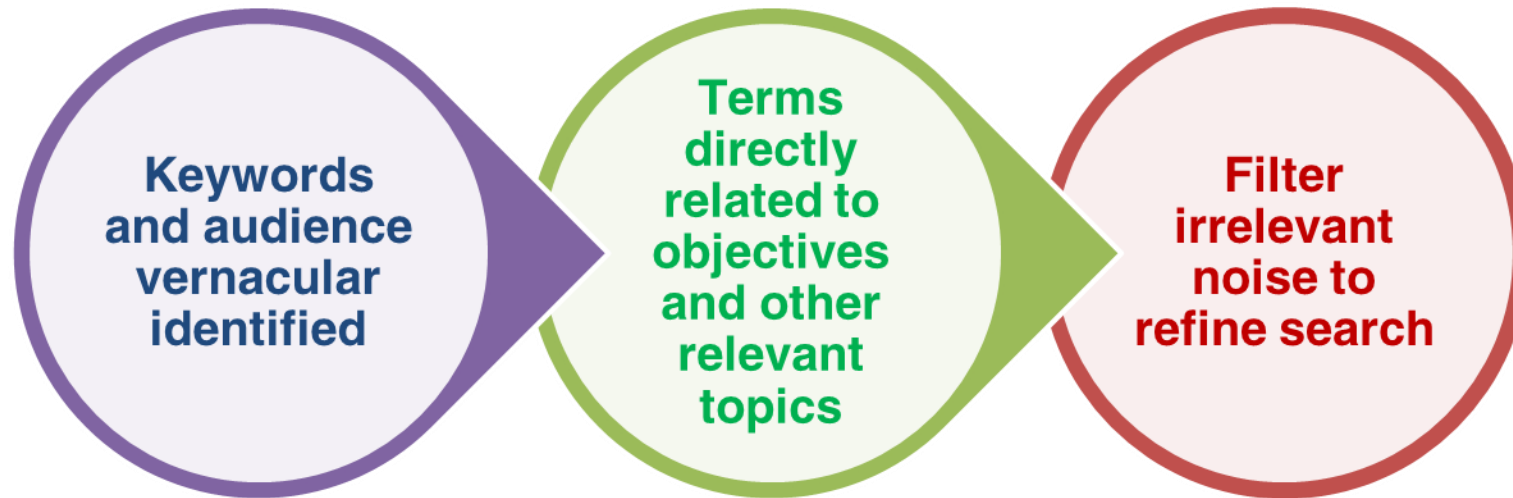


Adaptive System Required

- Initial search results (50-60%) are not relevant, containing spam or unrelated mentions

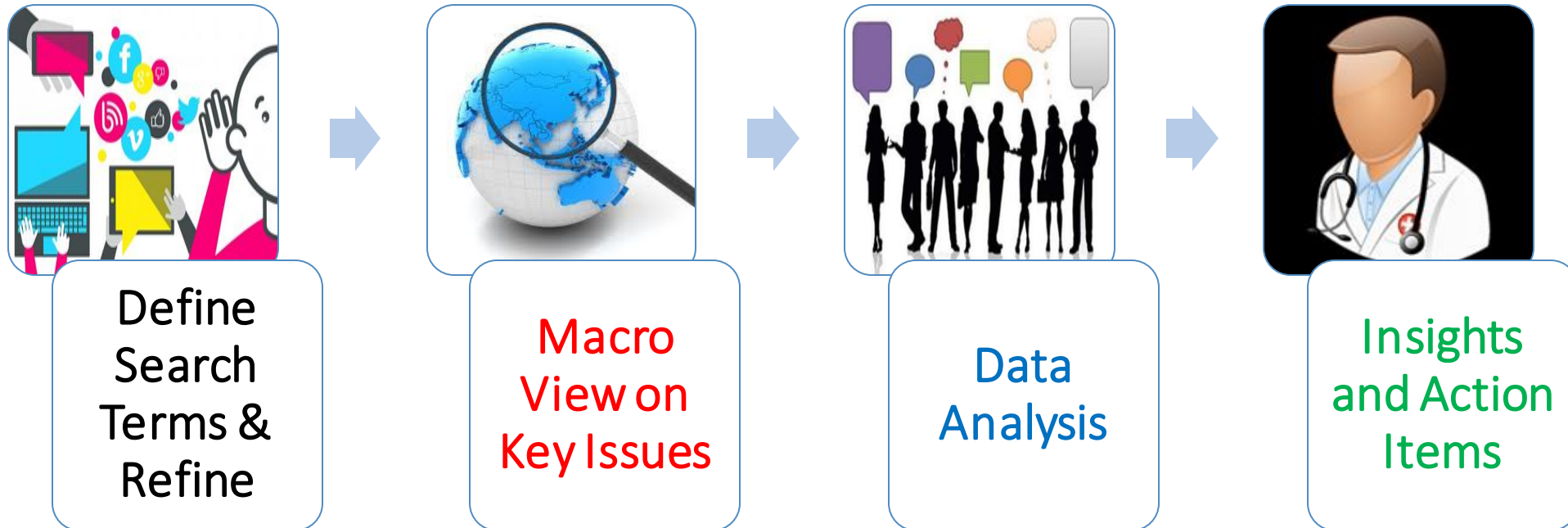
Algorithm for Success

Automated and Manual



twitter facebook Forum BLOG

Analyst Filtering



Outputs

Deliverables and Potential Utility

Goal: How to find potential influencers regarding a specific product on social media (Facebook, YouTube, twitter, LinkedIn)

Objective: Who is an influencer on social media? What types of market knowledge and intelligence can I gather on social media from the influencers?

First, Use a social listening scanning software that allows you to create queries to search for key words that will help narrow down your search

If you do not find everything you need through the search engine, you can search through each individual social media platform (usually using the social listening platform will help you find information from twitter, other social media platforms have more advanced privacy settings)

Findings!

- If you do not find everything you need through the search engine, you can search through each individual social media platform (usually using the social listening platform will help you find information from twitter, other social media platforms have more advanced privacy settings)
- If you want to find video information; use YouTube and they allow you to narrow down searches by certain timelines
- LinkedIn can help find potential clients or customers. It can also help your company find out about competitors and who is working on specific projects
- Facebook can help your company find potential groups and pages that can contain potential influencers
- Twitter can help your company see what is trending in different industries and peoples options regarding certain products or experiences

Patient Activity

Voice of Patient Sample of You Tube Social Media Activity in Q4

Theme: Charlotte's mother discusses her treatment journey at Mary Washington Hospital: Lumizyme mentioned ~50 seconds into video



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Medical Conference: Social Media KOLs



Jerad Gard ...
 @JMGardnerMD

Followers
11K

Mentions
2


Pathologist @DermPathUAMS (dermpath & sarcoma). Deputy Editor-in-Chief: @Archive ...

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AUTHORITY  **8/10**

TWITTER URL:
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RT @RMeunierMD: FABry's disease: by electron microscopy, has ZEBRA bodies. "What a FABulous ZEBRA!"
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 Apr 15, 2017




Nathan Pennell MDPH
 @n8pennell




Agree with Dr. Herbst, nivolumab now SOC for ALL second line NSCLC, not just PDL1+. Neg pts still may benefit.
 #ASCO15 #LCSM

10:22 AM - 30 May 2015

🔄 8 ★ 8




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Bruno A. B ...
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Mentions
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Instructor in Medicine @WUSTL
 #Genomics #Alzheimers,
 #Parkinsons, #Lysosomal sto ...

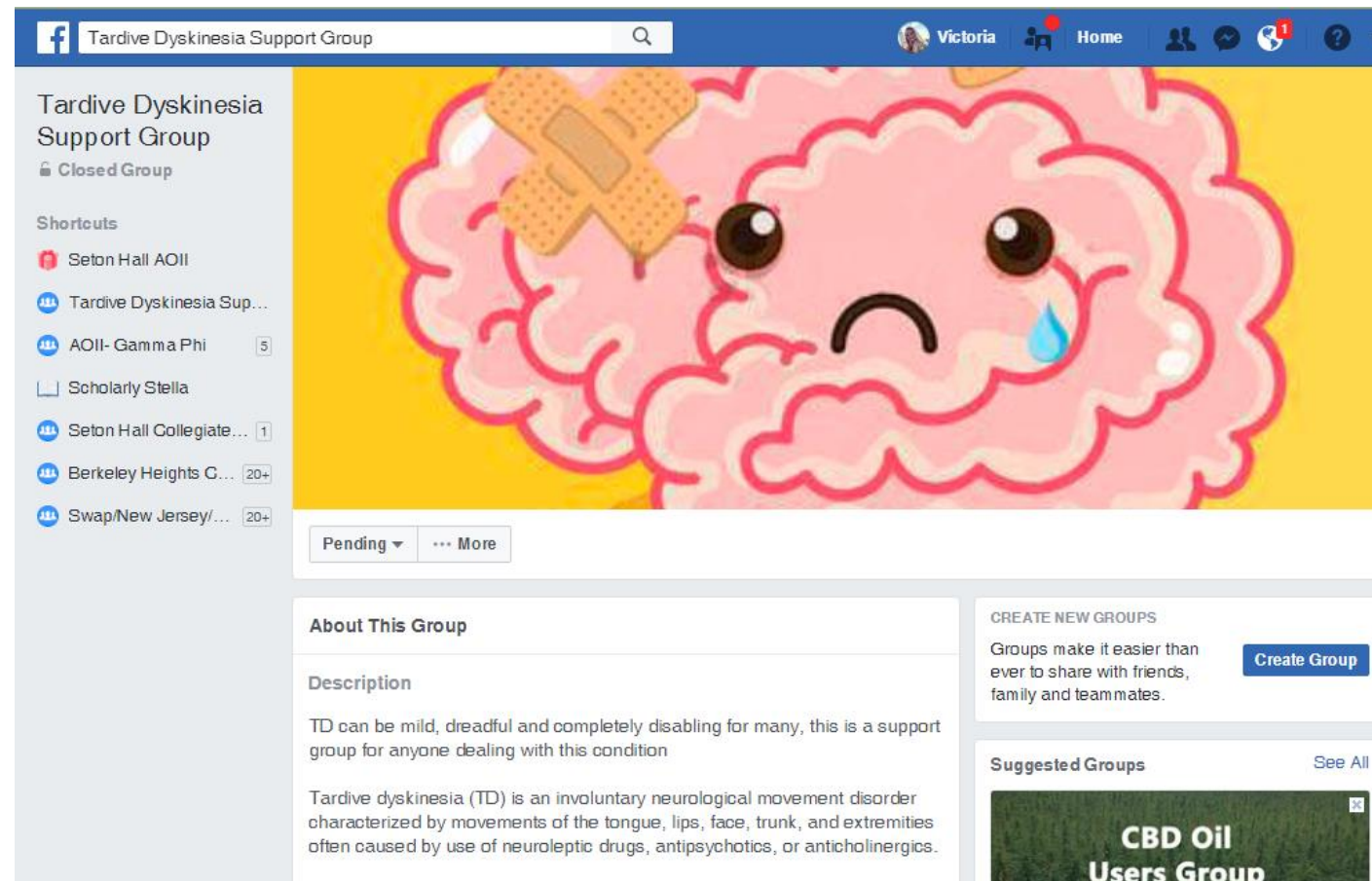
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AUTHORITY  **5/10**

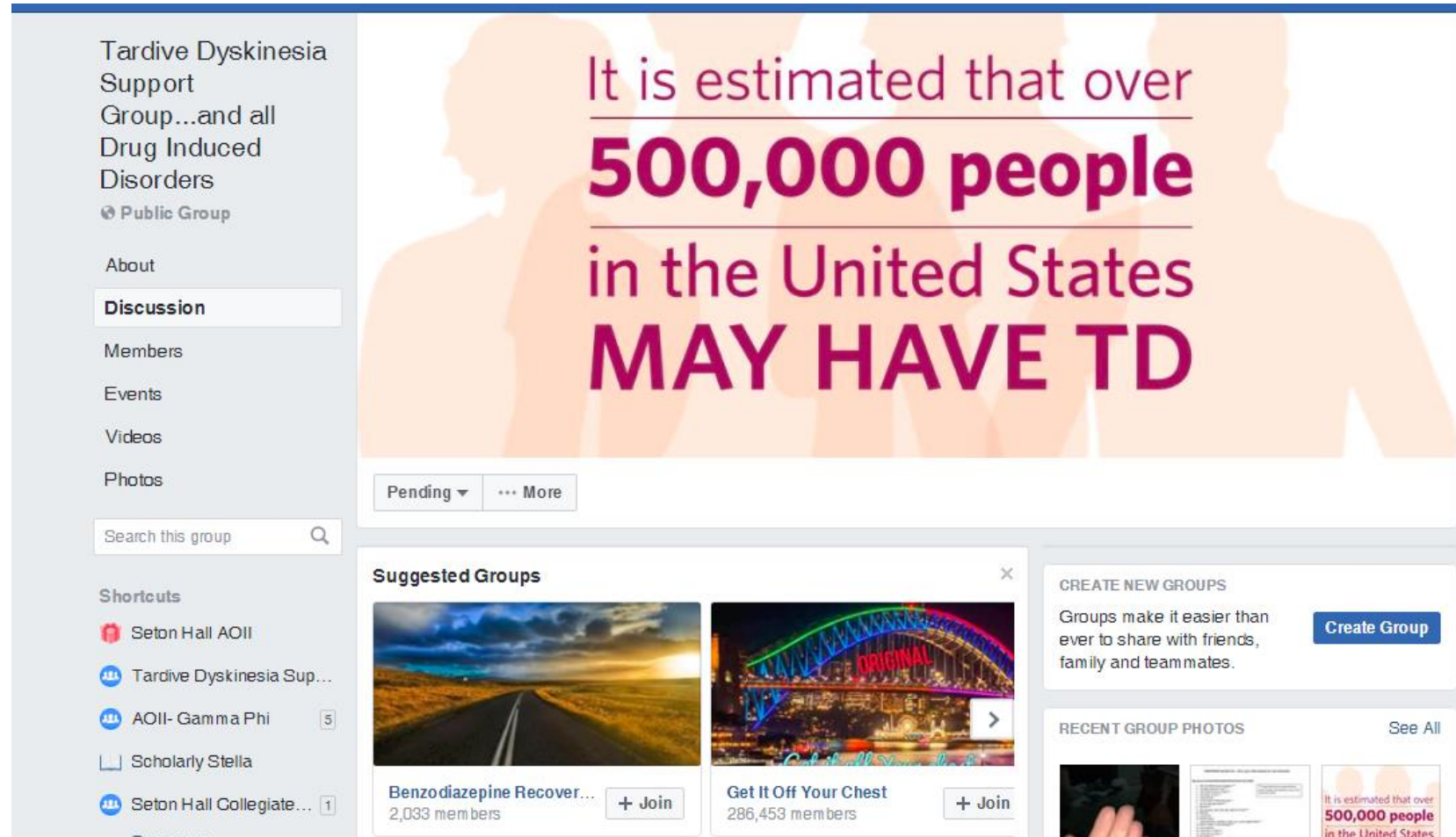
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Determinants of white matter hyperintensity burden in patients with Fabry disease. <https://t.co/Lg4a6re2n5>
 Apr 30, 2017

- <https://www.facebook.com/groups/553520971658068/>
- Closed group
- 322 Members as of August 14, 2018
- Created about 11 months ago by [Victor Bodnariu](#)
- Typically TD patients post seeking a cure



- <https://www.facebook.com/groups/1651647445098837/>
- Public group
- 476 members as of August 14, 2018
- Created about 3 years ago by [Mark B. Dickstein](#)
- Typically TD patients post seeking a cure





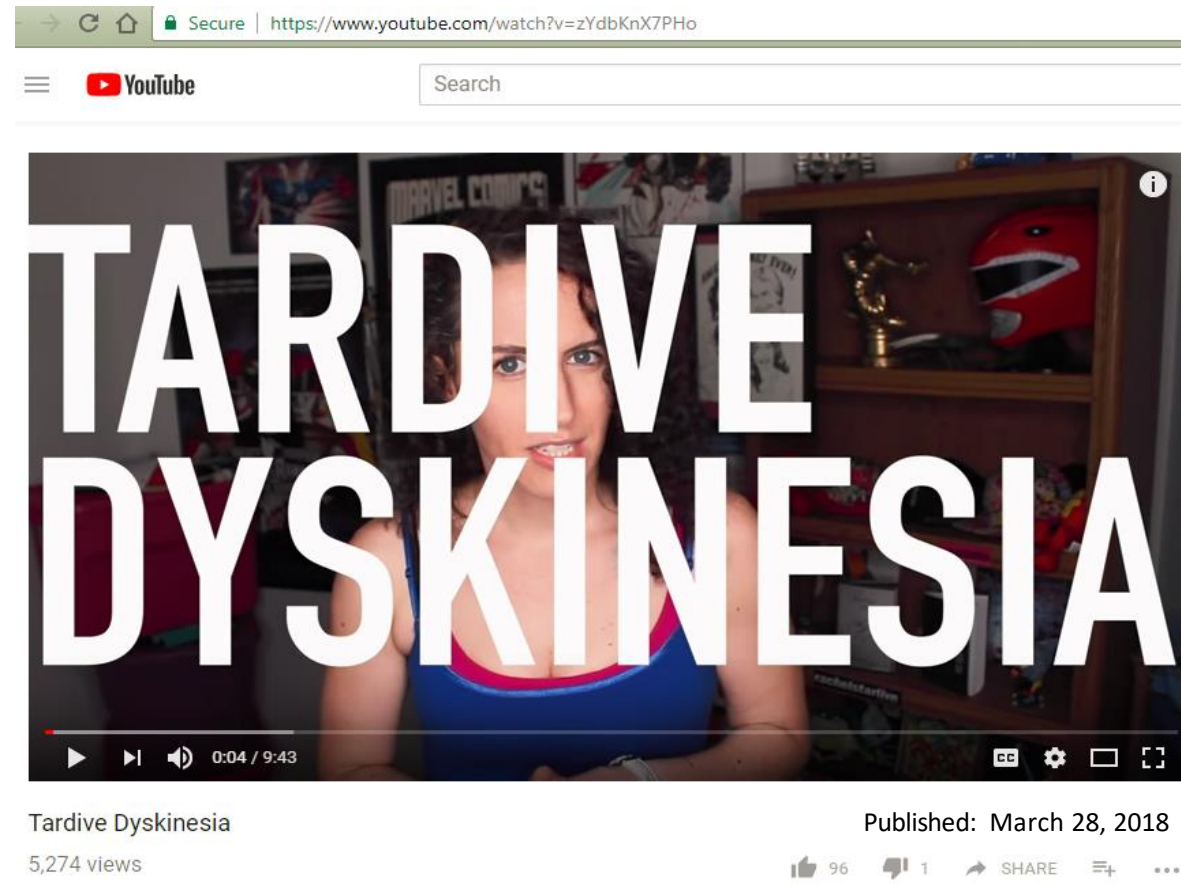
Rachel Star

YouTube Channel:
RACHELSTARLIVE

Subscribers: 27,770

[Click Here for
YouTube Video](#)

Rachel Star is a comedian and stunt devil influencer who is a diagnosed Schizophrenic. She posts detailed videos about how she deals with Tardive Dyskinesia that was brought on because of taking multiple antidepressants.





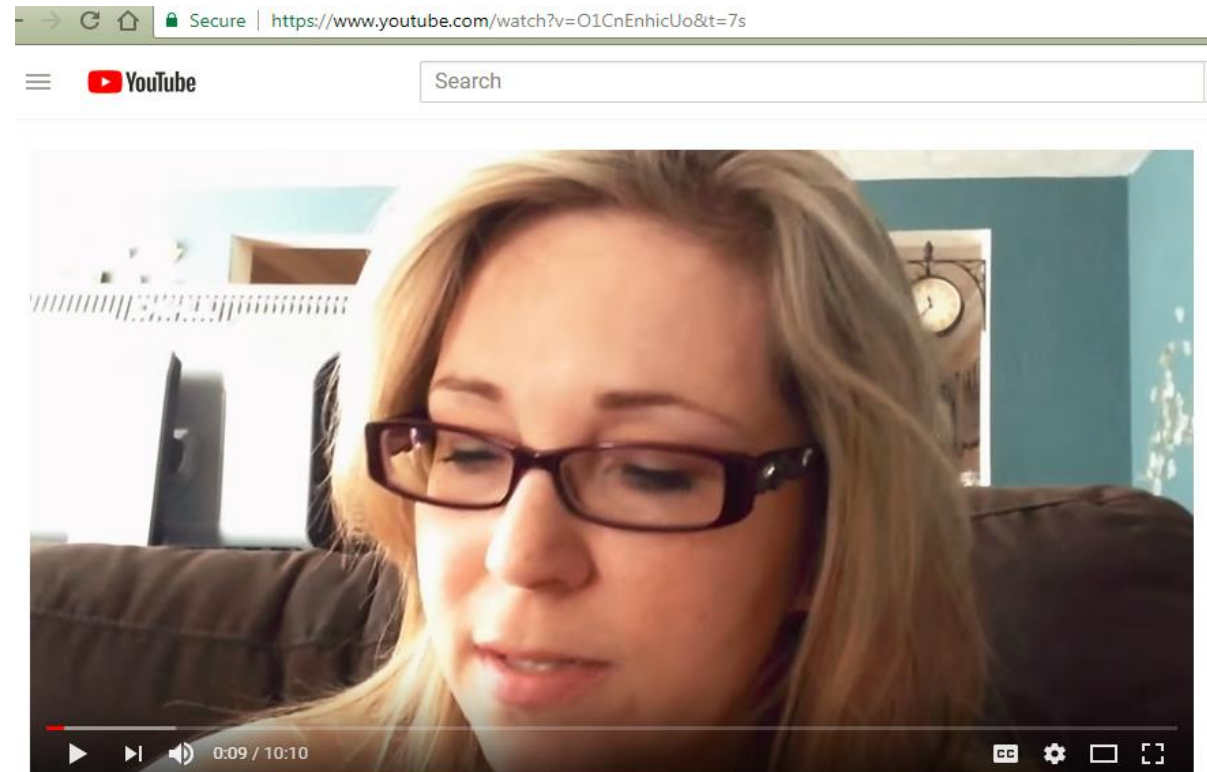
Tricia Morton

YouTube Channel:
Tricia Morton

Subscribers: 912

[Click Here for
YouTube Video](#)

Tricia struggles with anxiety and now has Tardive Dyskinesia from taking antidepressants. She continuously updates her subscribers about the symptoms she suffers from having TD and Dystonia.



How I Acquired Drug Induced Dystonia and Tardive Dyskinesia Reglan Diary: Day 1043 Published: June 27, 2015

94,516 views

651 32 SHARE ...

Conclusions

Q&A

Conclusions

Underutilized & Significant
Opportunity

Augments Traditional
Research

Actionable Outcomes
Require Experienced
Analysis

Should Be Integrated in Planning

Social Listening should Be Integrated in Planning

- Underutilized & Significant Opportunity
- Augments Traditional Research
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Thank You

Emanuele Criscione, President & Co-founder LCN Consulting, Inc.
(www.lcnconsult.com)

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For the latest social media research trends and news follows us on



Twitter



LinkedIn



APPENDIX

How are Doctors Utilizing Social Media? **Tori**

Physicians, pharmaceutical companies, hospitals, healthcare insurance providers are using social media to:

Publish Recent Research

Educate Healthcare Customers

Posting case information, photos, and outcomes

Providing Customer Support and offering Healthcare Advice

Sharing Patient Reviews and Testimonies

Direct Customers to their Website and Landing Pages for up to date information

- Things to watch out for when using social media in regards to healthcare
 - Make sure the data you find is up to date
 - Try and figure out what are the most accountable sources
 - Facebook is not a reliable source regarding healthcare; 20 of their most recent posts referencing cancer contained information that had been refuted by healthcare professionals



Integration of Social Media in Brand Planning



How Are You Using Social
Media?

What Are Your Colleagues Doing?



“Why Should You Care?”

“We are communicating as a company via social media but not collecting for research.”

“To what extent will this change the research model?”

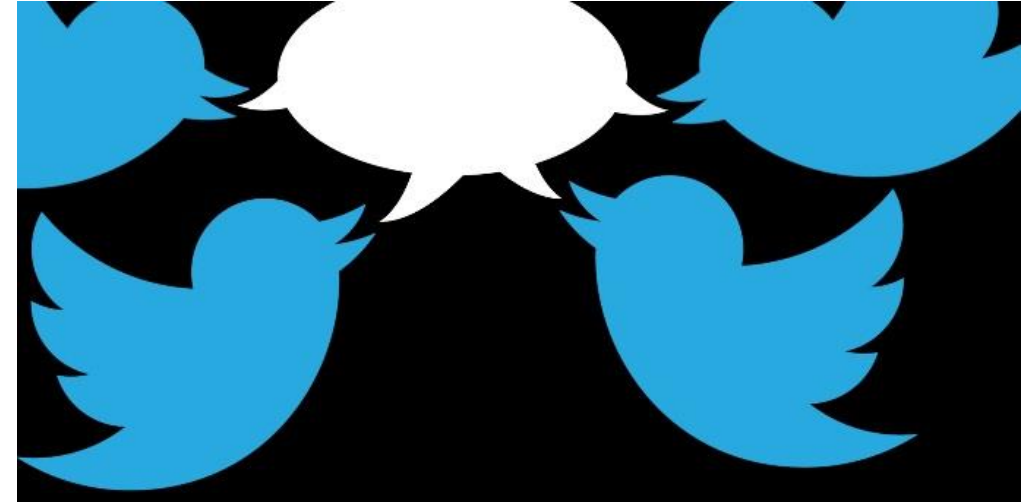
“What do I need to tell my senior leadership?”

“We think it is important but don’t have any formal system in place.”

“We aren’t sure how to use the data outside of using it anecdotally.”

Communication Evolution

60% of doctors see social media as an avenue for delivering better healthcare to patients



Real-time view of perspectives, opinions and trends in conversations

- Middle-aged Americans spend more time on social media than millennials, upending the common assumption that mostly young people are addicted to their smartphones.
- A recent report from Nielsen found that Generation X, or people between the ages of 35 to 49, spend almost seven hours a week on social media. Millennials, aged between 18 and 34, spend a little more than 6 hours per week, the study found. By contrast, people over 50 spend about 4 hours a week on social media.
- The study found that Generation X members spend about 32 hours a week consuming all media, while millennials spend about 27 hours. Those over 50 spend about 20 hours on all media, according to the report.

How Has Social Media Effected Communication?

"The times they are a changing" **Tori**

41% of people indicated that information they receive from social media impacts their healthcare decisions

Millennials look for **reviews on social media and websites** regarding doctors, hospitals, general practitioners, etc.



93% of millennials aren't scheduling appointments with doctors for preventative healthcare



How Has Social Media Effected Communication?

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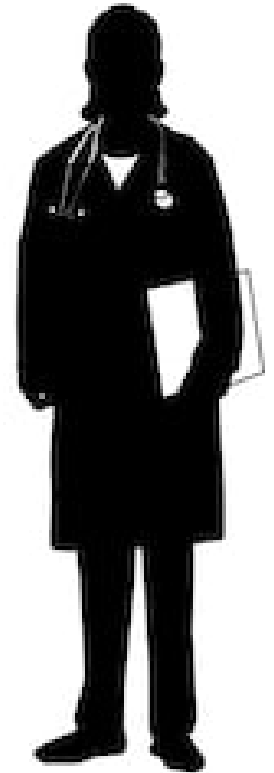
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US Internet Users Who Do Not Trust that Social Networks Will Protect Their Data and Information, by Demographic, May 2018

% of respondents in each group

Gender

Male 61%

Female 61%

Generation

Millennials (18-35) 56%

Gen X (36-50) 63%

Baby boomers (51-70) 63%

Seniors (71+) 64%

Total 61%

Note: responses of "very little" and "no trust"

Source: Rad Campaign and Lincoln Park Strategies, "The State of Social Media and Online Privacy," May 23, 2018

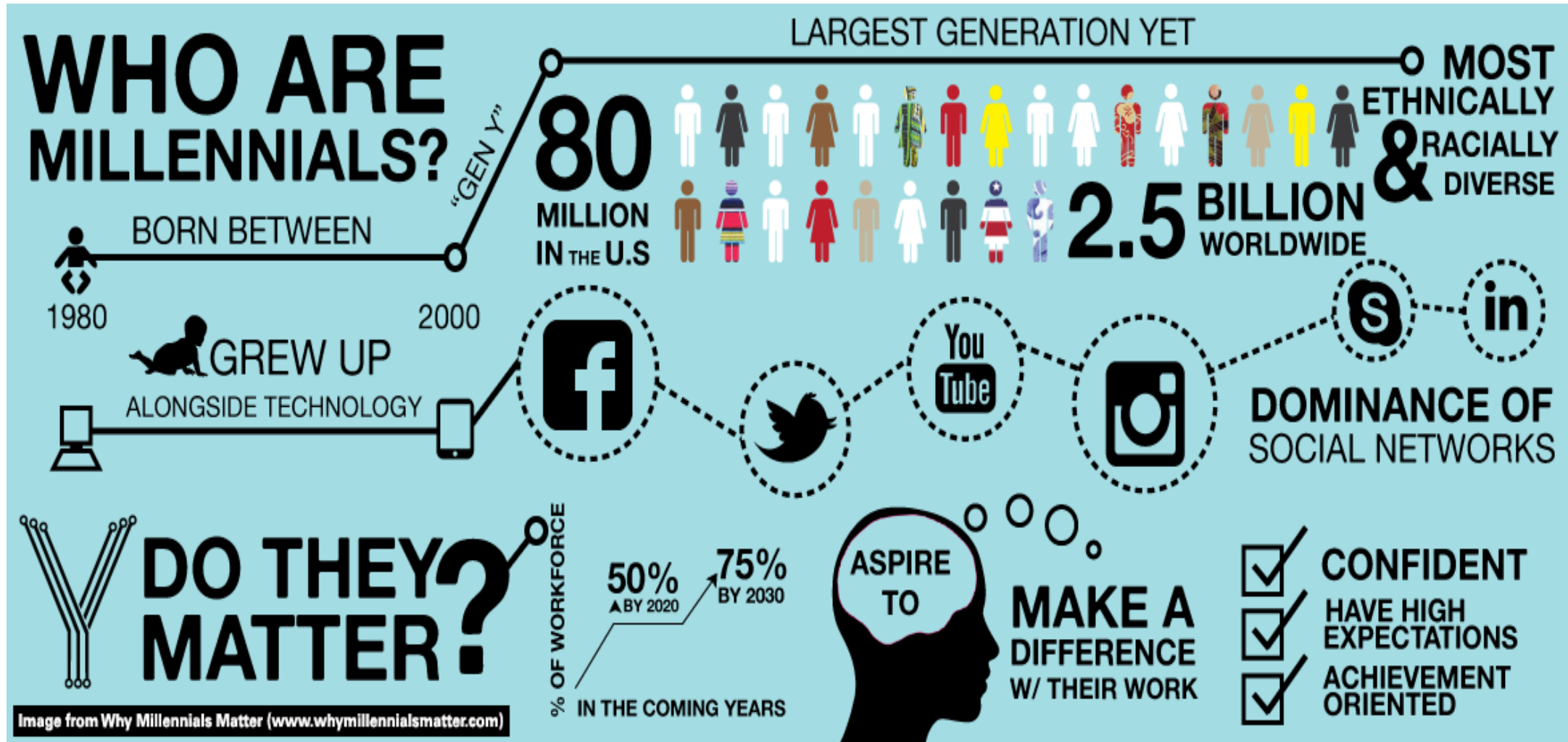
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www.eMarketer.com

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Millennials





Different People Interacting, different needs.
Understanding the target segments

Percentages of Individuals who do not have a Primary Care Provider


45% of 18- to 29-year-olds

28% of those 30 to 49

18% of those 50-64

12% for people aged 65 and older





Sphere of influence
changing from the
“traditional Model”
Researching Social Media
will lend learnings to your
marketing teams on shifting
habits and consumption
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are they gathering

- Are millennials open to different approaches using healthcare on social media?
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Evaluative Framework

Methodology to Obtain Actionable Insights



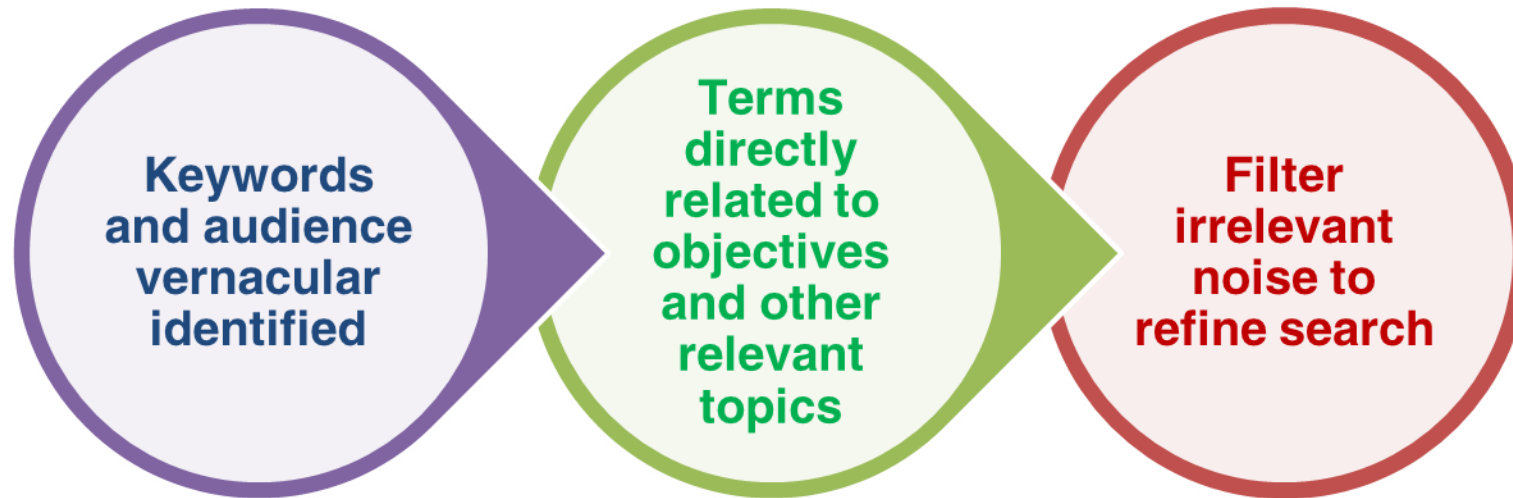
Mission Impossible?



Turning mass of
unstructured data into
actionable intelligence

Algorithm for Success

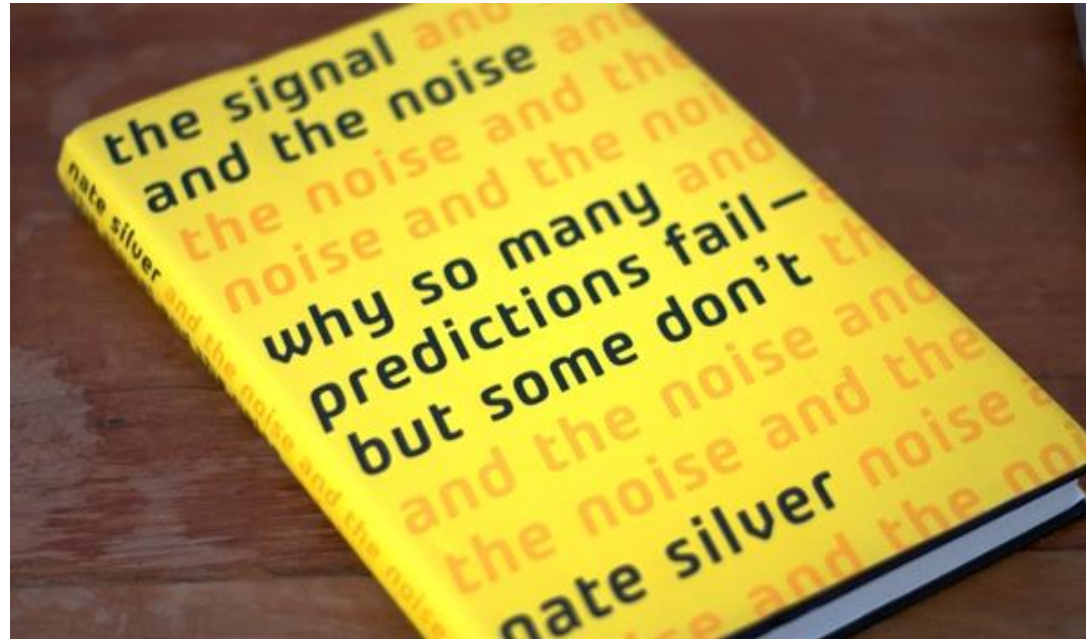
Automated and Manual



twitter facebook Forum BLOG

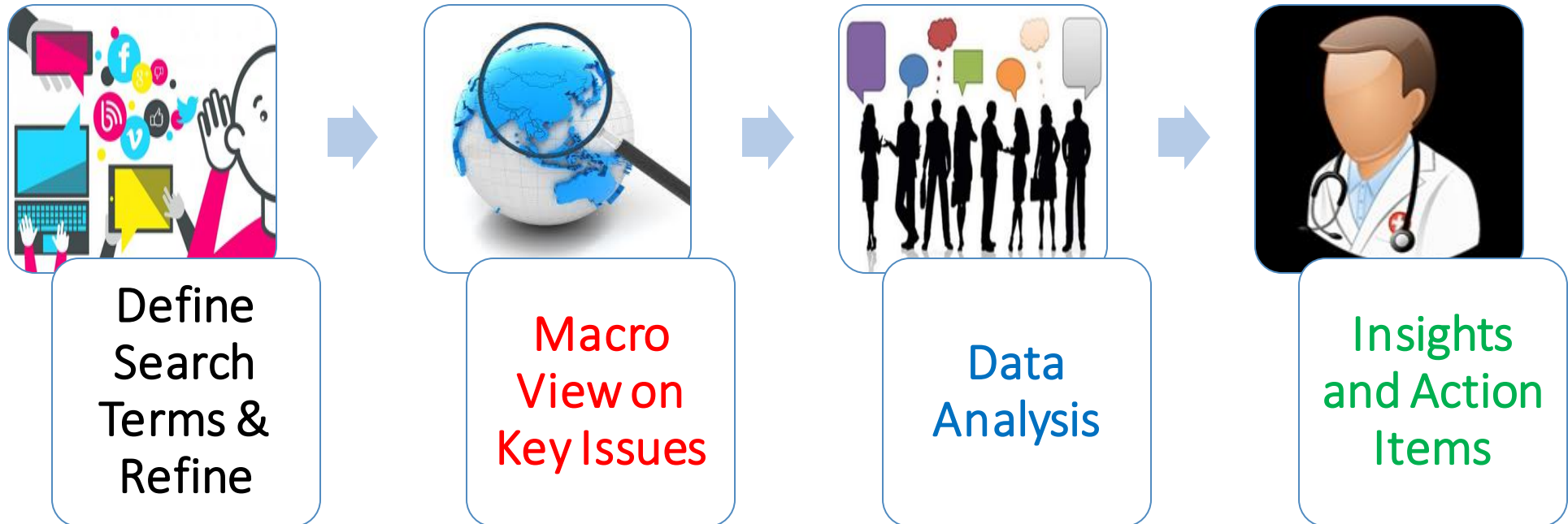
Adaptive System Required

Initial search results (50-60%) are not relevant, containing spam or unrelated mentions



Refine search queries to reveal only focused, relevant mentions to the questions you want answered

Analyst Filtering



Outputs

Deliverables and Potential Utility

Goal: How to find potential and specific influencers on social media (Facebook, YouTube, twitter, LinkedIn)?

Objective: Who is an influencer on social media? What types of social media would have the influencers and data that my company or organization is looking for?

STEP 1: Use a social listening scanning software that allows your company to create specified queries to search for key words that will help narrow down your specific search for influencers

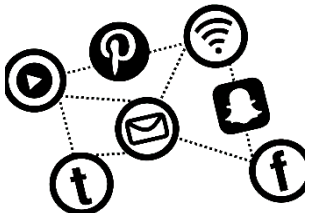


STEP 2: Search through each individual social media platform (usually using the social listening platform will help you find the most information from twitter, other social media platforms have more advanced privacy settings)



STEP 3: Find out which social media has the best results that connect to your objective.

- YouTube: Videos; LinkedIn: Potential Clients; Twitter: Opinions; Facebook: Community



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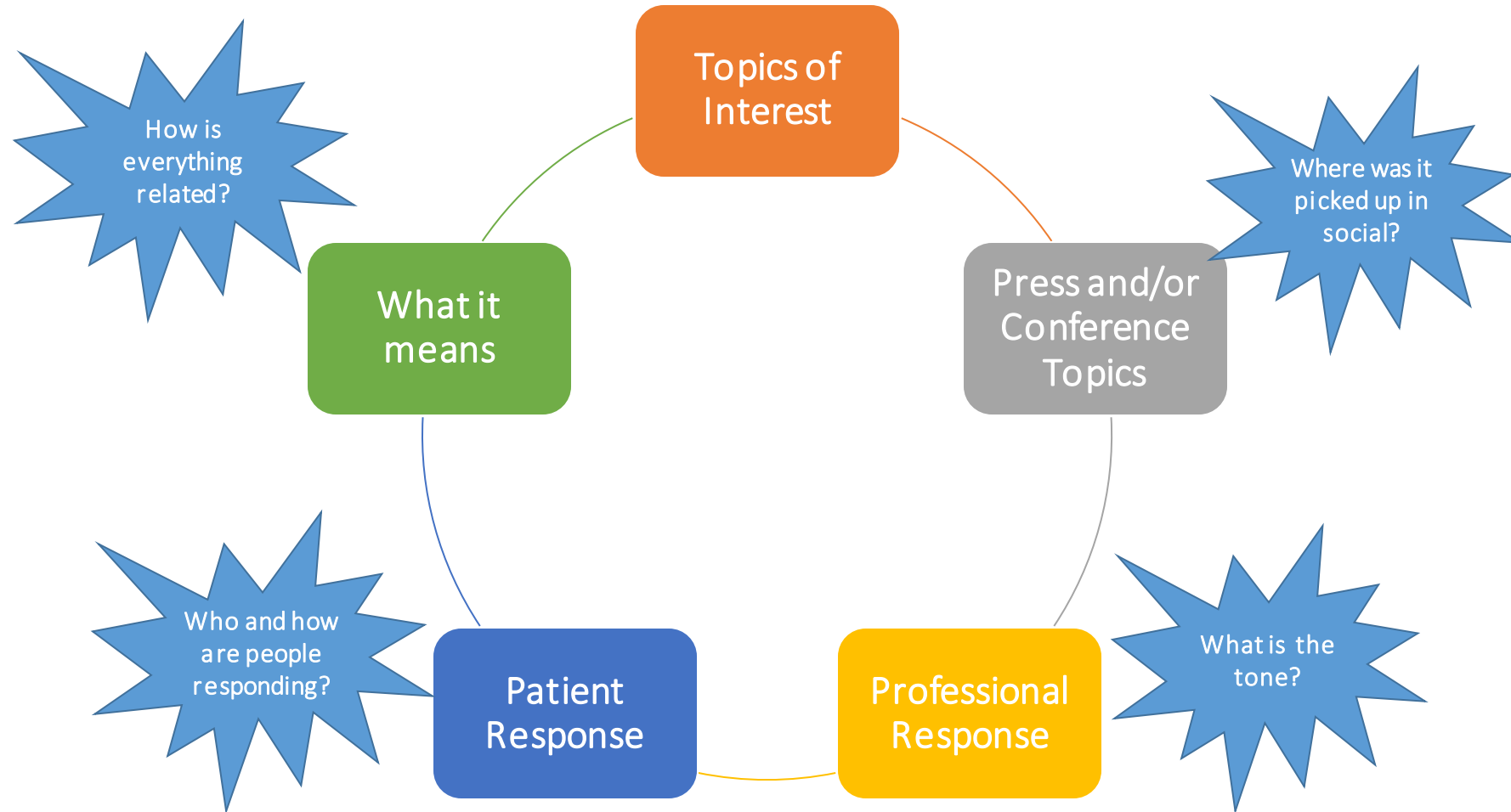
So, What?

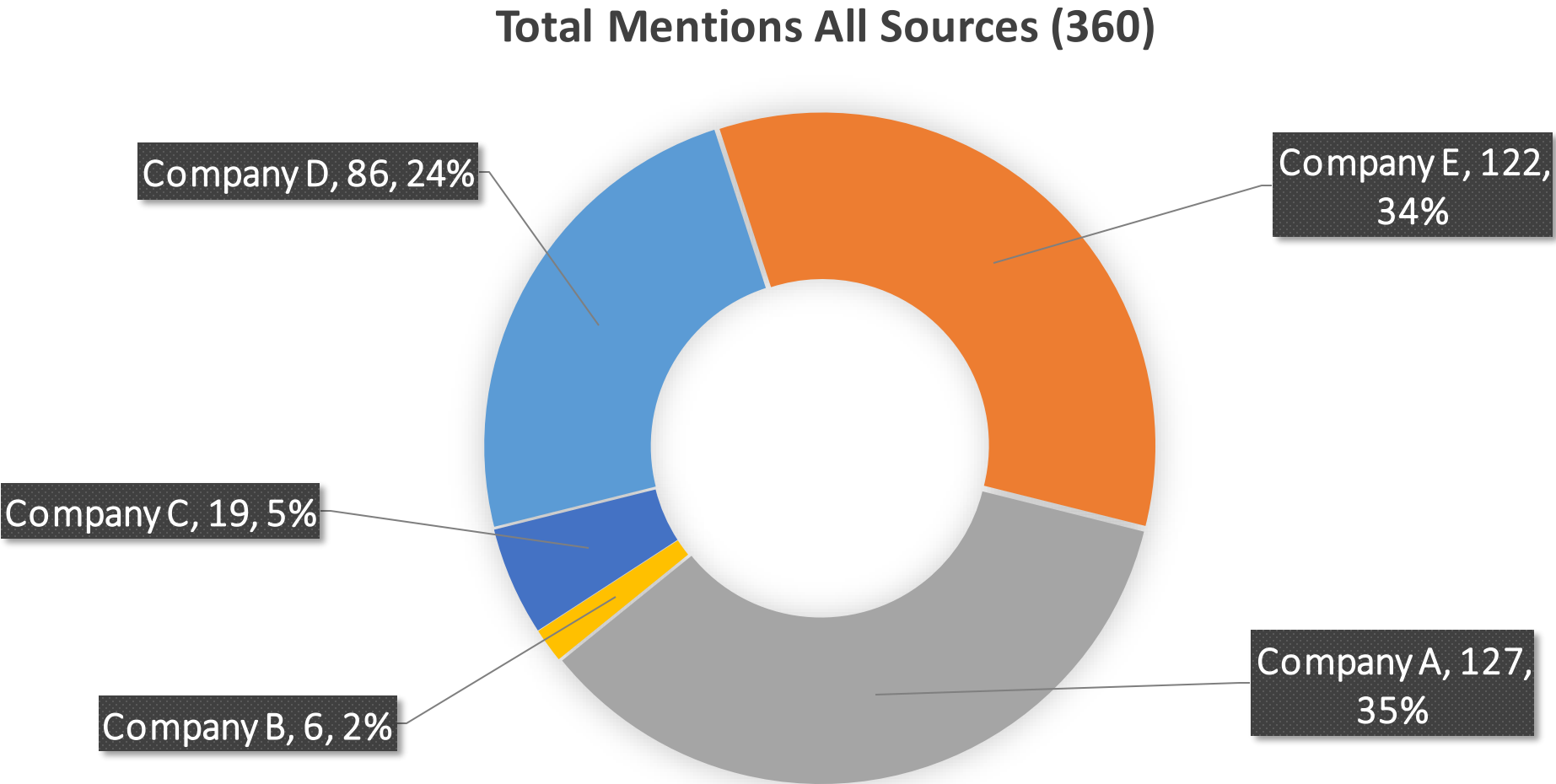
- Competitive Share of Voice
- Influencer Identification
- Competitive Brand Perceptions
- Brand Planning
- Early Warning
- Unmet Needs
- Conference Intelligence



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Social Media in Medical Conference Recaps

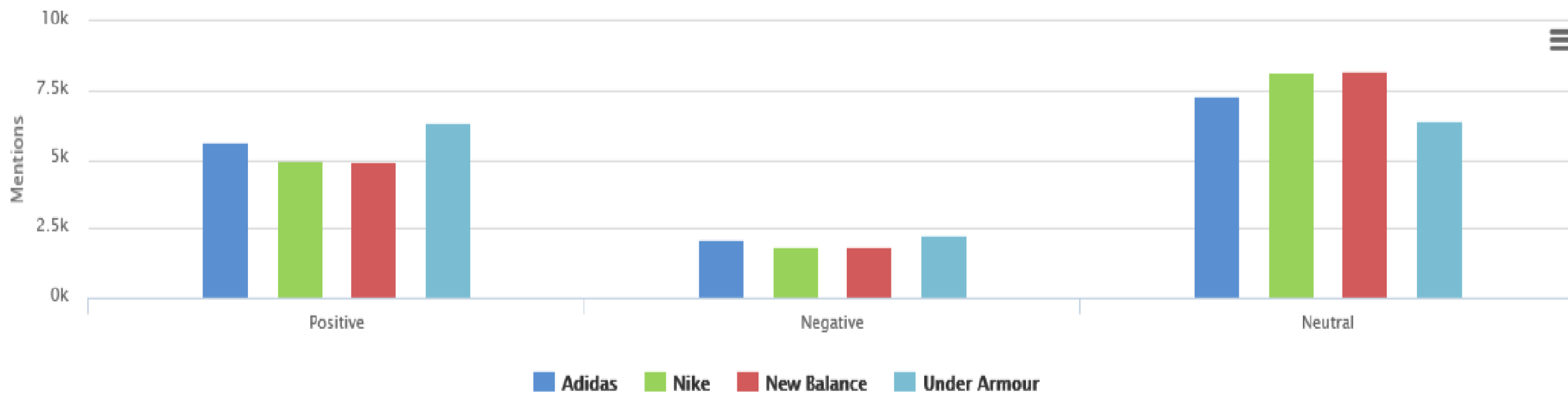




Brand Sentiment

COMPARE SENTIMENT

Dec 28, 2016 - Mar 27, 2017



Patient Activity

Voice of Patient Sample of You Tube Social Media Activity in Q4

Theme: Charlotte's mother discusses her treatment journey at Mary Washington Hospital: Lumizyme mentioned ~50 seconds into video



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Medical Conference: Social Media KOLs



Jerad Gard ...
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Pathologist @DermPathUAMS (dermpath & sarcoma). Deputy Editor-in-Chief: @Archive ...


 

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10:22 AM - 30 May 2015


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Instructor in Medicine @WUSTL #Genomics #Alzheimers, #Parkinsons, #Lysosomal sto ...

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Should Be Integrated in Planning

Thank You

John Lauria, VP Client Services
LCN Consulting, Inc. (www.lcnconsult.com)
jlauria@lcnconsult.com; 973-226-0344 ext. 1002

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Twitter

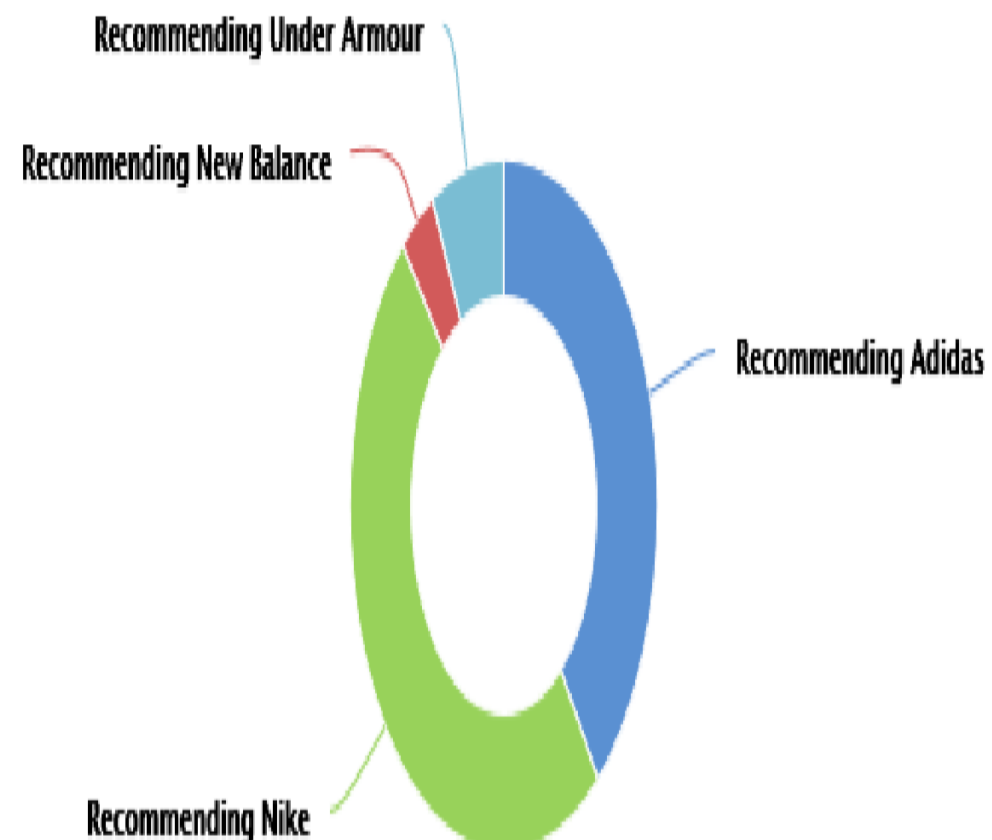
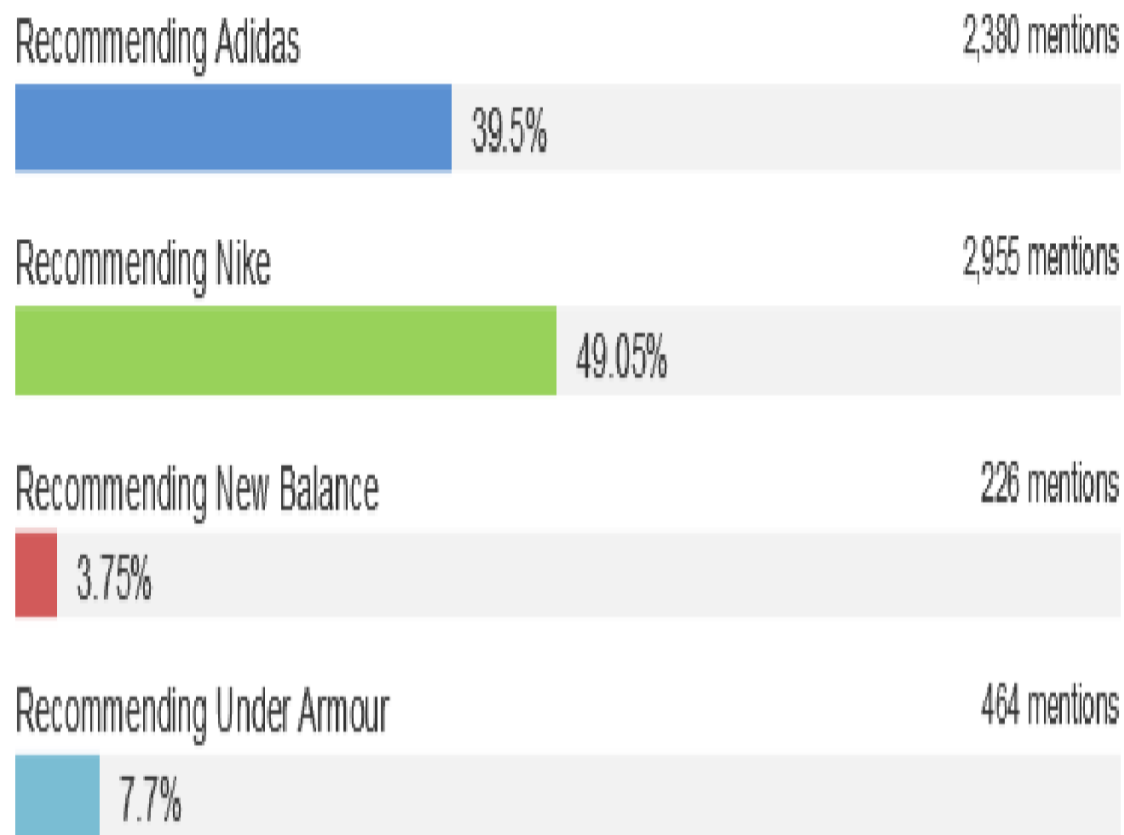


LinkedIn

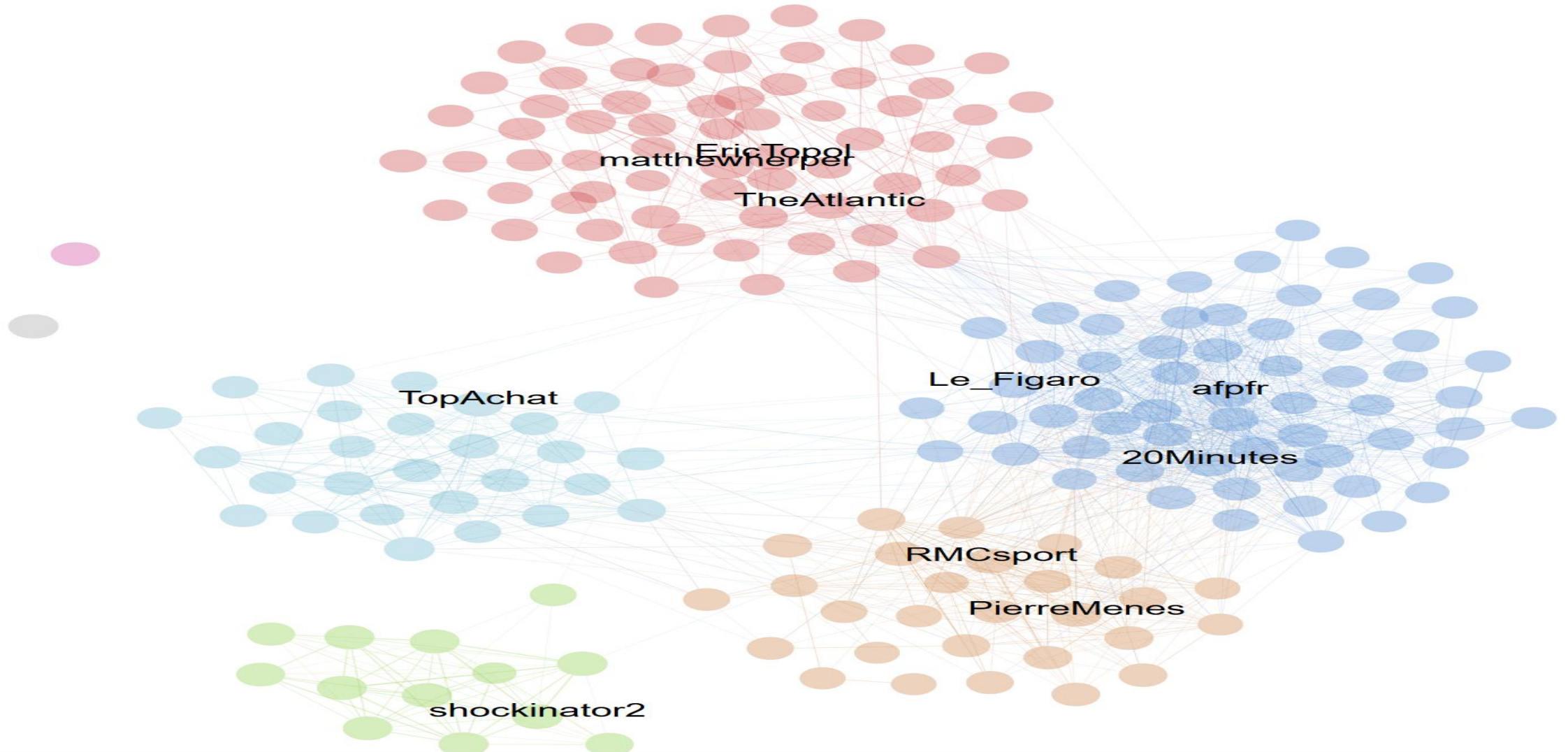


APPENDIX

Brand Sentiment (cont'd)



Influencer Networks



patientslikeme®

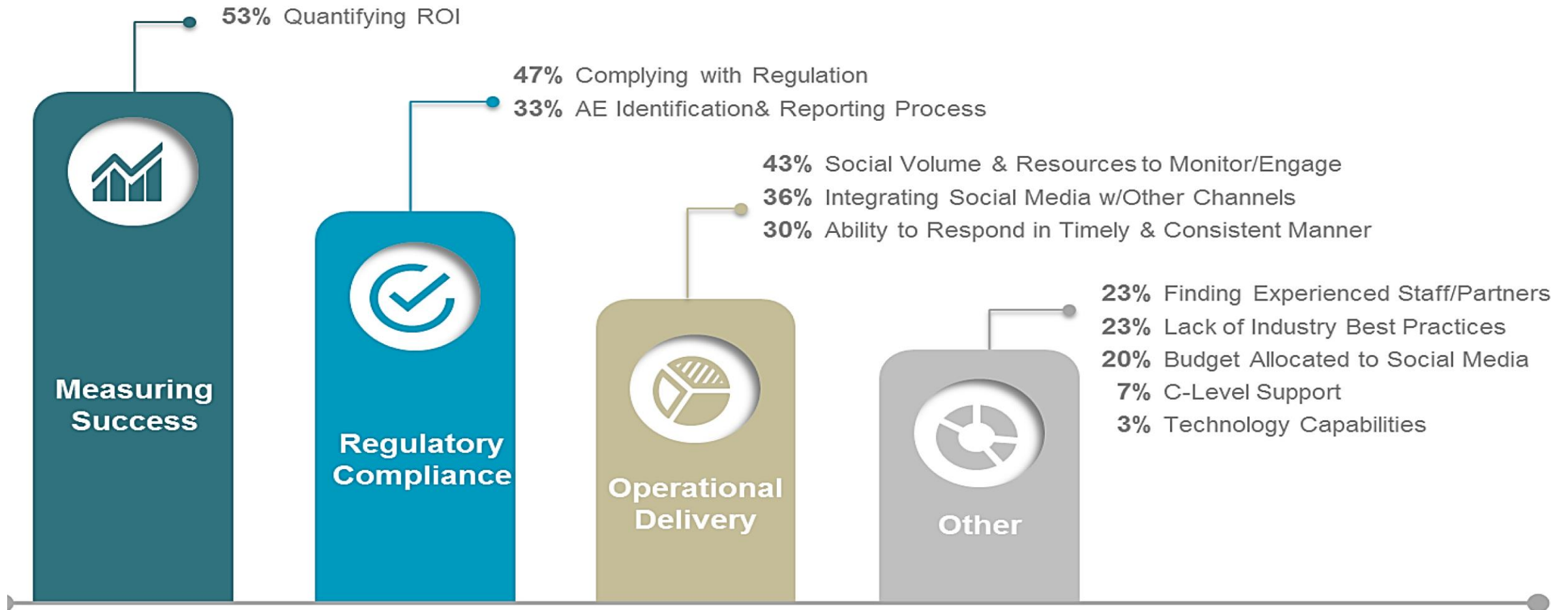


THE MICHAEL J. FOX FOUNDATION
FOR PARKINSON'S RESEARCH



CANCERcare®

Why has Pharma Been Slow to Adopt Social Media?



**Note: Percentages derived from multi-select survey question; responses will total greater than 100%*