



Pub Leaders Summit

Social Media Intelligence and
Customer Data

March 2021

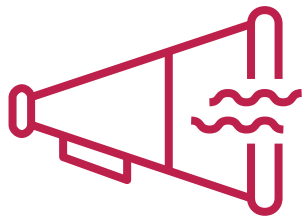
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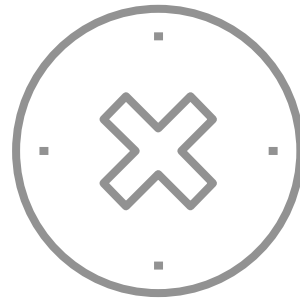
Thinking Differently about Customer

It can help to plot the customer on a participation scale. Which could be applied across your business or your sector.



Critics

- Discourages pub/club attendance
- Pursues regulatory limitations on pubs/clubs
- Opposes new developments



Apathetical

- Not aware of your business, or what its services are like.
- Neither here-nor-there about pubs/clubs
- May currently prefer other alternative activities.



Patrons

- Drives revenue toward your business or sector.
- May want to see improvements or change.



Advocates

- Drives word of mouth about your business or sector.
- Defends you against critics' advocacy.

In 'customer' we are concerned about all of these, and we broadly want to push people from left to right in data management and comms.

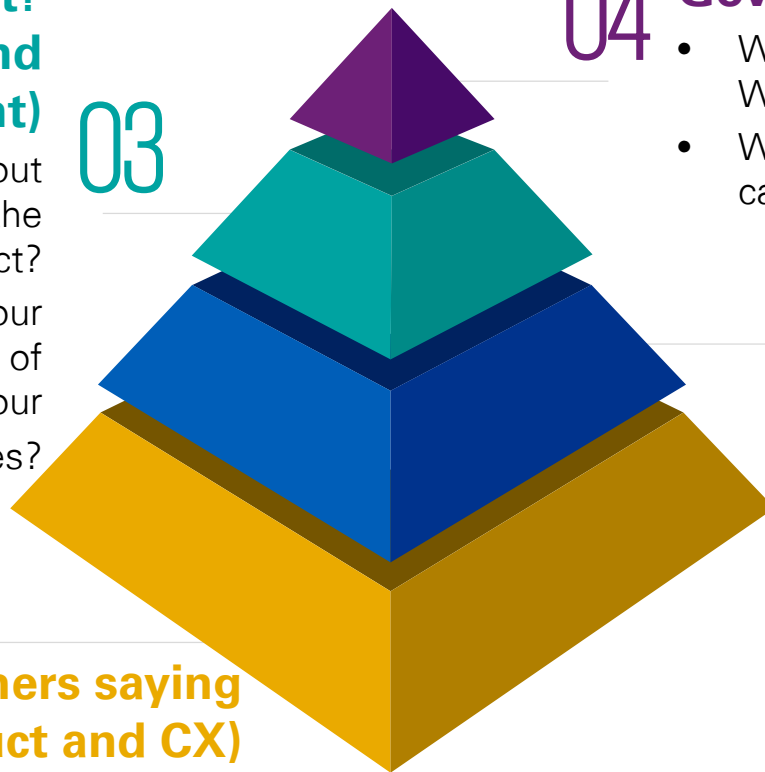
Thinking Differently about Customer Research

Customer Intelligence is about asking the right questions, at the right levels of the organisation.

If we do something, will customers like that? (Forecasting and Investment)

- Are our assumptions about customer behaviors in the model correct?
- How should we modify our plans to meet the needs of customers and our communities?

03



01

What are our customers saying about us? (Product and CX)

- How can we quickly identify problems in the business direct from the customer?

04

Where is society going, and how do we fit into that? (Strategy and Government Affairs)

- What's on the cultural and policy agenda? What matters to us?
- What will people need in the future that we can offer?

02

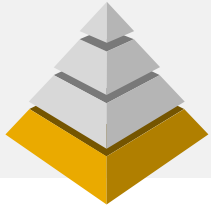
What are our potential customers saying? (Marketing)

- What are we actually competing with?
- Is there a disconnect the public and our business?

Increasing Complexity

Learning about your business

Point your radar at the right places. Social media intelligence is traditionally easier for mass public issues, than it is for localised CX.



Social



Difficult

The most popular social platform in Australia – used by over 85% of social users in every demographic (age, gender, location).

Monitor for comments under large or relevant Facebook pages (7News Sydney, Local MPs, Local Publications, Betoota Advocate,) - Set Alerts
Identify community groups in your area. Drop in on them as need be.

Gritty, critical.



Difficult

The pre-eminent location/event platform at the moment.

Monitor for comments to your location, or hashtag.
Glamorous, positive.

Your Own Socials **Easy**

Think about your own socials as the starter of customer conversations, and not only 'marketing communications'.





Ask leading or open-ended questions. Be prepared to receive negative responses.
Build community.
Matches your tone.

Learning about your business

Think about your business as if you were a resident of the area. Review content in a structured way, it doesn't have to be every day, or even every month. Drop in on it as you see fit.



Social

 **Alice Ferguson** asked a question  .
 · 12 January · 

Hi neighbours!
I'm organising dinner with a small group of friends next week and keen for outdoor seating. Any recommendations for nice (not necessarily fancy) restaurants anywhere in IW with a decent amount of outdoor seating that I can try booking please? I know a lot of pubs usually have beer gardens so will try them also.
Thanks!

 2

15 answers




Sadie Griffiths
Bloodwood in Newtown is nice and has outdoor seating!



Like · Reply · 9 w

 2



Morgan Bourke 

Sadie Griffiths omg we went there ladt weekend the menu is to die for

Like · Reply · 9 w



Regan Matthews
Dear Delicious in Dulwich Hill has a lovely garden and outdoor seating.

Like · Reply · 9 w

 1



Miles Portek
If it is casual, Sauce brewery is great. Also the warrenview has an excellent menuyu and great beergarden

Like · Reply · 9 w

 1

What are our potential (or former) customers saying?

Observe change in public focus and culture. Make decisions about competing in those spaces, or differentiating from them.



Search

● distillery
Search term



● winery
Search term



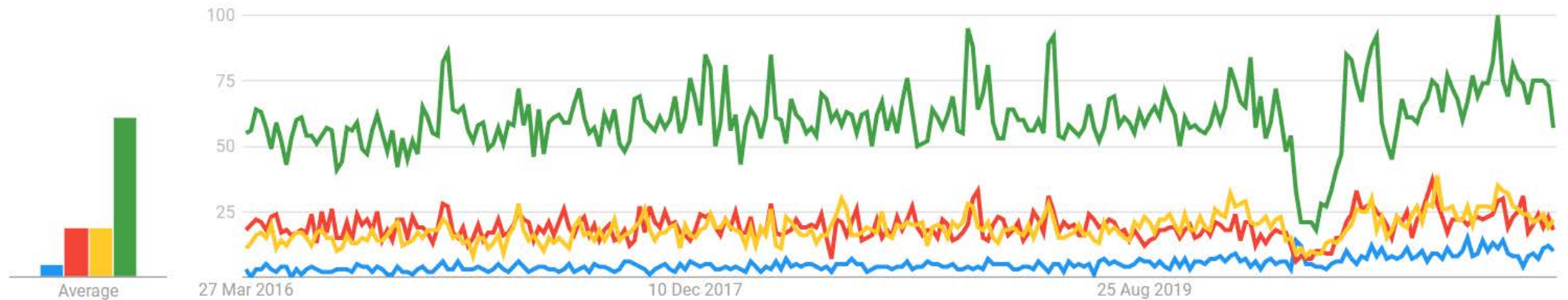
● brewery
Search term



● pub
Search term



Interest over time

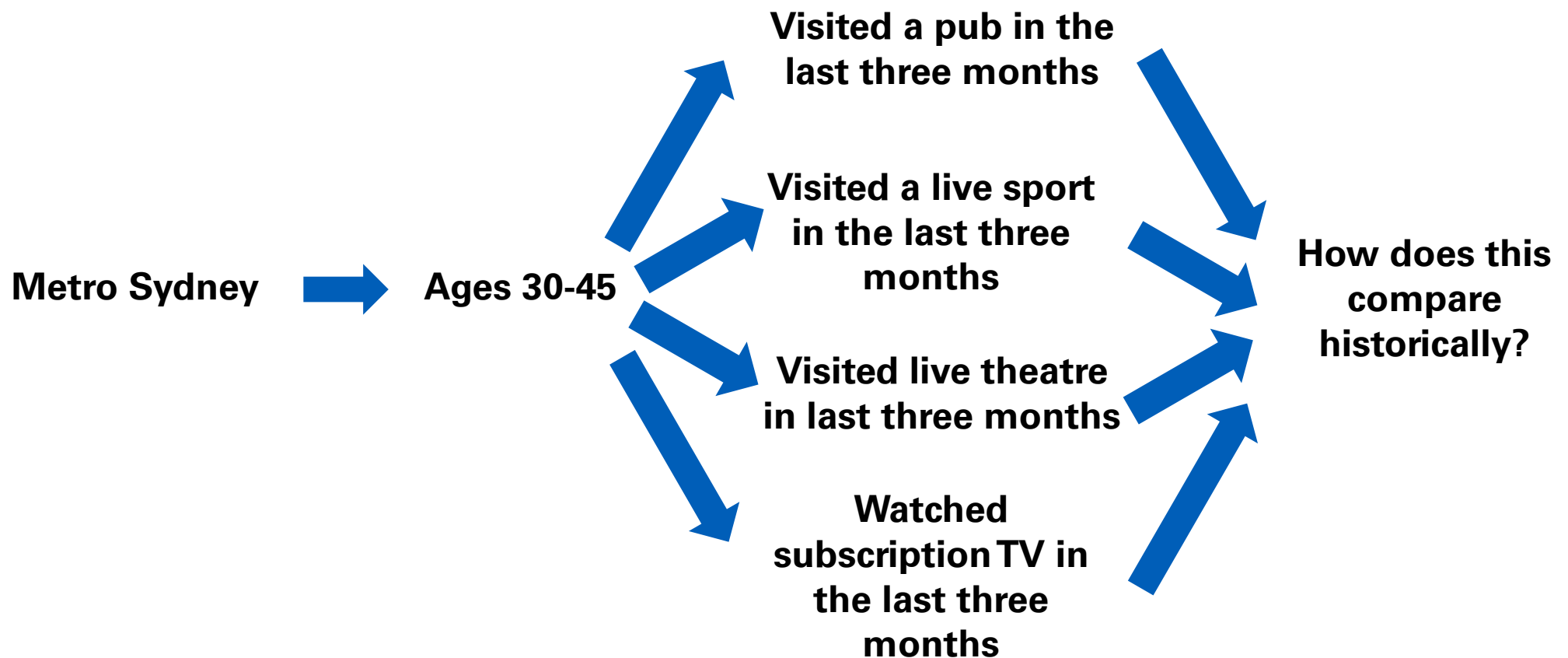


What are our potential (or former) customers saying?

Leverage ongoing consumer research. Expand thinking about what could be competing with pubs/clubs. Similarly, choose to compete or differentiate.



Research



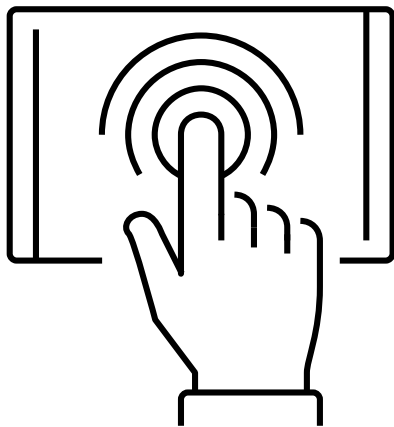
If we do something, will customers like that?

Find out from customers direct if your proposed action is the right one, or if you can/should tweak it.



Research

**Computer Aided
Personal
Interviewing
(Intercept or Tablet)**



**What would you like
to see on this block
of these options?**

**If we build a
pub/club, what
would you like to
see?**

**Would you go to a
pub/club if it was
here?**



**Confidently press
forward, or
reconsider the
development.
Consider changes.**

This is public engagement, especially if the development is controversial and/or requires government/council support.

If we do something, will customers like that?

Seek out specific demographics through targeted social/digital advertising.



Social/Research

Locations

Australia

Marrickville Road, Marrickville + 2 km

Search locations

Drop Pin

Gender

All Men Women

Age ⁱ

30 ▼ 45 ▼

Detailed targeting ⁱ

Include people who match ⁱ

Interests > Additional interests

Pub

Restaurants



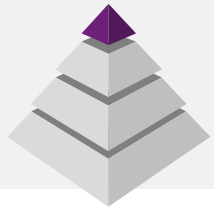
Your audience size is **defined**. Good work!

Potential audience size: 15,000 people ⁱ

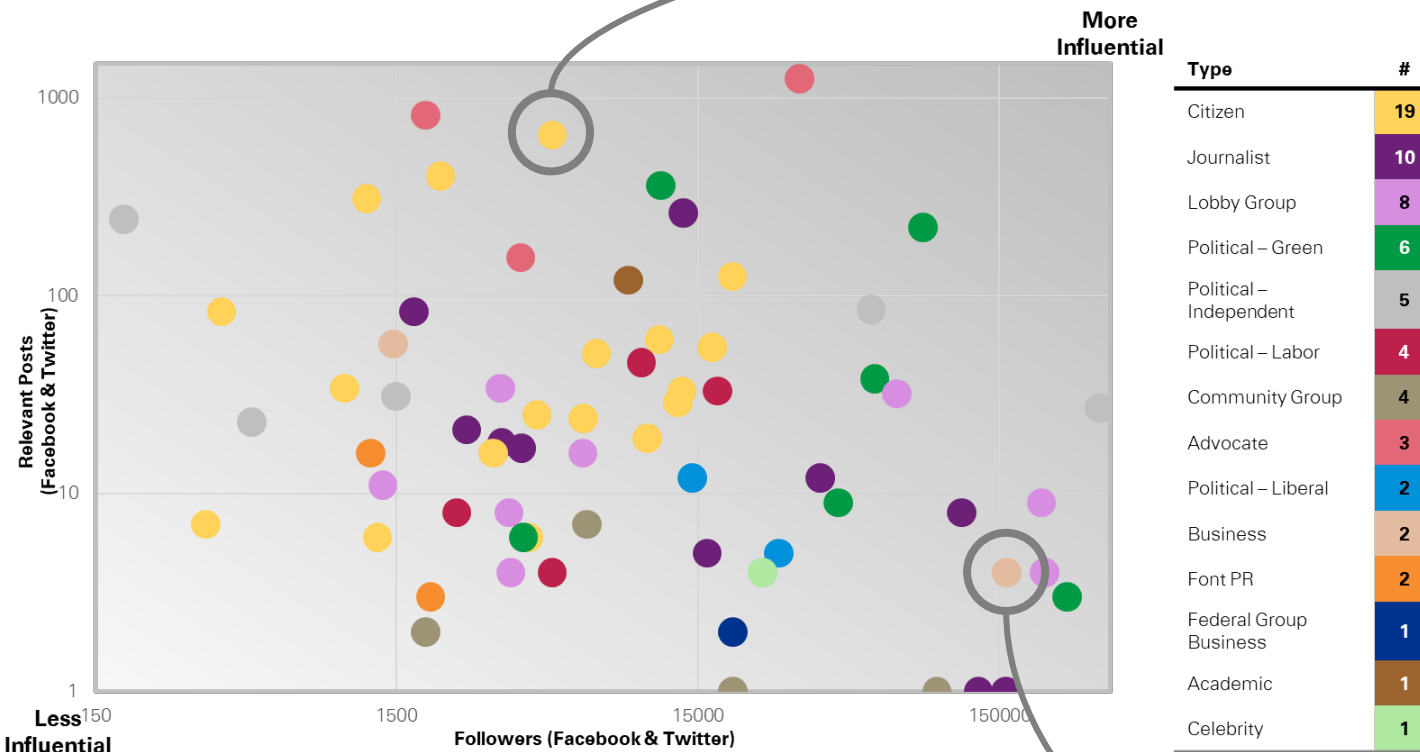
Serve this cohort a survey. Engage with them and get their views in the same action.

Where is society going, and how do we fit into that?

Map public debate. Identify your advocates, and the arguments being used against industry or a particular development. Plot what you can concede, and what you can't.



Social



Would the last person in Sydney please turn the lights out?

Published on February 3, 2016



Matt Barrie
Chief Executive at Freelancer Limited

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Interview

Young guns: The Preatures battle censorship and Sydney's lockout laws

Shuk-Wah Chung

The band behind grower hit *Is This How You Feel?* release a debut album of danceable rock and respond to an MP's claims that live music has died - through song

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