AUDIENCE ANALYTICS GUIDE

Welcome to Rocky Top, Berkley's MKT!

Created by Drue Hamlet

AGENDA

INTRODUCTION

First, we need to understand **why** investing time and resources into digital analytics is crucial to the success of Berkley's MKT.

---

1. Provides insight into digital marketing data to inform decision making.
  ➢ Digital marketing consists of websites, apps, social media platforms, emails, video content, etc.

2. Allows companies & brands to better understand target audiences.
  ➢ Particularly used to understand both <u>who</u> engages with digital marketing tools, <u>how</u> the audience behaves, and <u>why</u> the audience is there in the first place.

3. Beyond audience analytics, digital marketing data can transform a business in other ways.
  ➢ Measuring digital marketing performance, tracking audience patterns, optimizing customer experience, forecasting demand, etc.

CONNECTION TO BERKLEY'S MKT

[1] **OPTIMIZE OPPORTUNITIES & PROBLEM-SOLVING**

The launch offers both opportunities and challenges for Berkley's MKT. To take advantage of the opportunities (e.g., wider visibility, stronger customer loyalty), we must invest into digital analytics tools. Not only do these tools help us flourish, but they also help us proactively avoid and rectify issues.

[2] **UNDERSTANDING & NAVIGATING A NEW MARKET**

With Berkley's MKT expanding into a new geographical market, it is essential for this launch to cater to the local Knoxville community, while connecting this location to the overall brand image.

[3] **SUPPORT LONG-TERM GROWTH & SUCCESS**

To continue the expansion of Berkley's MKT, we must prioritize longevisity, effective decision-making, and purpose-driven outputs to ensure the long-term company success.

IMPORTANCE OF *OWNED* MEDIA TOOLS

Owned media requires intention, purpose, maintenance, and continuous improvement.

Examples of owned media:

- ➢ Website
- ➢ Email
- ➢ Social Media
- ➢ App

Owned media tools answer questions like:

- ➢ How many daily active users does our social media account have?
- ➢ Why did the number of daily active users drop last week?

Dimensions

- ➢ <u>Behavior</u> → Retention, Usage, Account, Post
- ➢ <u>Audience</u> → Demographics, Location, Interests

Metrics

- ➢ Users, Followers, Engagements

KPIs

- ➢ Active Users, Conversions, CTR (click through rate)

OWNED MEDIA OPTIONS: SOCIAL MEDIA

To measure performance on owned social media platforms, we must leverage social media analytics tools.

	sprout social	SEMRUSH	Later
Feature	Cross-platform Sentiment analysis Competitor benchmarking Internal collaboration	Cross-platform Keyword tracking Content scheduling Brand monitoring	Scheduling + content planning Multi-platform usage Page analytics (bio, hashtags) UGC discovery
Cost	Starts at $249 + / month	Starts at $129.95 + / month	Starts at $25 + / month
Link	https://sproutsocial.com/	https://semrush.com	https://later.com/

IMPORTANCE OF *PAID* MEDIA TOOLS

Paid media tools promote visibility and in-depth analytics through various paid advertising efforts.

Types of paid media:

- ➢ Search ads (e.g., found on search engines)
- ➢ Display ads (e.g., found on blogs + news websites)
- ➢ Paid social ads (e.g., found on social media platforms)
- ➢ Affiliate ads (e.g., found on third party websites)
- ➢ E-commerce ads (e.g., found on ecommerce websites like Amazon)

IMPORTANCE OF *PAID* MEDIA TOOLS_{cont.}

Paid media tools answer questions like:

➢ What is the cost per conversion for our paid media campaign?
➢ Why is the ROI higher for our influencer campaign versus our in-store campaign?
➢ What optimizations are needed to drive down our cost per conversion by 20 percent?

Dimensions

➢ Behavior → Conversion Names, Campaign, Ad, Keyword

➢ Audience → Demographics, Location, In-Market, Interests

Metrics

➢ Impressions
➢ Clicks
➢ Conversions
➢ Revenue
➢ Cost

KPIs

➢ Cost per Conversion
➢ Return on Investment (ROI)
➢ Return on Ad Spend (ROAS)

PAID MEDIA OPTIONS: SEARCH ADS

	Google Ads	Microsoft Advertising	SEMRUSH
Feature	In-depth targeting tools Quality Score System Flexible budget Broad reach + high intent	Older demographic reach Cost efficient Diversified strategy Import previous campaigns	Integrated platform PPC Keyword Tool Cross-platform
Cost	$0 + PPC (pay per click)	$0 + PPC (pay per click)	Starts at $129.95 + / month
Link	https://ads.google.com/	https://about.ads.microsoft.com/	https://semrush.com

9

PAID MEDIA OPTIONS: AFFILIATE ADS

A key ethical consideration to keep in mind.

	refersion*	SUPERMETRICS	AWIN
Feature	Multiple commission models Can integrate with e-commerce platforms	Centralized reporting Runs across multiple paid options Automated results	Large global network Fraud prevention Flexible commission model Automated results
Cost	Starts at $99 + / month	Starts at $37 + / month	Starts at $49 + / month
Link	https://refersion.com	https://supermetrics.com	https://awin.com

IMPORTANCE OF *EARNED* MEDIA TOOLS

Earned media includes all media not owned and/or controlled by a company which presents an opportunity and a challenge for the company to indirectly influence earned media.

Examples of earned media:

- ➢ Media coverage
- ➢ Customer reviews
- ➢ Word-of-mouth
- ➢ Social media mentions

Earned media answers questions like:

- ➢ What was our sentiment ratio last month?
- ➢ What is our forecasted share of voice if we invest more into customer retention management?

Dimensions

- ➢ Behavior → Sentiment, Website, Topic, Content Type
- ➢ Audience → Demographics, Location, Usernames

Metrics

- ➢ Mentions, Users

KPIs

- ➢ Share of Voice, Sentiment Ratio

EARNED MEDIA OPTIONS: MEDIA COVERAGE

To reach relevant audience in earned media coverage, we must leverage social listening and public relations analytics tools.

	Meltwater	BuzzSumo	CISION
Feature	Global monitoring Real-time alerts Competitive benchmarking Integrate traditional + nontraditional media	Influencer database Real-time alerts Content analysis Integrate traditional + nontraditional media	Global monitoring Public relations integration Trend monitoring Integrate traditional + nontraditional media
Cost	Custom quotes ~ $10,000 / year	Starts at $199 + / month	Custom quotes ~ $10,000 / year
Link	https://meltwater.com	https://buzzsumo.com	https://cision.com

12

OWNED MEDIA RECOMMENDATIONS

SEMRUSH

Feature	
	Cross-platform Keyword tracking Content scheduling Brand monitoring
Cost	Starts at $129.95 + / month
Link	https://semrush.com

Rationale

Cross-platform dashboard

➢ Track all social accounts (Instagram, Facebook, TikTok, etc.) in one place.

Competitor benchmarking

➢ Compare Berkley's MKT social performance with competitors.

Content performance insights

➢ Monitor engagement, reach, and follower growth to see what resonates with the target audience.

Optimized posting

➢ Use data on timing and content type to schedule posts for maximum impact and reach.

SMART Goals

1. Grow the new Facebook and Instagram accounts to 1,000 followers each within 4 months of launch through consistent posting, promotions, and influencer collaborations.

2. Reach an average of 3,000 unique users per week on social media posts within 3 months of the account launch by optimizing posting times and using targeted hashtags.

13

PAID MEDIA RECOMMENDATIONS
SEARCH ADS

Note: Semrush can be used alongside Google Ads to provide more integrated tools (e.g., PPC Keyword Tool) and work across platforms.

Google Ads

Feature	In-depth targeting tools Quality Score System Flexible budgeting Broad reach + high intent
Cost	$0 + PPC (pay per click)
Link	https://ads.google.com/

Rationale

Targeted reach

➢ Show ads to users actively searching for grocery, local food, or meal prep in Knoxville.

Measurable results

➢ Track clicks, conversions, and ROI to see exactly which ads drive store visits or online orders.

Flexible budgeting

➢ Control daily spend and adjust bids based on performance without long-term commitments.

Integrate with Semrush

➢ Use both platforms simultaneously to gather diverse data points.

SMART Goals

1. Achieve a click-through rate (CTR) of 5% on all Google search campaigns within 2 months of the new launch by optimizing ad copy and keywords for local intent.

2. Generate 1,500 new store visits from Google Ads within the first 3 months of launch by targeting local grocery and meal-prep keywords.

PAID MEDIA RECOMMENDATIONS
AFFILIATE ADS

AWIN

Feature	
	Large global network
	Fraud prevention
	Flexible commission model
	Automated results
Cost	Starts at $49 + / month
Link	https://awin.com

Rationale

Access to a large affiliate network

➢ Connects with thousands of vetted publishers, bloggers, and influencers to promote Berkley's MKT.

Performance-based model
➢ Pay only for successful conversions, minimizing upfront risk for a new location.

Simplified management
➢ Tracks clicks, conversions, and commissions in one platform, reducing administrative burden.

★ Fraud prevention

SMART Goals

1. Recruit 15 local micro-influencers within the first 3 months of launch to promote Berkley's MKT products and events.

2. Generate 200 online conversions per month from affiliate-driven traffic within 3 months of location launch by optimizing commission incentives and promotional content.

EARNED MEDIA RECOMMENDATIONS

BuzzSumo

Feature	
	Influencer database
	Real-time alerts
	Content analysis
	Integrate traditional + nontraditional media
Cost	Starts at $199 + / month
Link	https://buzzsumo.com

Rationale

Tracks brand mentions

➢ Monitors online coverage, blogs, and news sites to see who is talking about Berkley's MKT.

Identifies affiliate opportunities

➢ Finds local bloggers, journalists, and social media personalities relevant to the grocery/food niche.

Analyzes content performance

➢ Shows which articles or posts get the most engagement and reach.

Supports strategic outreach

➢ Provides data for PR campaigns by revealing trending topics and high-performing content.

SMART Goals

1. Capture a 20% share of voice among local grocery and food brands in Knoxville within the first 4 months of launch by monitoring mentions and coverage.

2. Achieve a positive sentiment ratio of 75% or higher on earned media mentions within 6 months of launch by tracking mentions and addressing negative feedback promptly.

16

AUDIENCE ANALYTICS TIMELINE

To properly analyze and incorporate audience analytics data into Berkley's MKT, these tools need to be allocated certain amounts of time and resources. Below is a potential timeline to reference on a daily, weekly, monthly, and quarterly basis.

Daily	➢ Check social engagement and respond to comments/mentions. ➢ Monitor website traffic and top-performing pages. ➢ Review paid ad fluctuations (CTR, CPC, conversions).
Weekly	➢ Track follower growth and audience demographics. ➢ Adjust paid campaign targeting, bids, and keywords. ➢ Review affiliate partner activity and earned media mentions.
Monthly	➢ Compile cross-channel analytics report. ➢ Evaluate progress toward SMART goals. ➢ Conduct competitor benchmarking and identify content trends.
Quarterly	➢ Present insights and update strategy for upcoming campaigns. ➢ Launch new content, features, or paid initiatives based on data. ➢ Assess tool performance and plan seasonal or regional campaigns based on strategic vision.

NEXT STEPS

Step 1:
Pre-Launch

Implement Semrush, Google Ads, AWIN, and BuzzSumo.

Establish baseline KPIs and initial reports.

Step 2:
Launch

Run initial campaigns and content with a focus on learning & adaptability.

Begin scheduled content and influencer collaborations.

Step 3:
Post-Launch

Use quarterly analytics to plan demand and product focus.

Grow affiliate and influencer programs based on performance.

Discuss any additional digital features (email, loyalty, app updates, etc).

Berkley's MKT Audience Analytics Guide

THANK YOU! QUESTIONS?

Please contact me with any questions or concerns!

Email: dhamlet@vols.utk.edu

Cell: 865-123-3456