

# Client Audience analysis

August 2022



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Key findings and highlights, including content and recommended approach
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Audience behavioural analysis of CLIENT and key competitors
- **03. Conversation Insights – Keywords + CLIENT + Competitors**  
Conversational analysis of keyword driven conversations in relation to CLIENT and key competitors



# 1) Executive Summary

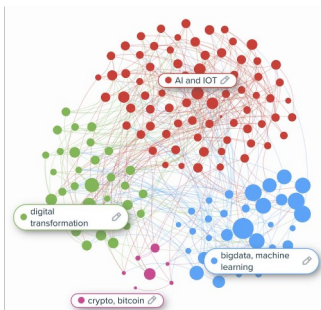
Top level findings review + content insights + suggest approach



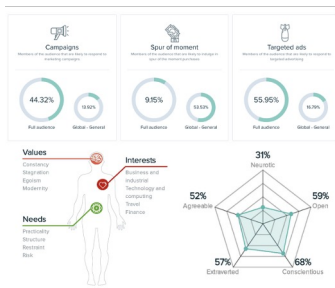
# Recap: We help you analyse, understand, and segment the target audience

In this presentation we're using social and behavioural listing to greater understand your audience

## Cohort Mapping



## Personality Insights



## Behaviour Analysis

### Buying mindset

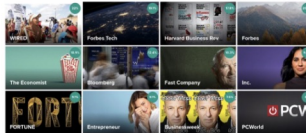


### What drives them to act



## Media Habits

### Where are they reading about it

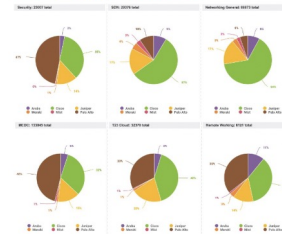


### Top Online Influencers (MICRO)



## Share of Voice

### Share of Voice by Business Area



Creation has developed over **1.4bn global profiles** and growing, updated from over a dozen data sources targeting across intent, affinities, interests, and more



# Key areas of the research

## Audience Behaviour

- **Social behaviour** of CLIENT and key competitors' followers
  - ❖ Cohorts definition
  - ❖ Demographics
  - ❖ Personality dimensions and drivers
  - ❖ Buying mindset
  - ❖ Online habits
  - ❖ Media mix
  - ❖ Influencers

## Conversation Analysis (listening)

- **Share of voice** of customer vs. key competitors
  - ❖ Brand mentions
  - ❖ Key topics
  - ❖ Topic Share of Voice

## Deep Dive

- **Key areas** that are relevant to the customer
  - ❖ Live conversations
  - ❖ Trending/fading topics
  - ❖ Hashtags
  - ❖ Media



# Executive Summary

## Key Findings Summary

### Content Insights

- Overall there is a lack of quality content in the space – especially related to ideas
- Top Performing Content – Currently lists and videos but market is lacking Interviews, Infographics and “WHY” posts
- Worst Performing Content – How too’s
- Engagement increases based on the length of the article, with longer, more in-depth getting higher engagement
- Most engagement on content happens on a Wednesday with Sunday the lowest

### Conversation Insights

- Overall there is very low volume of conversations, so this really does present an opportunity to own the space online
- Current conversations seem to be very news driven rather than insightful discussions around why and how

### Online Habits

- Highest social density is LinkedIn, but also active on and increasingly on Reddit, Snapchat and WhatsApp.
- Very likely to read articles on Medium, and listen to Podcasts
- Must less so on Twitter and YouTube
- Likely to share own content over commenting and sharing. Usually online in the afternoon (12pm – 5pm).

### Personality Insights

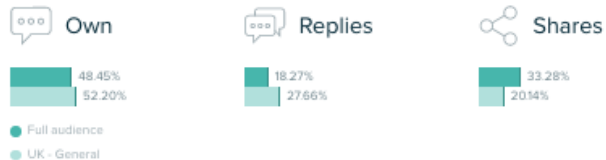
- For our main audience – knowing the brand and proposition is by far the highest purchasing decision
- The audience does respond to targeted ads, but they don’t often make a spur of the moment decision



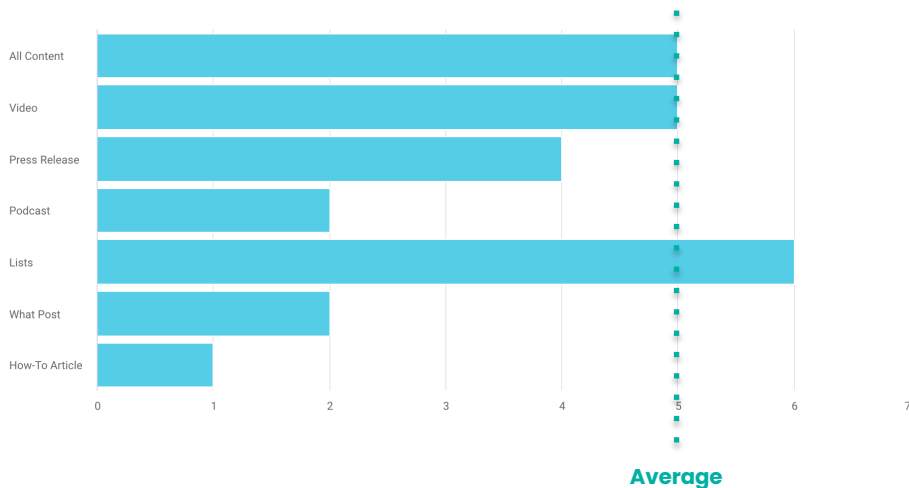
# Content Insights (all Keywords)

## Content Consumption and Sharing Habits

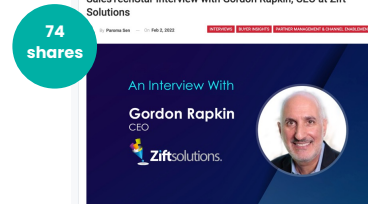
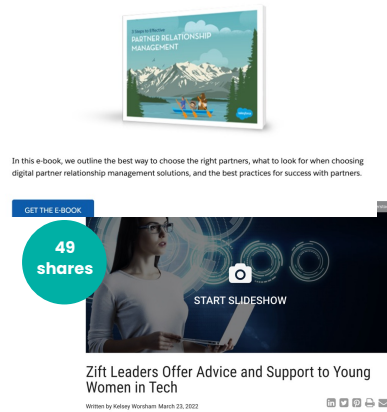
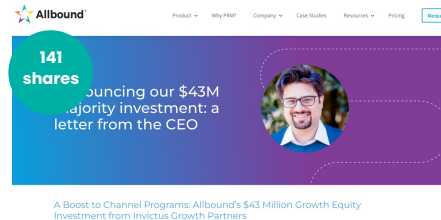
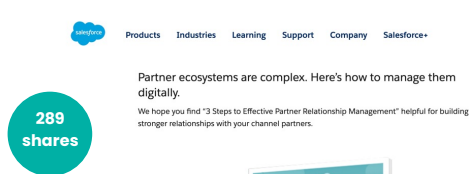
### Sharing Habits



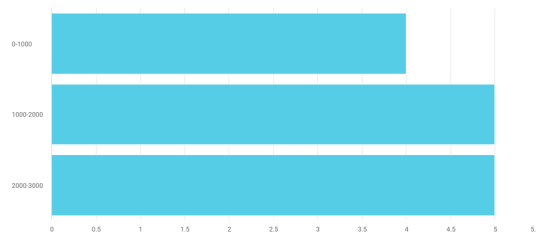
### Average Engagement by Content Type



### Most Shared



### Engagement based on Content Length



# Suggested audience approach

## Advice based on Audience Analysis and Type

### creation

#### High Conscientiousness

Conscientious

Dutiful, hard working, organised

TheDataPsychologist.com



### INFLUENCE

- Have a strong, utilitarian argument
- Use duty and tradition to influence them, and likewise commitment
- Similarly, use group loyalty nudges (what they should do for the collective good)

### WORDING

Be impersonal (e.g., avoid \*you", talking about people); talk about time / the future; talk about family, home and work; don't be over-emotional (e.g., swear); be positive and optimistic: avoid negations or negative language.

### AESTHETIC DESCRIPTION

- Representational
- A bit people-focused, social
- Sensible, conventional
- Loving, considerate

### STYLE

- Be conventional and traditional
- Be somewhat social as well (e.g., rom-coms)
- Make sure aesthetics are structured and predictable
- Use imagery that is representational rather than abstract

### BRANDING

- Present the brand as sensible, reliable and dutiful
- The brand should be a logical, persistent hero in an everyday context
- Be engrossing and light (e.g., matinee)





## 2) Get to Know Your Audience

Audience Personality Insights – CLIENT + Competitors followers  
Who they are – What drives them – How to approach

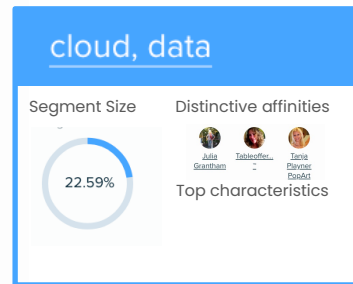
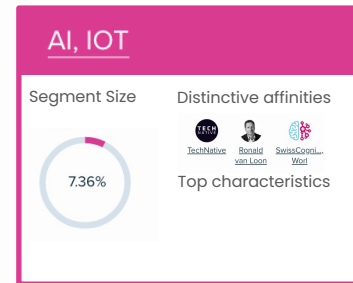
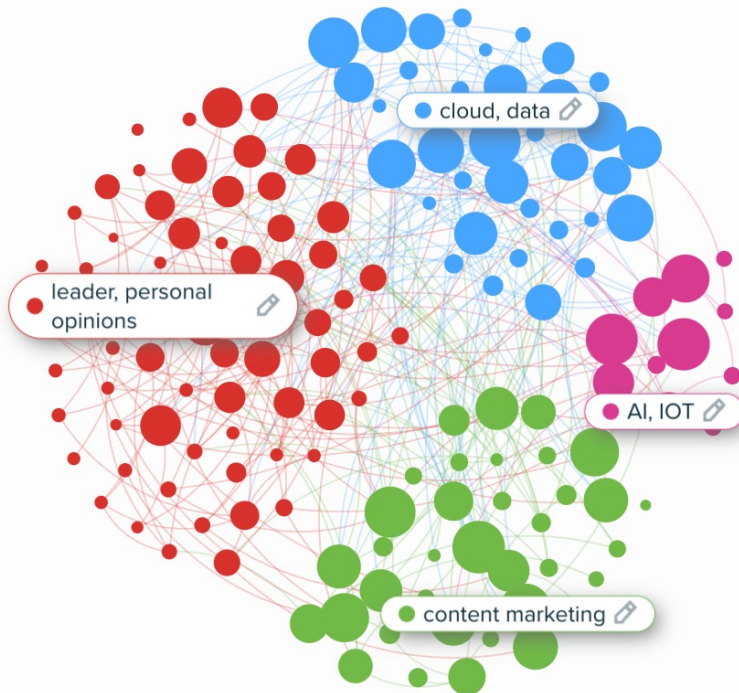
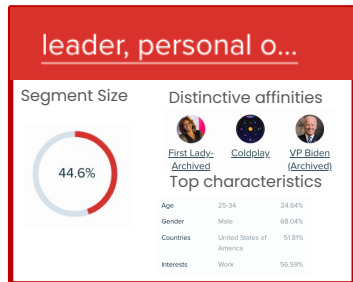
Dataset:

**Followers of** @ChannelExperts, @allbound, @zift, @ZINFITech, @channeltivity, @impartnerprm



# Audience Insights

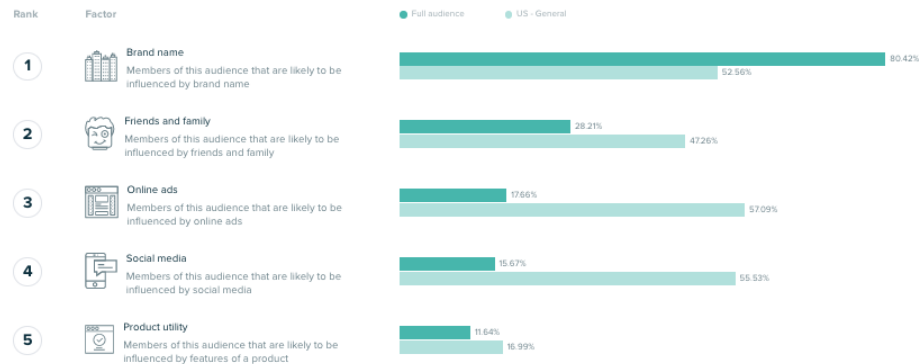
Key Behaviour Cohorts based audience analysed (global)



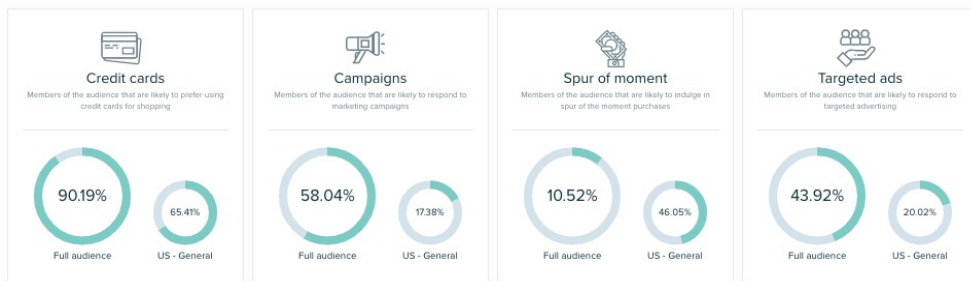
# Audience Insights

## Demographics and Personality – Who

### Major Influence Factors



### Digital Responsiveness



### Personality

#### Values

Constasy  
Stagnation  
Egoism  
Modernity

#### Interests

Business and  
Industrial  
Technology and  
computing  
Finance  
News

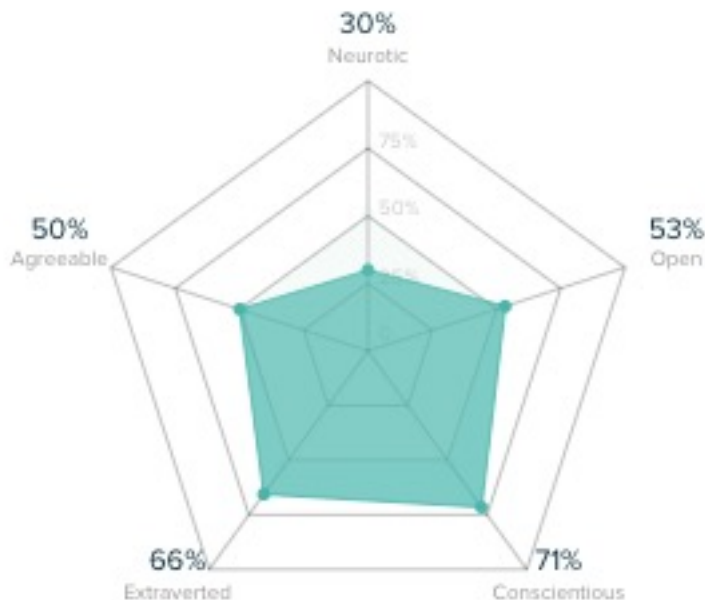
#### Needs

Practicality  
Structure  
Restraint  
Ease



# Personality insights analysis

## Highly Conscientious traits



### Personality

They are **active**, **expressive** and **genial**. They are **energetic**: they enjoy a **fast-paced, busy schedule** with many activities. They are **adventurous**: they are eager to **experience new things**. And they are **assertive**: they tend to speak up and take charge of situations, and they are **comfortable leading groups**.

### Needs

Their choices are driven by a **desire for efficiency**.

### Values

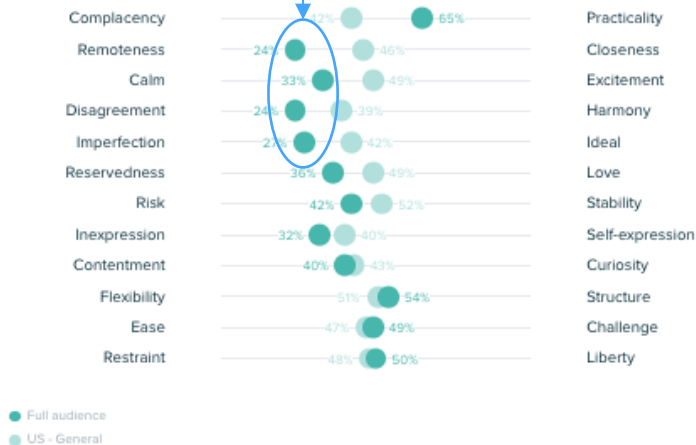
They consider both **independence** and **achieving success** to guide a large part of what they do. They like to **set their own goals** to decide how to best achieve them. And they **seek out opportunities** to improve themselves and demonstrate that they are a capable person.



# Audience Insights

## Demographics and Personality – What drives them?

Have a desire to get the job done and make progress. They have a desire for skill and efficiency. Not family or home oriented, self-reliant and do not need the company of others.



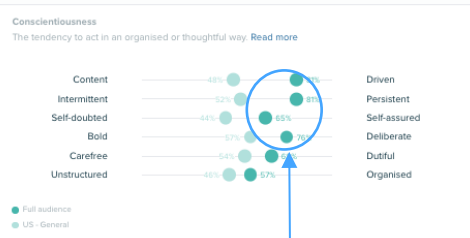
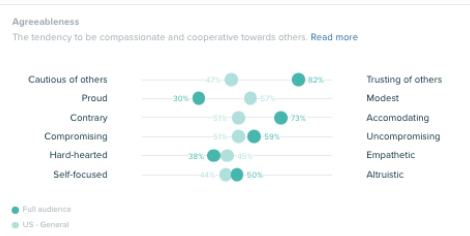
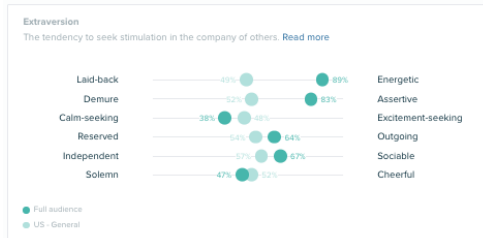
Repress emotions and have an uncomplaining attitude to pleasures or setbacks. Emphasise liberty, freshness and innovation over tradition.



# Audience Insights

## Demographics and Personality – Personality Dimensions

They have control over their desires, which are not particularly intense. They tend to feel calm and self-assured. They handle unexpected events calmly and effectively. It takes a lot to get them angry.



They set high goals for themselves and work hard to achieve them. They can tackle and stick with tough tasks. They carefully think through decisions before making them.

They are eager to experience new things. They do not frequently think about or openly express their emotions. They are open to and intrigued by new ideas and love to explore them.



# Media Insights

## Influencers

### Macro Influencers

Name	Biography	Affinity	Uniqueness	Reach	Social media
<b>Steve Keating</b>	Improving the Sales Profession, Developing the Next Generation of Leaders. Yes, I can help you develop your team, DM me to discuss how. Just giving back here.	<div><div></div>36.37%</div> <div>0.67%</div>	78.34	1.01M	
<b>Harjinder Singh Kukr</b>	Sikh   Restaurateur   Influencer with 4 Million Total Followers   Traveller   Awarded Jewels of Punjab by Ex-PM Dr. Manmohan Singh   My wife: @tharkiratukreja	<div><div></div>34.77%</div> <div>0.47%</div>	77.94	1.36M	
<b>Aaron Lee</b>	Regional Manager @agorapulse. Trying to perfect the art of cappuccino. Introvert with awesome hair. http://instagram.com/shortofheight?hl=askaaronlee.com	<div><div></div>34.5%</div> <div>0.54%</div>	77.81	1.02M	
<b>Warren Whitlock</b>	Founder/CEO Stirling, publishing, influencer, Emerging Tech, NFT, DAO Digital Marketing, Blockchain, AI, Futurist, Advisor, Author, friend	<div><div></div>33.89%</div> <div>0.45%</div>	77.66	487K	
<b>Larry Kim</b>	CEO @MobileMonkey, Founder @WordStream - Columnist @Inc, @Medium, @CNBC. Startups, AdWords, Facebook Ads, Popularized Unicorns in Marketing. 2 Boys. Christian.	<div><div></div>33.51%</div> <div>0.47%</div>	77.52	744.7K	
<b>TechCrunch</b>	Technology news and analysis with a focus on founders and startup teams. Got a tip? http://techcrunch.com/tips	<div><div></div>36.41%</div> <div>2.62%</div>	77.06	10.27M	
<b>Larry Wentz</b>	Domain Name Investor, Sasquatch Research, Cat Lover, Lake Bum, Pool Player, Happily Un-Employed, Pro-Cannabis & CBD - Make Money At http://Pre-Enroll.com @Entre	<div><div></div>31.53%</div> <div>0.47%</div>	76.86	763.3K	
<b>??Evan Kirstel #B2B</b>	Tech influencer, B2B content creator/Industry Insider w/ 500K+ Social Media followers obsessed w/ Enterprise ? Cloud ☁️ SG 7AI ? Telecom 📶 CX .. @irmaraste ?	<div><div></div>30.88%</div> <div>0.16%</div>	76.85	328.4K	
<b>Salesforce</b>	We bring companies and customers together on the world's #1 CRM. Sharing the inspiration you need to change the world for good. Support: @asksalesforce	<div><div></div>30.75%</div> <div>0.34%</div>	76.69	577.6K	
<b>Lolly Daskal</b>	Dedicated to bringing Heart Based Leadership to organizations & individuals iCoach iConsultant iSpeaker iColumnist Best Selling Author: The Leadership Gap	<div><div></div>31.16%</div> <div>0.76%</div>	76.54	1.25M	
<b>Murray Newlands</b>	CMO @ Web3. #NFTArtist @ SuperRare. Husband and Dad. Ex Forbes, Inc, Entrepreneur Mag.	<div><div></div>30.75%</div> <div>0.87%</div>	76.34	1.56M	

### Micro Influencers

Name	Biography	Affinity	Uniqueness	Reach	Social media
<b>Impartner</b>	Impartner™ - the industry leading #PRM technology company, provides everything you need to transform your channel into your most strategic asset.	<div><div></div>7116%</div> <div>4.74%</div>	87.22	9.9K	
<b>TechNative</b>	Articles, webcasts and interviews on disruptive tech trends in your industry. Videos: #TechNativeTV - Follow us on LinkedIn: http://linkedin.com/company/technat	<div><div></div>19.85%</div> <div>1.32%</div>	72.4	88.6K	
<b>Eric Rodgers</b>	Top 30 Under 30, 2x Google Search Excellence Awards. Obsessed with #MarTech & #BigData. Loving & Fueling Digital Disruption. Founder @StackProscinc & @DRVNintell	<div><div></div>1717%</div> <div>0.09%</div>	72.33	81.6K	
<b>Kelly J Waffle</b>	Managing Director, Hinge Research Institute   Host of The Visible Expert Podcast - http://hngemktg.com/library/format/podcast s #DigitalMarketing #ABM #Re	<div><div></div>16.79%</div> <div>1.25%</div>	72.09	51.2K	
<b>Chris Del Grande</b>	Husband Father Founder Valued Merchant Services #BBB A+ 2X #Inc5000 #MerchantServices #Payments #EMV #Contactless #Entrepreneur #ShortyAward Finalist #SmallBiz	<div><div></div>16.49%</div> <div>0.31%</div>	72.09	94.4K	
<b>David Hoffeld</b>	CEO & Science-Based Sales Trainer   Best-Selling Author   Sales Keynote Speaker   Sales Coach   Behavioral Strategist	<div><div></div>16.21%</div> <div>0.0%</div>	72	89.6K	
<b>David Hubbard</b>	Collaborating With #B2B Clients To Drive Profitable Revenue Growth: #Leadership #Marketing #ProdMgmt #Sales. Join me on LinkedIn: http://bit.ly/1TbXoF	<div><div></div>16.22%</div> <div>1.21%</div>	71.93	58.3K	
<b>Viveka von Rosen</b>	I'm a LinkedIn Expert, Speaker, Trainer and Author. Co-founder of http://Vengreso.com. Prospect Better. Sell More.	<div><div></div>15.57%</div> <div>0.03%</div>	71.77	89.6K	
<b>Martin Cook</b>	Google Ads Expert, Digital Marketing, Digital Strategy, Ecommerce & Social Media Monster, Google Square, LinkedIn: http://htl.li/RPAP6 (all views are my own)	<div><div></div>15.48%</div> <div>0.09%</div>	71.77	88.3K	
<b>Mike Kawula - Nation</b>	National Center for Fathering Advisor   God & Family #1 ?   Business Strategist   Inc. 500 Company	<div><div></div>15.33%</div> <div>0.09%</div>	71.72	97.0K	
<b>Alan See</b>	Forbes "Top 50 Most Influential CMOs on Social Media" and American Marketing Association "Marketer of the Year"	<div><div></div>15.12%</div> <div>0.11%</div>	71.63	81.5K	

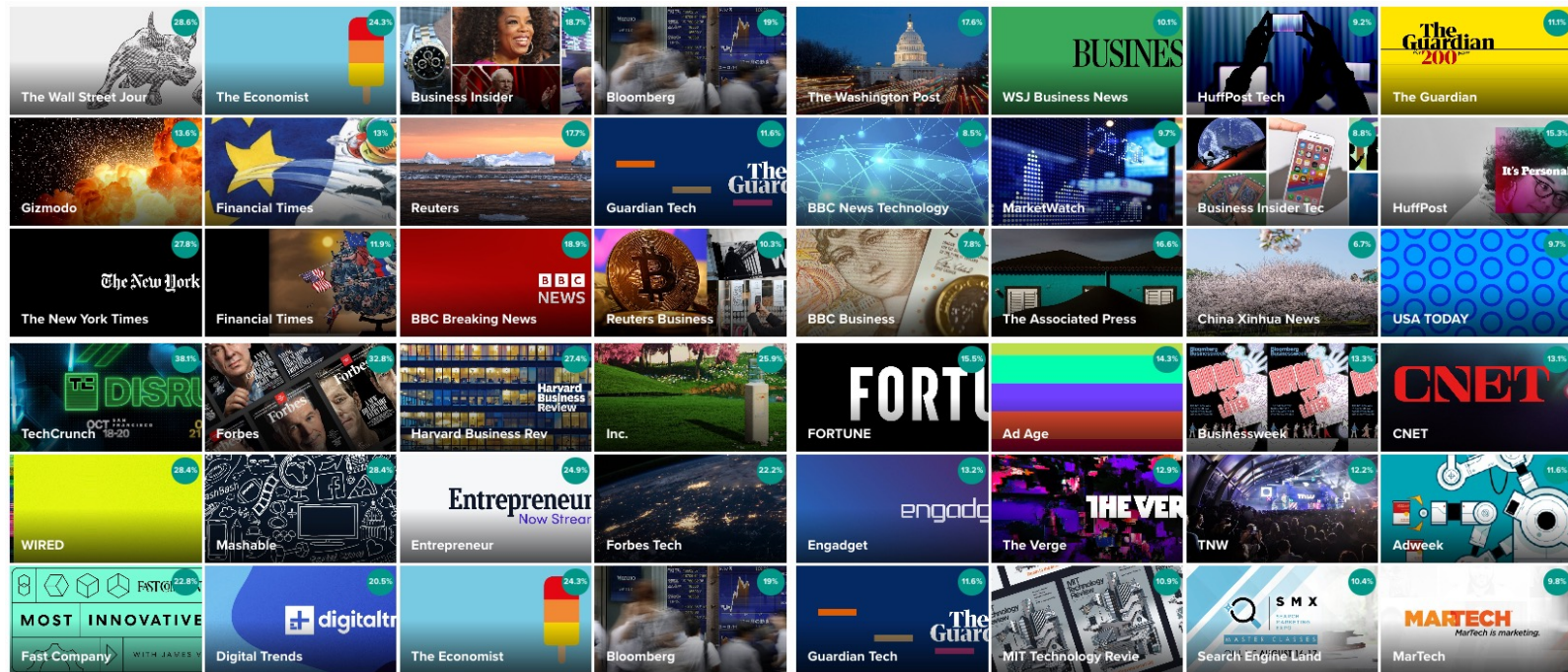




# Media consumption insights

## Media Affinity – Press and Magazines

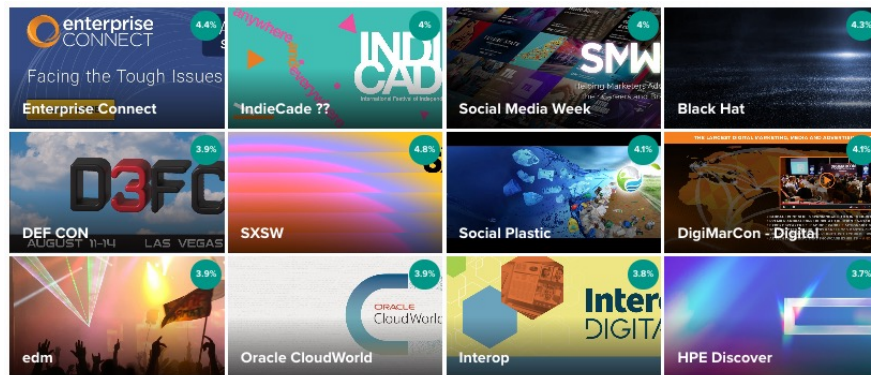
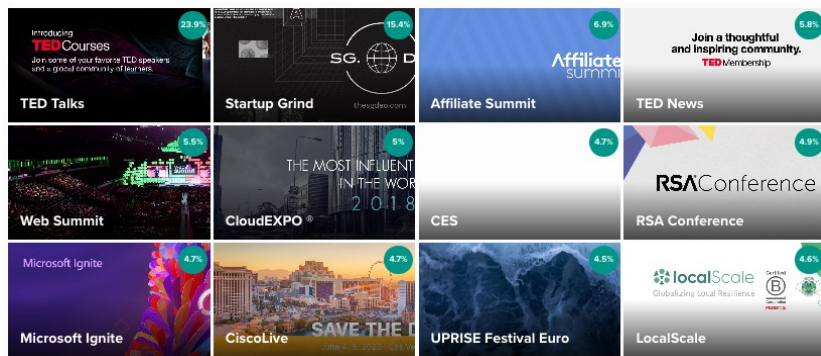
98 major publications they read regularly, and 141 online magazines





# Media consumption insights

## Events they are showing interest in















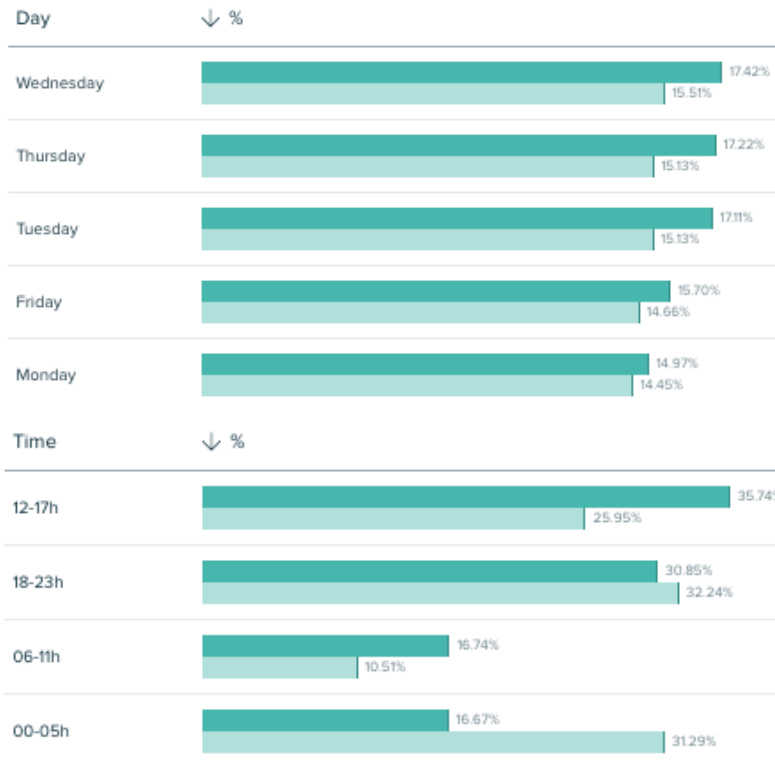
Please refer to the media targeting pack for the full list.



# Media Insights

Online Habits – Social friendly, more online than average, more likely to share

Network	Likely to use network	Network	Likely to use network
 LinkedIn	56.26x	 WhatsApp	27.57x
 Medium	13.50x	 Reddit	10.66x
 Snapchat	9.12x	 Facebook	7.19x
 SoundCloud	6.89x	 Pinterest	6.55x
 Spotify	5.25x	 Twitter	4.97x
 YouTube	3.40x	 Twitch	2.92x
 Instagram	1.56x		



# 3) Get to Know The Conversation

## Conversation Insights

What people talk about and in what context

Dataset:

**KEYWORDS** ("saas partner programs" OR impartner OR "salesforce communities" OR Channeltivity OR allbound OR "partner relationship management" OR zift OR Zinfi OR ZINFITech OR ChannelExperts OR ImpartnerPRM)

**Vendor Tags** @ChannelExperts, @allbound, @zift, @ZINFITech, @channeltivity, @impartnerprm



# Conversation Insights

Total Social **GLOBAL** Mentions in our dataset

Total Mentions

3585

Previous Period: 0

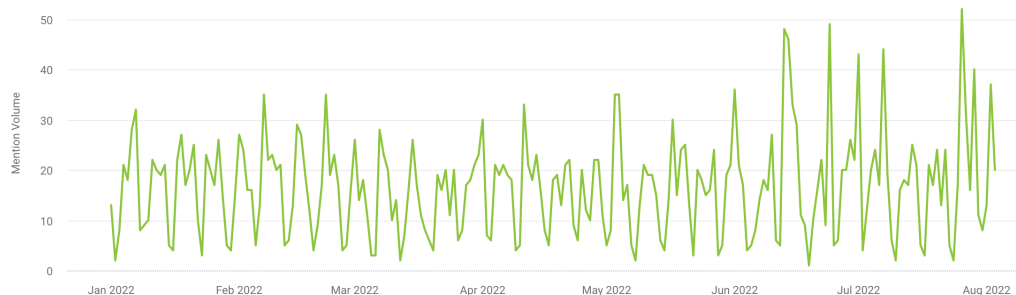
Unique Authors

1014

Previous Period: 0

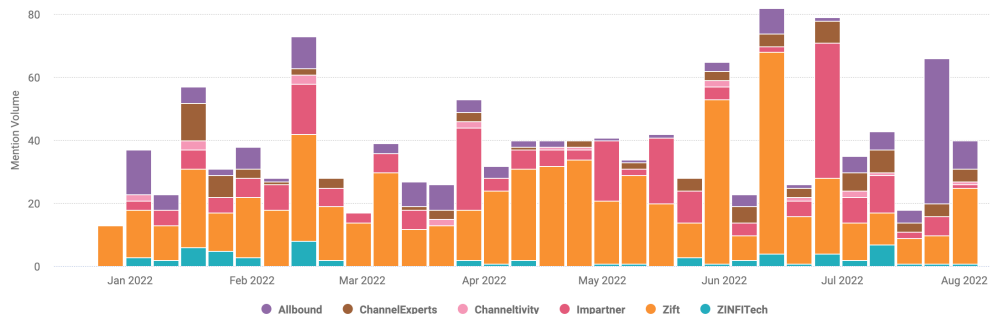
## Total keyword mentions

Social Mentions 1<sup>st</sup> Jan to 3<sup>rd</sup> August



Relatively stable and low volume

## Breakdown by Vendor



Leaders in mentions are **Zift** and **Impartner**



**GLOBAL** Conversions (size represents volume and colour trending v fading)

[illegible][illegible]

# Conversation Insights

**Trending** Conversations (size represents volume and colour trending v fading)

## Keywords Trending

sales and marketing Partner Programs  
partner portal NTG Clarity Networks Analytics  
Workflow Management Laura Evans  
NTG Clarity Networks Daily software industry revenue  
Network Inventory Management Microsoft Americas  
Partner Relationship Management Software Market Lynch  
Digital Transformation Global partner relationship management  
Partner Relationship Management solution forecast to reach  
Management solution that covers networks Bull City Ventures  
covers the value chain of partnerships Atlanta 595 Million  
analyze their business processes US board member  
Ratings for NTG Clarity Networks Lorem Ipsum Don Lopes  
Partner Relationship Management Market Channel Mechanics UAE  
Kenneth Fox organizations to design America  
Zift Solutions PRM

Fading  Trending

## Hashtags Trending

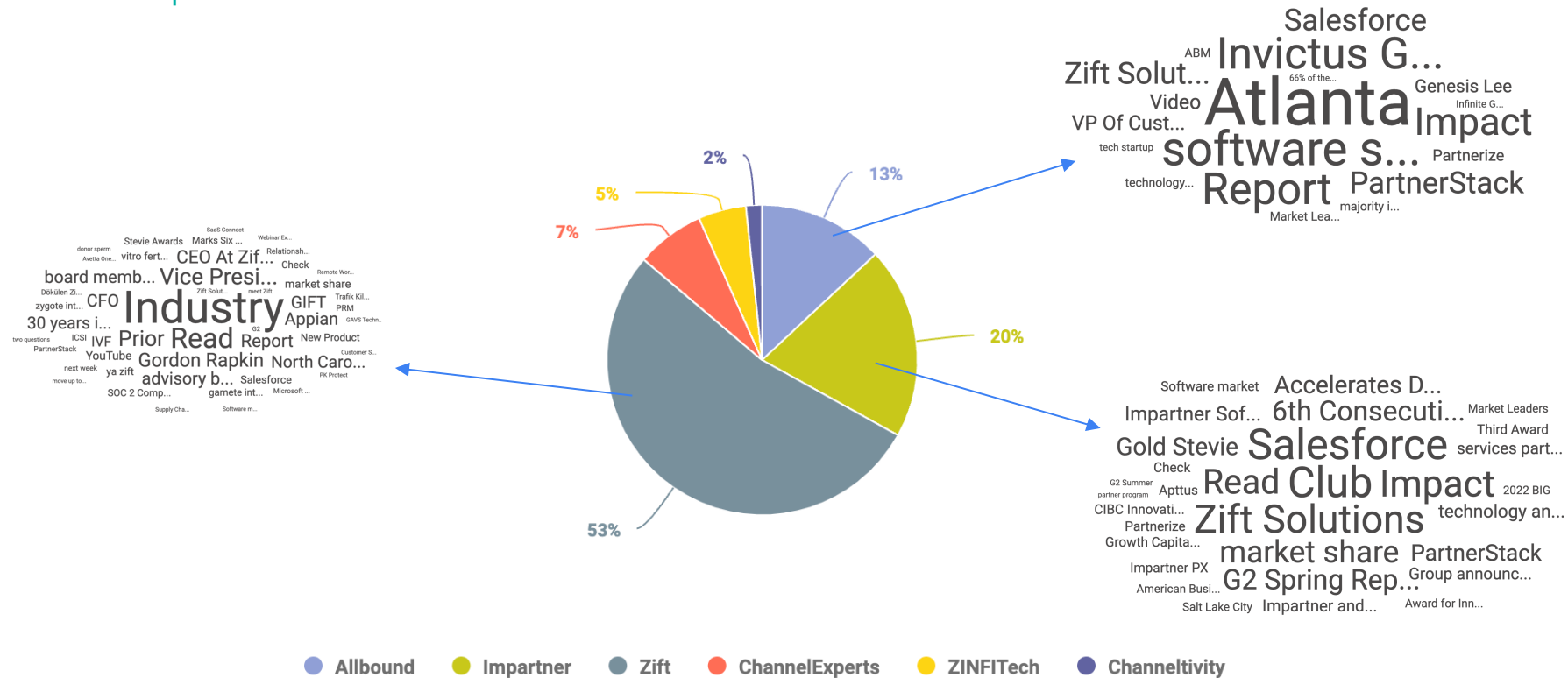
#partnerportal #technology  
#channel #partnerecosystem  
#infosec #channelmarketing  
#channelincentives #partnersales  
#cloud #partnerexperience #applicationsecurity  
#renewals #partnerprogram #sales #salesforce  
#channelpartner #channelstrategy #channelalignment #partnermarketing  
#channelpartners #partnerenablement #management #community  
#channelsuccess #cybersecurity #malware #partnerincentives #incentiveprogram  
#channelsales #channelautomation #channelgrowth #impartner  
#ransomware #partnerrelationshipmanagement #incentiveprograms #px  
#channelmanagement #partnersuccess  
#saasrenewals #channeldata  
#dealregistration #channelmeetup

Fading  Trending



# Conversation Insights

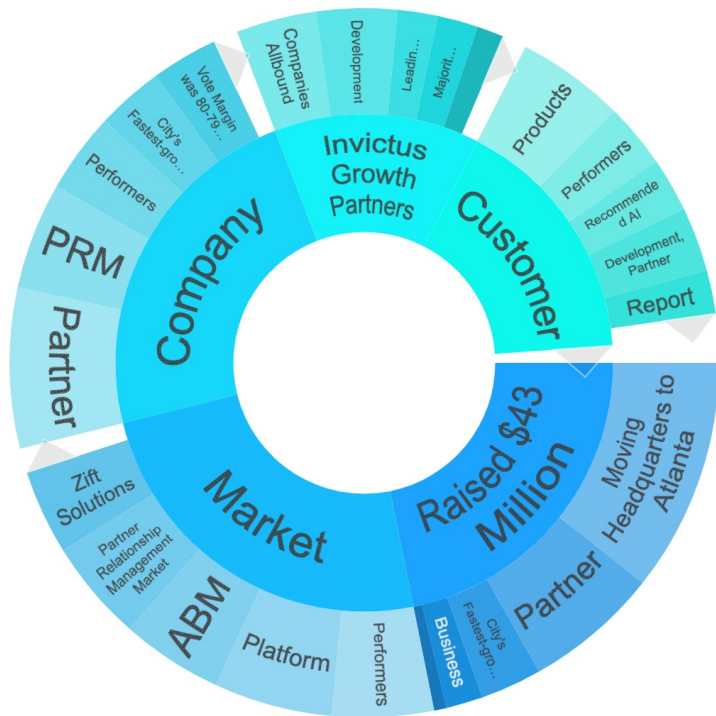
GLOBAL Topical Share of Voice



# Allbound Conversation Insights

The Allbound conversion wheel and topic explorer

## Key Conversations



## Key Topics

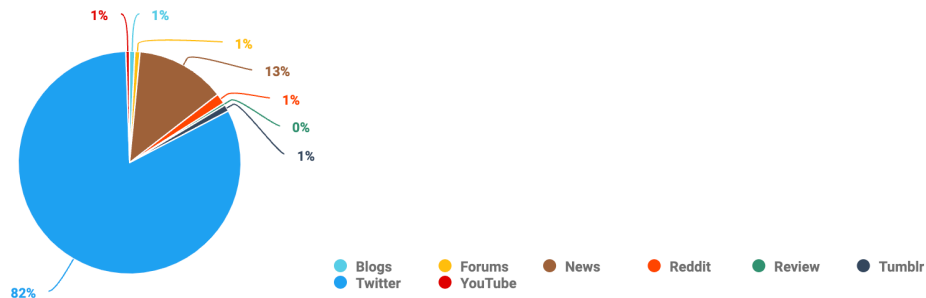




# Conversation Coverage

Networks, Topics and Interests

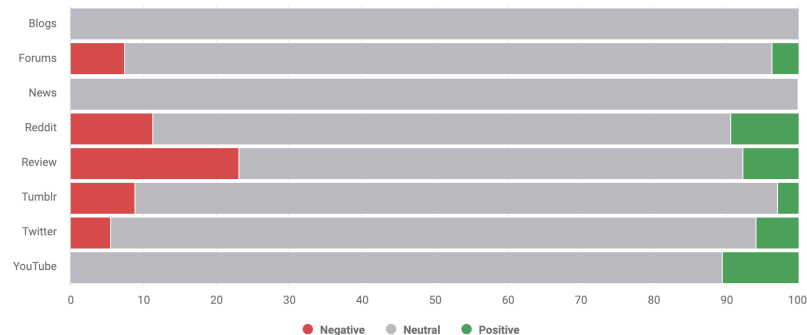
## Key Networks



## Top Hashtags

Top Hashtags	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#channelpartners	194	16	210	260677
#channelstrategy	132	8	140	142091
#channelsales	125	13	138	215730
#cybersecurity	28	99	127	119342
#partnerprogram	105	3	108	109357
#channelautomation	93	6	99	103274
#channel	86	1	87	140177
#partnerexperience	82	3	85	106947
#channelsuccess	81	2	83	99573
#saas	74	9	83	118343

## Mentions on Networks Analysis



## Audience interests

Affinity	% of authors for Allbound + Competitor + PRM	% of authors for All Authors	Affinity comparison
1 Saas	3.4%	0.1%	27 x more than All Authors
2 Crm	2.3%	0.1%	42 x more than All Authors
3 Cloud Computing	2.6%	0.1%	24 x more than All Authors
4 Salesforce	1.6%	0%	86 x more than All Authors
5 Content Marketing	1.9%	0.1%	24 x more than All Authors
6 Sales	2.5%	0.2%	10 x more than All Authors
7 Management	3%	0.5%	6 x more than All Authors
8 Entrepreneurship	2.9%	0.7%	4 x more than All Authors
9 Certified	1.1%	0%	64 x more than All Authors
10 Information Security	1.8%	0.2%	9 x more than All Authors



# Geo Conversation Coverage

Total Conversations by Country

