

Best Practice Framework for Managing Integrated Marketing and Advertising Campaigns

Using NetBase Social Intelligence



Managing and tracking your integrated marketing campaigns isn't as easy as it seems. You need to provide your marketing team with the skills and tools necessary to help make your business successful. Using the NetBase Social Intelligence solution provides you with rich, accurate, real-time analytics during 3 essential digital marketing campaign phases:

- Campaign Development
- Campaign Execution
- Campaign Management

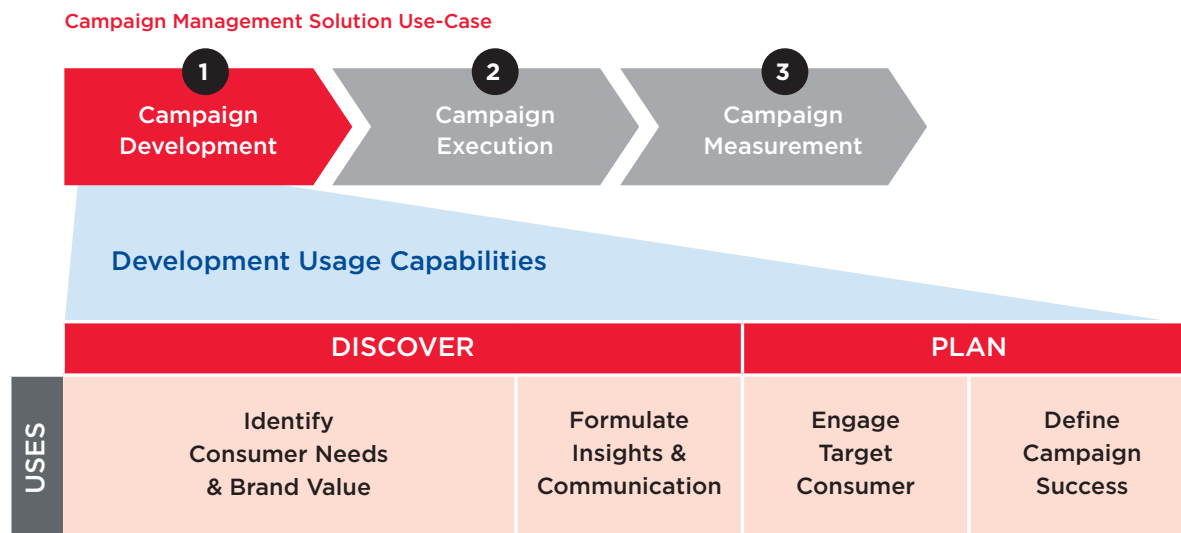
Campaign Development: What should we do?

During the *campaign development* phase, brands and agencies use NetBase Social Intelligence to do analysis that helps with discovery and planning for their marketing, advertising and PR campaigns.

Customers Use NetBase to Answer Questions Like...

- What are our brand's value, personality and purpose?
- What is our business challenge?
- What are our business objectives?
- Who is our target consumer?
- What are their behaviors in relation to the product and media?
- What are our communication and media strategies?
- What does success look like?

Here's how NetBase helps brands and agencies in the Campaign Development phase:



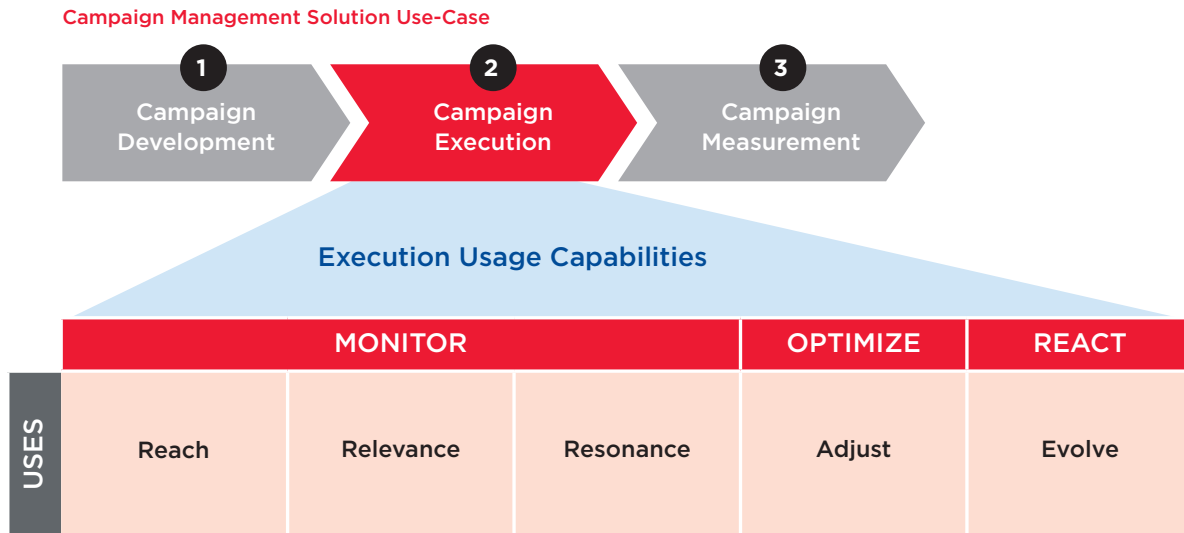
Campaign Execution: How are we doing?

During the *campaign execution* phase, social brands and agencies spend time monitoring and optimizing their campaigns and reacting in real time to crises and opportunities.

Customers Use NetBase to Answer Questions Like...

- Are we reaching who we want to reach?
- Are we on pace to achieve what we set out to accomplish?
- Is our messaging evoking the perceptions and responses we intended?
- Should we optimize our messaging within the environments that show stronger performance and are driving earned media?
- What part of the messaging is the target responding to?
- Is there a way for us to react and fan the flame of earned media?
- Can we amplify the perceived positives in real time across any of our paid, earned and owned spaces?
- Do we need to adjust our messaging immediately?

Here's how NetBase helps brands and agencies throughout the Campaign Execution phase:



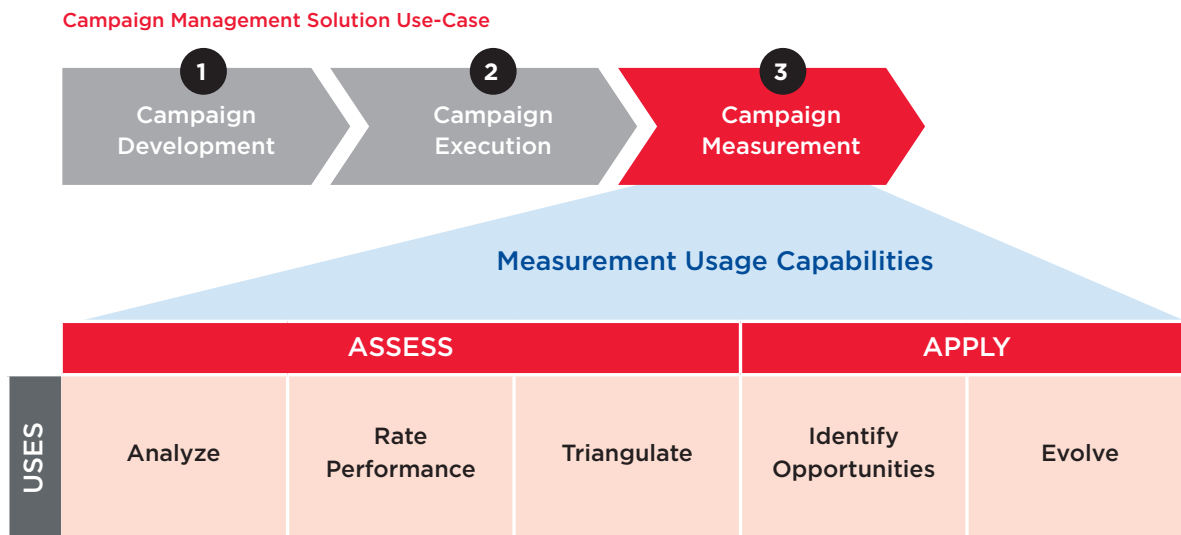
Campaign Measurement: How did we do?

During the *campaign measurement phase*, the most successful marketing teams spend time assessing the overall impact of the campaign vs. category and historical benchmarks. NetBase customers assess paid and owned drivers of earned media and identify areas of product or process improvement and opportunities.

Customers Use NetBase to Answer Questions Like...

- Did we reach who we set out to reach?
- Did we achieve our campaign's goals?
- Were we successful in influencing the consumer perceptions and behaviors we were trying to shape?
- Does our campaign's performance indicate that our messages are better suited for certain environments over others?
- What did consumers find most compelling about the campaign?
- Did we offer enough value or a clear role for consumers to contribute to the earned conversation?
- Can we apply consumer reactions to better meet their needs?
- Do we need to adjust our product or messaging?
- How should we adjust it to be more relevant and engaging to our consumer?

Here's how NetBase helps brands and agencies throughout the Campaign Measurement phase:



And finally...

NetBase offers both a proven methodology and the professional expertise to help you effectively manage your integrated marketing campaigns in real time. We partner with our customers to ensure their success and are passionate about this goal. If you need more information, send us an [email](#) or a note via [Twitter](#) or [Facebook](#) and we'll be happy to help.



About NetBase **NETBASE**

NetBase delivers the social intelligence that global enterprises use to monitor, understand, and engage with customers in real time. Using a high-precision natural language processing (NLP) engine combined with text analytics and machine learning, our platform processes billions of social media posts to extract structured insights delivered via customizable dashboards. Our solutions enable digital marketing, public relations, market research, customer service, sales, and product innovation leaders to craft winning strategies faster. Clients include Coca-Cola, Kraft, Taco Bell, ESPN, and J.D. Power & Associates. NetBase powers the weekly Sentiment Tracker in the Wall Street Journal and our solutions are sold globally by SAP AG.

For more information, visit: www.netbase.com

 [@NetBase](#)  [NetBaseInc](#)  [NetBase](#)  [NetBase Solutions, Inc](#)  [NetBaseInc](#)

NETBASE

©2013 NetBase Solutions, Inc.

NetBase Solutions, Inc.

2087 Landings Drive
Mountain View | CA 94043

P 650.810.2100

F 650.968.4872

www.netbase.com