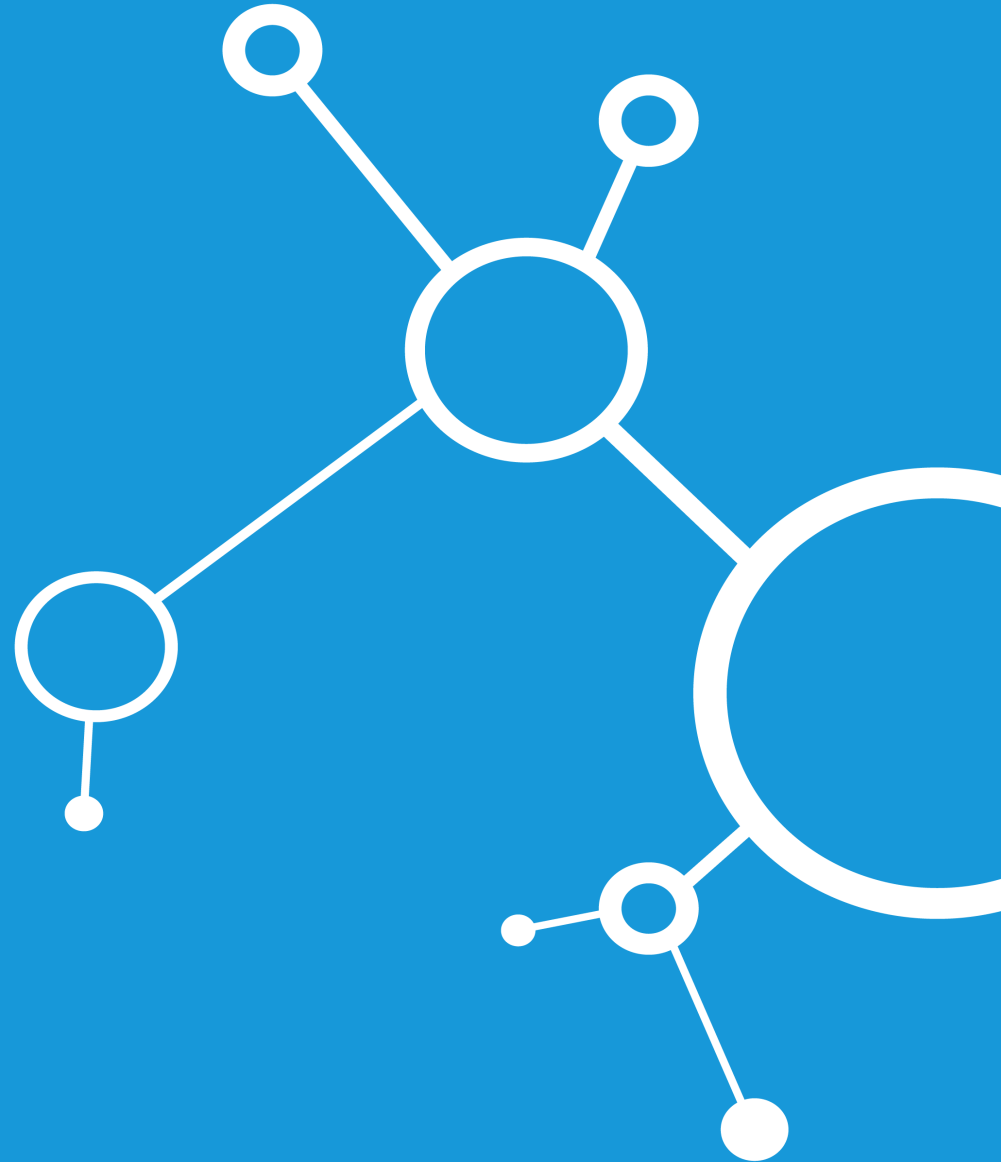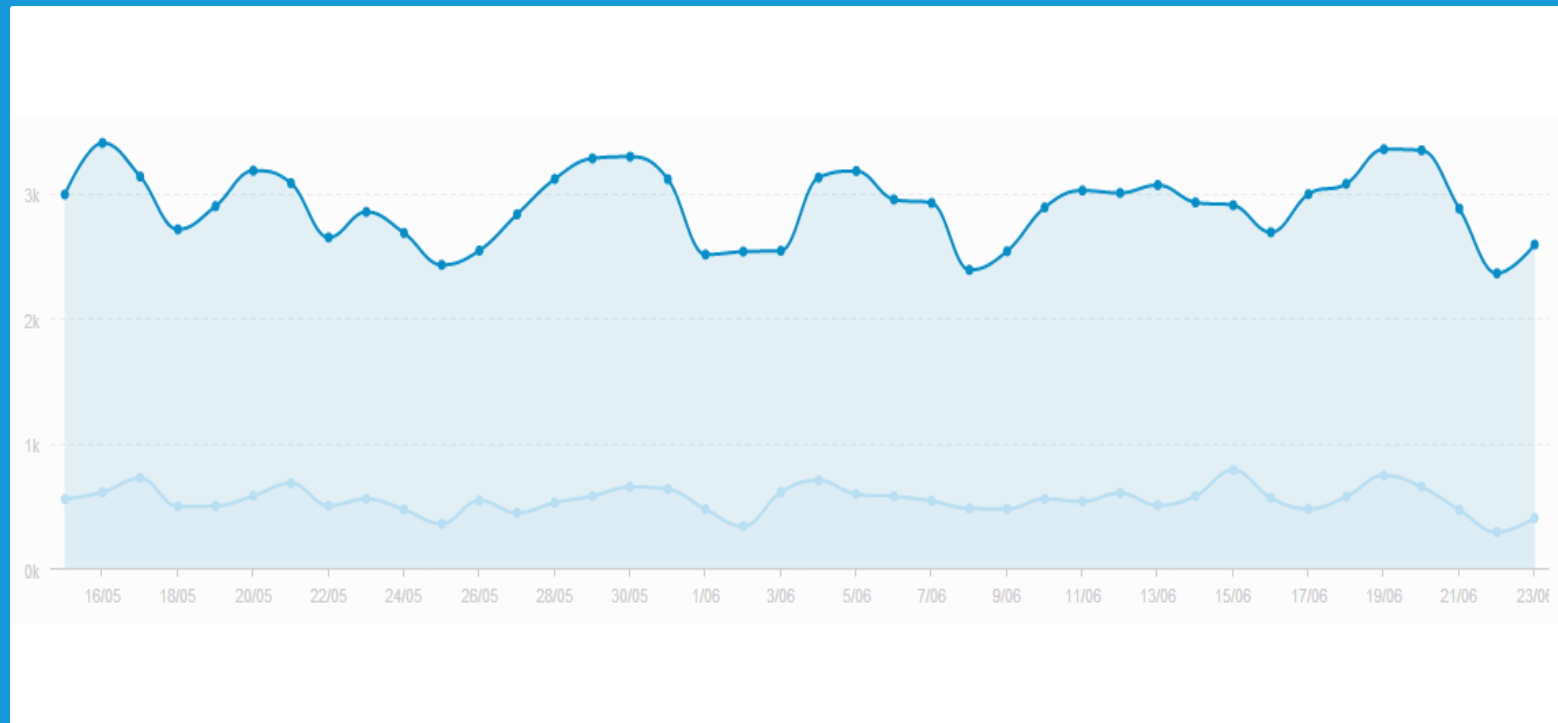# PULSAR
Social Data Intelligence

Identifying Category Influencers

Challenge

A global retailer and its digital agency wished to optimise their social media strategy in the Home and Garden category. They wanted to gain an in-depth understanding of who was influential in this area, so they could develop strategies to achieve reach and awareness.


UK public posts daily volumes in Home & Garden category

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Solution

To get a 360-degree view of the key influencers and opportunities in the Home & Garden category we ran a social content analysis audit using Pulsar TRAC's unique visibility feature. This weights content according to the reach of the site it's on, the user it's coming from, and engagement with the content (e.g. shares). The visibility feature enabled us to understand not only which people and sites were most active in discussion, but which were reaching the widest audience.
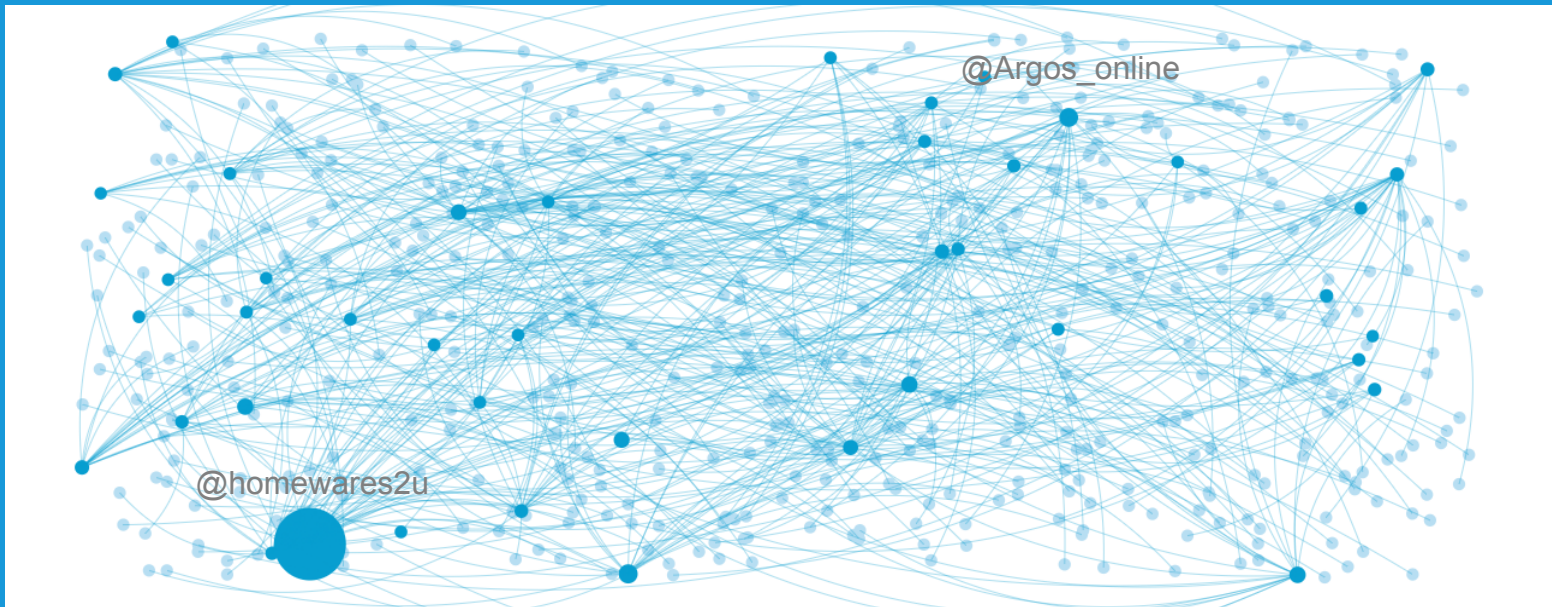

Twitter network visualisation of Home & Garden discussion (based on mentions between accounts, volume and visibility)

Impact

We delivered a comprehensive overview of the influencer landscape in the Home & Garden category and delivered actionable recommendations on how our client can join the conversation in a credible and relevant way. The influencers list also helped our client extend its social PR horizons.
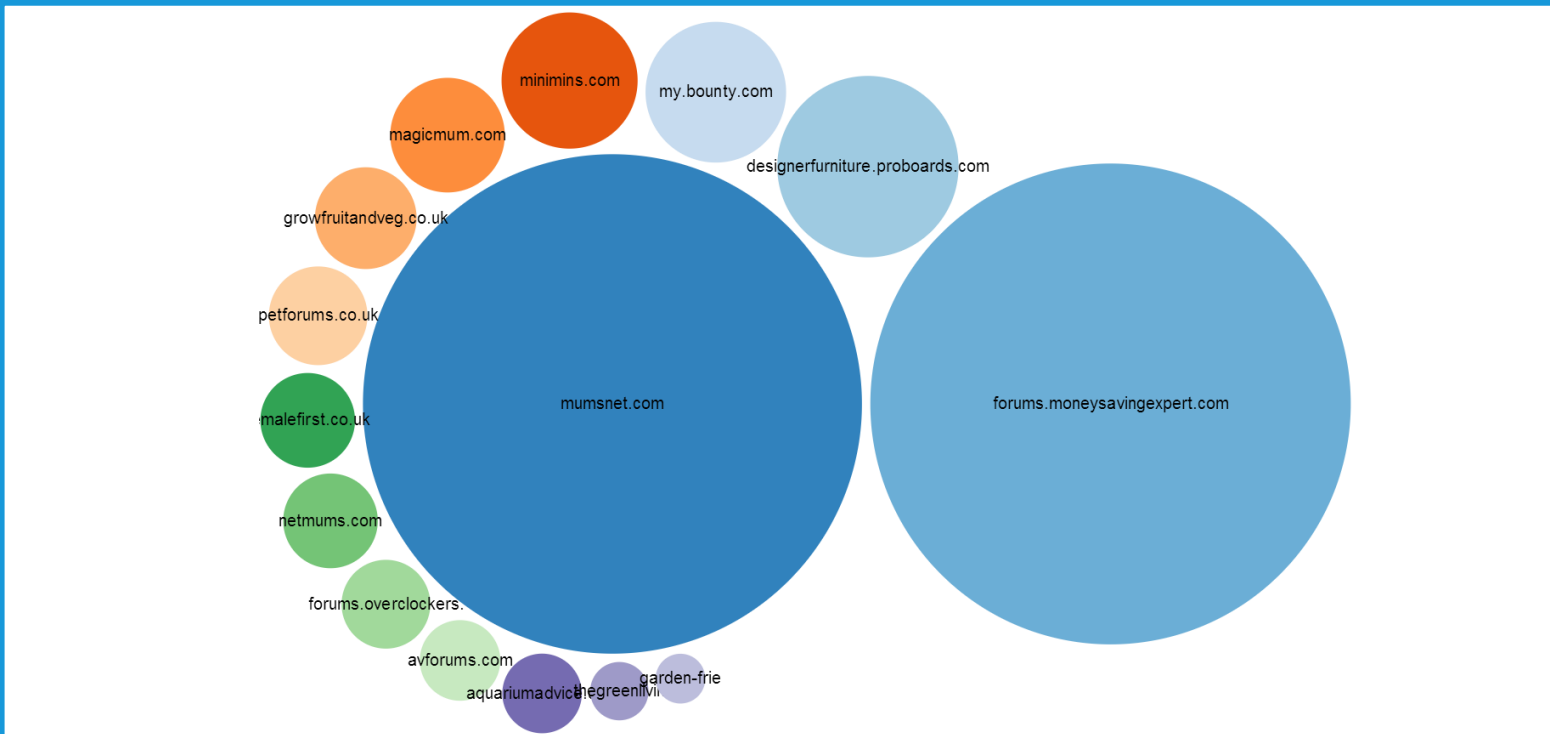
Social channel breakdown in the Home & Garden category

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About the authors

Erika Ammerman – Head of Social Insight

Erika holds an MSc in consumer psychology and has been fascinated by consumer behaviour ever since she realized you don't necessarily have to use psychology training to listen to people recount their dreams on sofas. Prior to joining us, Erika lead Social Media Research as Research Director for NM Incite, having initially joined the Nielsen Company in 2006 as part of their BASES consultancy. Erika has worked with clients globally including P&G, Tesco, Kraft, Akzo Nobel, Unilever, GSK, Pfizer, Barclay's, BBVA, Disney, and Reckitt Benckiser.

Anthony Fradet - Social Media Research Manager

Since gaining a Masters degree from CELSA (Sorbonne University), Anthony has spent 5 years working for French market research companies, with quantitative, qualitative and social media focus. Anthony joined Pulsar in 2013 and before joining, he was responsible for a unique partnership between a top 5 'traditional' market research agency (CSA) and a social media research agency (linkfluence).

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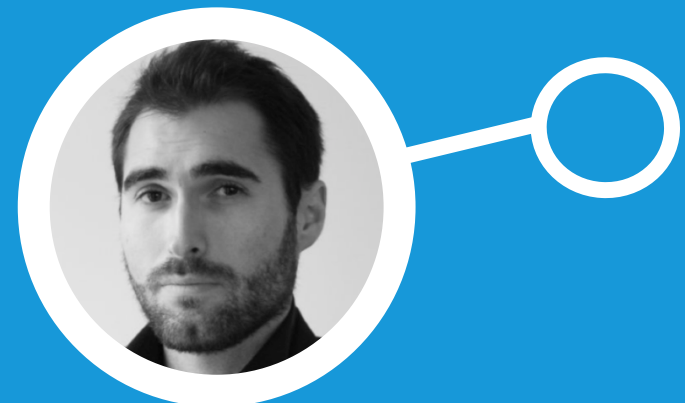
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PULSAR
Social Data Intelligence

THANK YOU

If you want to find out more about Pulsar please book a demo by emailing us at:

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