

RACONTEUR

Case Study

How **Raconteur** used
Pulsar to understand,
and create highly
relevant content for, a
CFO target audience





Introduction

Content agency Raconteur specialise in creating high-quality business content for the C-suite. Pulsar helps them to cut through the noise and informs on how best to grab the attention of this notoriously time-poor demographic.

By using Pulsar to listen to their target audiences, they can gauge emotions, interests and fears and create content which will resonate with those leading business today. Incorporating Pulsar into their bullet-proof workflow helps at all stages of the process - from content planning and creation to post-publication amplification.

Their recent CFO report demonstrates just how effective this strategy can be. This case study will explore the funnel process Raconteur created to narrow down the topics to cover in their report. It will examine how they grabbed CFO attention with skillfully-worded ads in the amplification stage. Most importantly, it will show how Raconteur used Pulsar to run a highly successful campaign, hitting targets and understanding a complicated audience in greater depth.



The challenge:

How to use social media data and topic filters to understand a specific audience group and the subjects which interest or worry them. Delving deeper into this to find compelling areas for discussion within these themes in order to create B2B content that appeals to this audience.

The solution

Using a funnel methodology to extract data from a Pulsar search

To begin, a CFO audience was created. This was achieved by first using Raconteur's B2B Master search to find relevant topics across Raconteur's content areas, and by identifying new topics using Pulsar TRENDS.

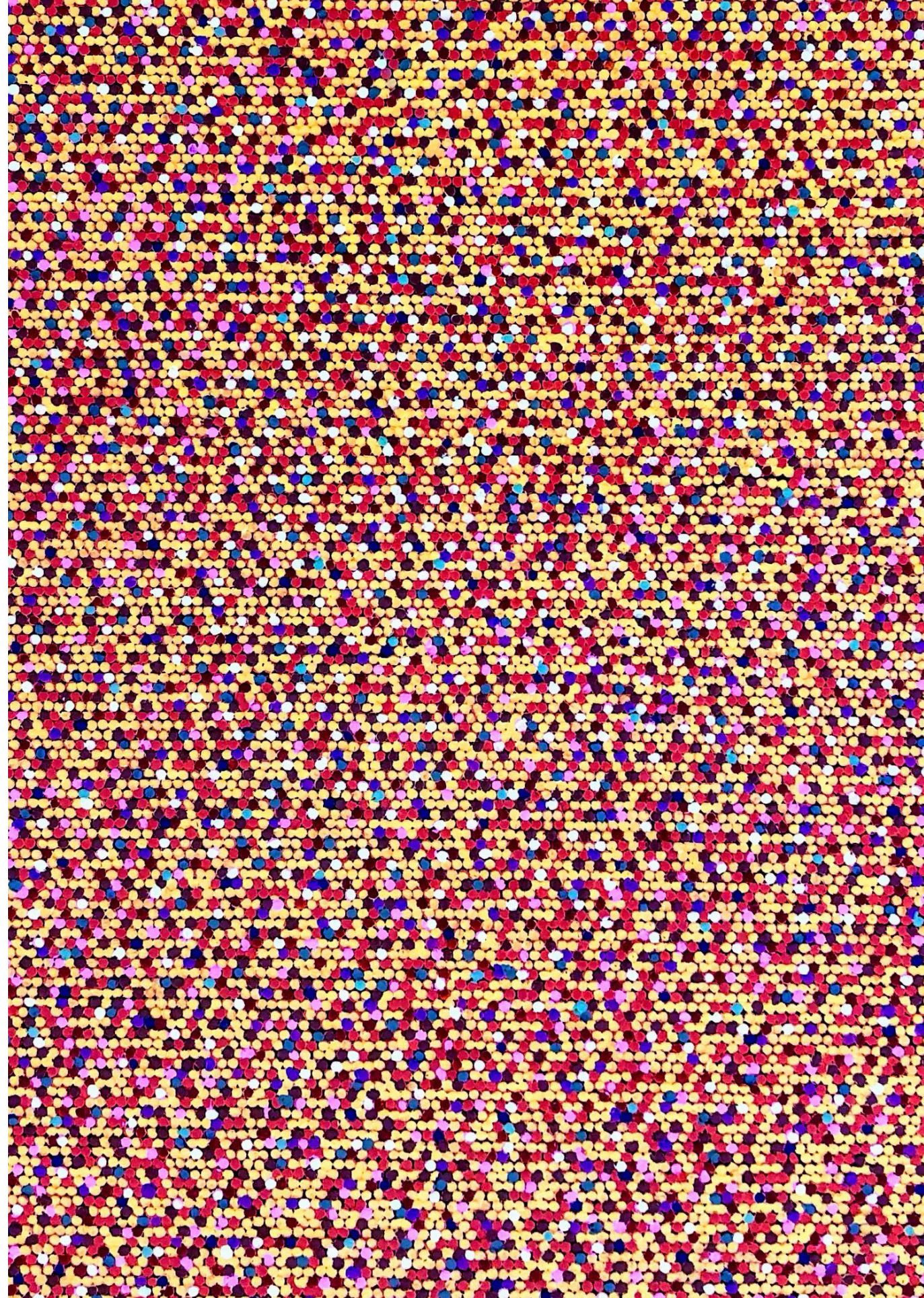
Raconteur then pulled out business-related terms – those which the team knew were relevant from their expertise in the B2B sphere – which CFOs were discussing. These included 'business ethics', 'stakeholder management', 'fintech' and 'big data' and were added to a list of specific content topic ideas the team had, such as 'artificial intelligence'.

Filtering these results with bio keywords for CFOs, they found 200 CFOs talking about the topics they were interested in.

Raconteur plugged this audience into a Pulsar audience search on Twitter and tracked what they had been discussing over the past year. This allowed them

to test their creative hypotheses for content using clusters – for example: is this audience concerned about digital disruption and other business transformation topics? Using sentiment analysis, they were also able to understand what topics this audience were particularly worried about, so that they could identify the content which would best meet that audience's needs.

Having this data meant that, by the time they came to create and publish their CFO report, they had an unprecedented level of insight into the mindset of their chosen audience, and could choose topics and themes accordingly.





The result

The CFO report was created in May 2018, and the Raconteur digital marketing team used Pulsar to understand and reach their CFO audience as effectively as possible.

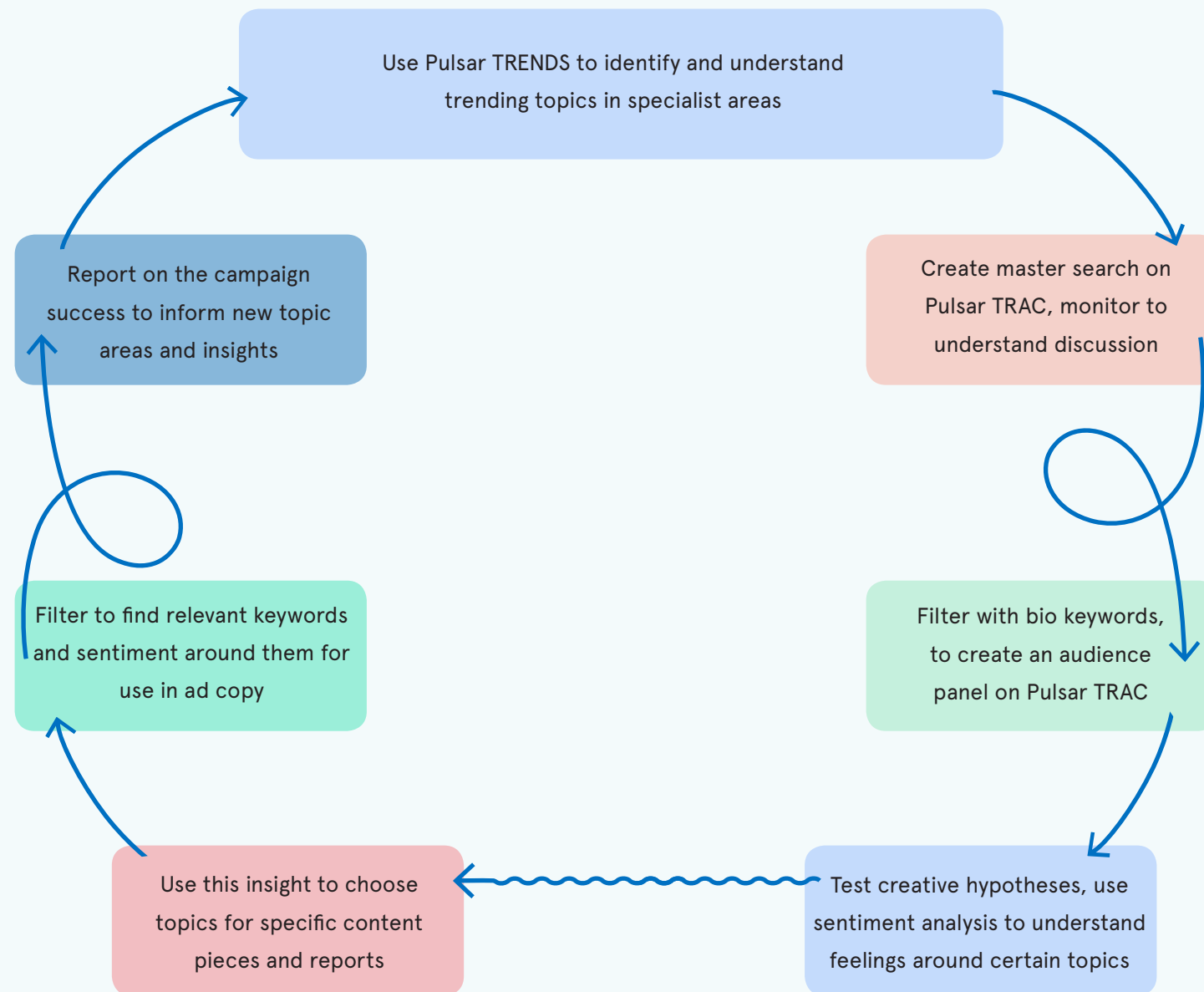
Two topics in the report were artificial intelligence and the ethical usage of data, so the Raconteur team used Pulsar TRENDS to find discussions of ethical business and AI in relation to CFOs, then entered the search to find other keywords being discussed in the CFOs' recent posts, filtering for keywords related to technology, change and transformation in particular, as well as looking into the spikes in the sentiment analysis to inform the ad copy.

A solid understanding of audience sentiment then informed the LinkedIn ad campaign and resulted in Raconteur meeting the client target of 110 report downloads from CFOs in European companies with over 1,000 employees.

As a result, Raconteur had a highly successful campaign which they could take as evidence of whether content had resonated with the appointed CFO audience. This could then be built on when creating relevant content for future reports.

The content creation workflow

Understanding and creating highly relevant content for specific target audiences





RACONTEUR



"Pulsar has revolutionised the way I do my job.

"Whereas a marketing agency has years to get to know their target audience – I normally have a morning. Clients want to target business decision makers across all industries, from manufacturing CEOs to marketing directors in healthcare. Now I can get to know them instantly; their fears, what they feel optimistic about, and what they consider to be the biggest challenges facing their industry.

"When a world-leading enterprise payments company wanted to target CFOs, it took moments in TRAC to find out that they were worried about the future of their sector. I used this invaluable learning to underscore our advertising campaigns, making sure we grabbed CFOs' attention by knowing what mattered to them.

"We also use the TRENDS dashboard to give clients extra confidence in the content we create. Pulsar helps us know for sure that the topics we feature are exactly those which occupy the thoughts of our audience."



**Contact Pulsar
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