sysomos

# UNCOVERING YOUR BRAND IN SOCIAL MEDIA IMAGES

Visual Listening Guide

sysomos

# 01 | VISUAL CONTENT IS HERE TO STAY

With the rapid rise of personal photography (everyone's an expert when they have a smartphone), constant video capture and the proliferation of social networking, we're reclaiming a sense of community through shared snapshots of our lives. And this is no phase; visual content is here to stay.

Online visual content isn't just gaining momentum; it's already a force to be reckoned with. According to Mary Meeker's 2016 Internet Trends Report, people share and upload over 3 billion visual posts on social media every day (Cisco)!

sysomos

# Visual content has taken over our social media feeds:

**63%**
of social media is made up of images

**54%**
of all Internet users have posted an original photo or video that they personally have created

**94%**
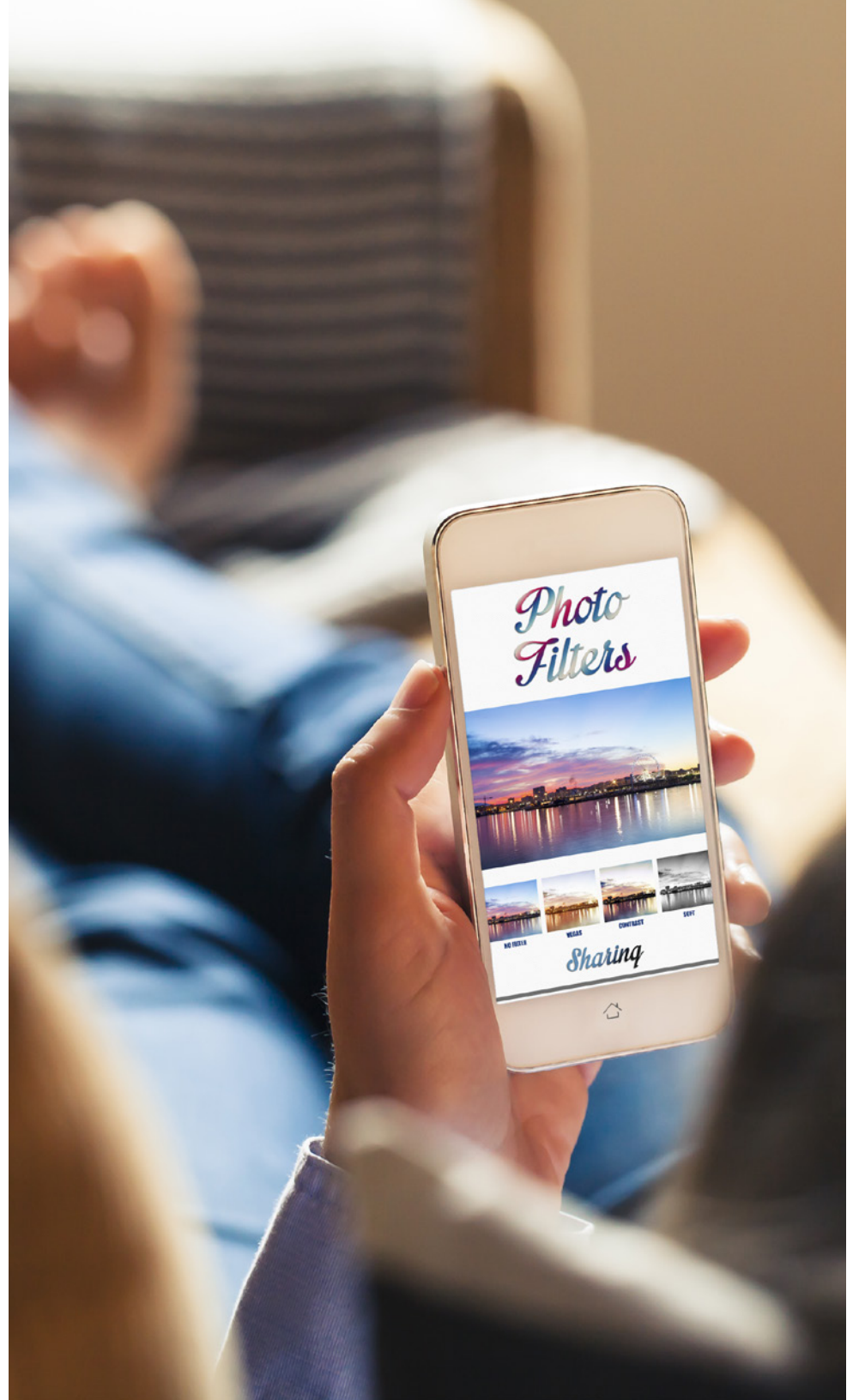Content with images get 94% more views than content without

**80%**
Research has found that colored visuals increase people's willingness to read a piece of content by 80%

**71%**
of online marketers use visual assets in their social media marketing

sysomos

While the demand for unique and engaging social content has never been greater, it's also never been easier for users to pick and choose relevant content.

**Recent eye-tracking studies have shown that online readers pay close attention to information carrying messages and when the images are relevant, readers spend more time looking at the images then they do reading text on the page (INNGroup).**

As explained by Forrester analyst Allison Smith states, "in social media, content is king—and the king of content is the image. The sentiment is more than a quotable idea; it's also reinforced by hard facts:

## 40x

Visual content is more than 40 times more likely to get shared on social media than other types of content (Buffer)

## 2.3x

Facebook posts with images see 2.3 times more engagement than those without images (BuzzSumo)

## 2m

More than 200 million monthly users on Instagram and more than 40 million on Pinterest (Forrester 2014) use visuals to find and shop for products (55 percent of Pinterest users in fact – 2016 Internet Trends) and share their thoughts and opinions

sysomos

5

> **In social media, content is king - and the king of content is the image**

sysomos

# In this visual listening guide, you'll come away with several takeaways including:

The value of visual brand intelligence and the necessity of seeing one's customers in context

The three types of visual brand mentions

The challenge of sifting through billions of images, and how visual social analytics tools can help

How departments across your company can benefit from visual social analytics

The future of visual brand intelligence

As marketers working on either the brand or agency side, it's important to keep in mind that content may only appear on someone's scrolling screen for a brief period of time. That means that the right visuals targeted at the right people are critical to engaging the consumer.

A study by MIT researchers found that **the human brain can process entire images in as little as 13 milliseconds (MIT)**. Not only do people see the images they scroll past, but they have the capacity to understand them and connect them nearly instantly back to their own experiences. This is immensely powerful when it comes to gaining the attention of distracted, multi-tasking, multi-screen social media users.

sysomos

# 02 | A PICTURE IS WORTH A THOUSAND DATA POINTS

As the adoption of visual content increases across all ages and social platforms, brands have a new view into consumer sentiment, content/ brand successes and shortcomings. To miss this data is to miss out on rich insights including: customer preferences, shared affinities, consumer demographics, trends among consumer interests, locations, and experiences among other data points.

On top of this, the social media data available with visual content can be very different than text-based content. The way that shares, likes, comments, views and other metrics are distributed can differ from what marketers might be used to seeing with text-based content. In addition, with significantly more variations like photos, memes, slides, animations, gifs and video, visual content provides us with an infinite number of data points and business insights.

🗨 sysomos

# Listening vs. Seeing and Visual Brand Intelligence

Today's social media requires brands and agencies to think of their audiences' photos and videos as potential brand billboards. However, unlike a billboard, we have limited control over how our story is being shared.

**Often, we're not even aware of what story is being told about us and why.**

We spend countless hours and dollars on text analytics to understand what customers are saying about our products and services; but we have not yet shifted our strategy to measure the visual phenomenon already driving consumer behavior. With approximately 80 percent of the images shared on social media with one or more logos not directly referring to the brand in the related text (hashtag, captions, comments), companies are missing readily available data that is critical to understanding important affinities, preferences, expressions and customer experiences (Altimeter Group).

As Allison Smith suggests, capturing captions is not enough, "Imagine seeing that an influencer was getting dozens or more likes but not being able to see what was causing the fervor." Without knowing the full story, brands could be missing organic opportunities to engage with influential brand advocates.

**Not only must we 'listen' to the customer. We must now 'see' them too.**

Rather than just capturing a glimpse of a thought or idea shared with a limited number of characters, visual brand intelligence recognizes the capacity of an image or video to tell the whole story beyond what's being explicitly said. As such, visual data that includes visual brand intelligence is a virtual gold mine of information for marketers and agencies to understand consumer behavior affinities, dislikes, demographics, expressions, etc. in an unprecedented way.

sysomos

# 03 | DO YOU SEE WHAT THEY SEE

**There are three main types of visual mentions brands can view to better understand their visual identity:**

**1** Brand or product mention: Simple, user-generated images containing a brand's logo or product as the primary visual. This type of image does not mention a brand directly, but rather shows a product that directly relates to the brand. For example a purpose shot image of a bottle of Coca-Cola.

**2** Product in context: An image supported by ambiguous text that focuses on the brand or product and its use. Without context from the image, it would be impossible to know what the consumer is posting about. For example, a customer drinking a Coca-Cola with the text, "yum."

**3** Consumer in context: This type of image provides insight specifically about the consumer, showing an individual or group using the brand or product, or in connection with a life event. For example, wedding Coca-Cola bottle on a table during a tailgating event.



sysomos

# 04 | WITH NEW OPPORTUNITY COMES NEW CHALLENGES

With the growth of social channels that are increasingly designed around sharing visuals, companies have more content (particularly user-generated or "UGC") than ever before to monitor, discover and dissect. Despite advancements in user interfaces to make viewing visual content quicker, the ability to manually parse and analyze all relevant real-time content has become nearly impossible. With three billion visual posts made every day, social media teams would have to be the size of a large country to manually make sense of it all! Large enterprise brands alone can experience hundreds of thousands of visual mentions on a single day.

And, while automation technology is rapidly advancing, being able to automatically identify, contextualize and classify all objects shared on social is still very challenging:
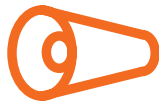
Today's visual listening software must contend with billions of images and videos to uncover both the best, and most influential posts

$ $ $

Software must contend with paid amplification of posts

Software must uncover themes and patterns common across content

sysomos

# Terms to Know

**Visual social analytics:**
Overarching analysis of the images and videos shared on social media, including accompanying captions, hashtags and comments.

**Visual brand intelligence:**
Specialized software tools that identify and analyze image-based brand references shared on social media platforms. These images often do not include searchable text references, such as hashtags, company names or product names in the caption. Images may include full or partial brand logos, products and/or contextual evidence.

**Currently, we're limited to the labor-intensive process of manually training software to look for objects, and we're only just entering the age where software can begin to teach itself and grow off past identification, both correct and incorrect.**

# 05 | SEE THE FULL PICTURE WITH VISUAL SOCIAL ANALYTICS

As explained by analyst Allison Smith, "social content has reached a point that to be missing images is to be missing the conversation… consumers who communicate with brands using images instead of words bring new context about themselves, about products, and about their experiences to the brand."

Luckily, with visual social analytics tools, you'll never miss the conversation.

Social media never sleeps, and using visual data helps you discover opportunities, manage risks and engage your community in real-time.

**Discover opportunities:** Visual social analytics enable you to quickly find images of your brand, and the context in which they exist in the social landscape. This helps to identify and monitor your brand's top influencers and advocates - those who you can work with to further share your message.

**Manage risks:** Visual data can be used to identify and manage risks from frustrated customers, aggressive competitors and emerging online influencers.

**Engage your community:** Using rich image recognition and visual analytics, you can quickly build your community through managed photo campaigns.

sysomos

13

# 06 | CROSS-DEPARTMENT SUCCESS

Visual social analytics provides visual brand intelligence not just to support marketing teams, but also to inform decisions across an organization. Visual recognition technology provides an understanding of how a brand/product/service is used and viewed by customers, prospective customers and competitors. Not only does it allow us to understand the current landscape, it provides a foundation for data-driven, forward-thinking decision making.

**Don't just take our word for it. Here's how visual social analytics can help different departments dig for undiscovered visual data:**

sysomos

# Marketing Department

## Creating trust and loyalty with UGC

### The Need

While it's certainly sad, it's true: us as brands, we've lost our consumer street cred. Studies show that although 67 percent of consumers trust product or service recommendations from their friends, peers, experts, and a brand's own customers on third-party review sites; only 19 percent of consumers trust a brand's owned social content (Forrester 2014). We must gain back this trust by leveraging authentic UGC to increase consumer engagement, grow brand loyalty and share our story through trusted voices.

Unfortunately, however, as every marketer knows, sourcing credible, unique, and on-brand UGC can be daunting.

**67%**

sysomos
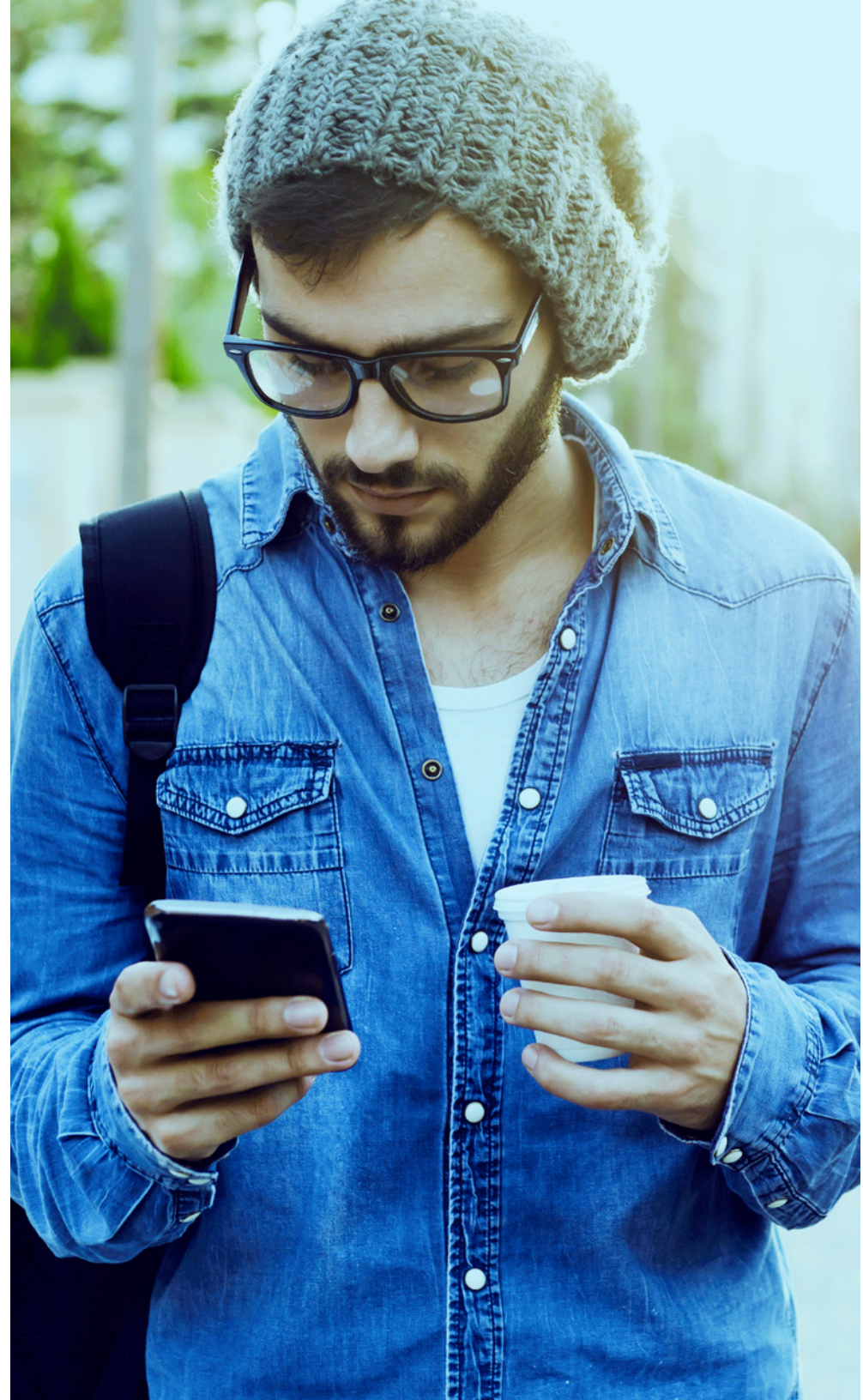
## The Solution

In addition to providing visual brand intelligence, visual social analytics empower marketing teams to communicate not to or at their social community but with them. By integrating visual brand intelligence with native publishing capabilities visual social analytics allows marketers to uncover relevant UGC and connect directly with users for permission to republish it on a brand's marketing and social channels.

Not only does visual social analytics reduce the heavy lift of marketing teams by delivering a choice of top UGC right to their inboxes, it enables them to provide a positive brand experience to the individual who shared the UGC. In addition to often being free, by using, posting and sharing UGC, brands generate a sense of authenticity, personality and transparency not often felt from corporate-created campaigns.

sysomos

# Sales Department

## Connecting with new and existing customers

### The Need

Hear it loud and clear: the power of visual imagery and its relationship with sales should not be underestimated. In today's world, for sales departments to better understand the customer, their habits, preferences and how best to connect with them, brands must be acutely aware of their customers' consumption and posting habits. In 2015, Forbes found that 65 percent of executives visited a vendor's site after watching a video. Even Adobe found that shoppers who view videos related to a product are 1.81 times more likely to purchase a product than non-viewers.

**sysomos**

## The Solution

Visual social analytics helps sales teams by using visual brand intelligence to find customers whose brand-relevant posts frequently have high volumes of engagement and shares. It then digs even deeper to uncover potential influencers who regularly share content about a brand, but aren't following its social platforms. These groups present ongoing opportunities for relationship and partnership building and for the generation of future leads. Teams can also look to visual social analytics to identify the best strategy for cross-branding and sales. Users can cross-reference multiple brand images and logos to surface visuals that include both. Confused? Here's an example: if our search for both a soda brand and hotel pulled high-performing UGC across influential profiles, it may inspire a potential partnership.

sysomos

# Customer Care

## Understanding the customer experience and customer satisfaction

### The Need

As shared by Allison Smith, consumers are flocking to visual social networks in greater numbers every day — they're more engaged on these channels than on traditional media. Or as she simply put it: "to ignore images is to ignore customers." While many companies rely on social media monitoring to keep afloat, by only tracking direct mentions and hashtags, they're unknowingly working with limited information.

sysomos

## The Solution

Visual social analytics goes beyond brand captions and mentions to capture, filter and analyze all video images that are relevant to a brand. Visual social analytics uses recognition of product placement with a facial expression to indicate consumer sentiment about a product, brand, flavor or other signifiers. Is someone smiling when they're using your product? Are men and women reacting to your brand differently?

Believe it or not, challenges with a product can be identified through visual data. For example, visual social analytics can reveal if a new soft drink bottle isn't fitting within a standard car's cup holder or if a product is constantly breaking, chipping, etc.

But understanding the customer journey doesn't end there. Visual brand intelligence can be used to surface new insights for:

**Event branding:**

Are there particular events where a brand or product continues to show up? Where are your sponsorship opportunities: music festivals, sporting events or fashion shows?

**Production options:**

Is there a way to modify a product to encourage more use in certain situations? Does it have to be lighter for travel? Warmer for winter? Made kid-friendly?

**Audience targeting:**

Is there a particular untapped demographic that frequently shows up with your brand or product? Who are they with? What are they doing?

Visual social analytics provide companies deep insights about the customer experience to influence future strategy, decisions and branding choices that lead to smarter, faster business development and growth. Now, who doesn't like that?

**sysomos**

# Communications or Risk Management Departments

## Identify dissatisfaction and negative content before it reaches crisis levels

### The Need

The rise of social media and consumer visual storytelling and sharing requires brands to drastically step-up their issues management game.

One negative tweet from an influential handle can rally additional brand negativity to become a trending topic in a matter of minutes. An Instagram post featuring a product alongside an off-brand celebrity can cause customers to stir. Or a picture of an employee's negative behavior can become the next viral sensation.

sysomos

## The Solution

To support a brand's crisis management strategy, visual social analytics uses visual brand intelligence that lets brands proactively monitor all social media conversations around products in real time to identify potential crises, growing positive or negative conversations across services, employees, customer experiences, and more.

Additionally, visual social analytics also helps brands monitor for trademark and copyright infringement, like if a logo is being used improperly or without permission, and surface fraudulent or defamatory content.

**sysomos**

# How do visual social analytics tools like Sysomos actually work?

Using deep learning algorithms, our analytics tools learn images through discovery of simple consistencies across many or all images, such as curves or lines. Taken together, these regularities form high-level concepts like logos, objects, food or emoticons. Cool, right?

Ultimately, the case for visual brand intelligence rests on the basic premises that imagery captures longer attention spans, garners deeper engagement and longer recall than text. With millions of people posting, engaging and sharing on social media every minute of every day, Sysomos discovers critical insights for every brand across many platforms.



sysomos

# 07 | THE FUTURE OF VISUAL BRAND INTELLIGENCE

Times have changed, storytelling has changed, and of course social media is the latest to change as it moves more and more towards visual content. For marketers, embracing change is the only option; while those old decks, quotes and stats about social strategy are still important, now it's just as much about your visual social strategy.

No longer is there a need to justify the reason for using social media. All credible companies have at least a Twitter handle. Social is now an ingrained (if not key) part of any strategy, whether marketing, advertising, PR, corporate, sales, crisis, customer care, etc.

Our customers communicate in ways that are constantly changing, and the tools we use to effectively monitor, analyze and predict their evolving behavior must keep up. As image technology is new to the market, the tools currently available focus primarily on recognizing the content of the images shared on social, rather than analyzing their context.

In the future, the next wave will be visual and predictive: seeing is (and will continue to be) the new listening.

With visual social analytics tools like Sysomos, however, the future is now. Sysomos utilizes powerful image recognition technology to analyze images and identify when your logo or product appears (even without mentions or hashtags) so you can understand the full context in which your customers are using your product and often representing your brand.

Visual brand intelligence is here to stay. Not only does it help us to understand the stories shared about our brand today, it also develops predictive insights for future campaigns, influencer engagement, issues and activities. "The opportunity for organizations to make sense of images isn't just about recognition and analysis, however," says Susan Etlinger, analyst, Altimeter Group. "It's about image intelligence - the ability to detect and analyze images, develop predictive models based upon them, and use these models in context with other data sources to forecast and act on emerging trends, develop business cases, detect and mitigate a crisis, and a host of other uses."

Like they say, a picture is worth a thousand words.

**sysomos**

Sysomos is a unified, insights-driven social platform that empowers marketers to easily manage earned, owned, and paid media at scale.

SEARCH      DISCOVER      LISTEN

PUBLISH      ENGAGE      ANALYZE

Powerful stand-alone apps; even better when used together

**sysomos.com**