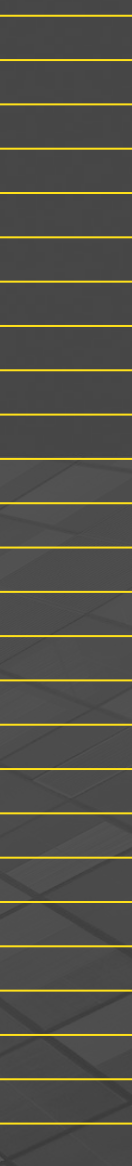




How to power your brand's social media influence with market research

July 2023
Momentive



Nice to meet you!



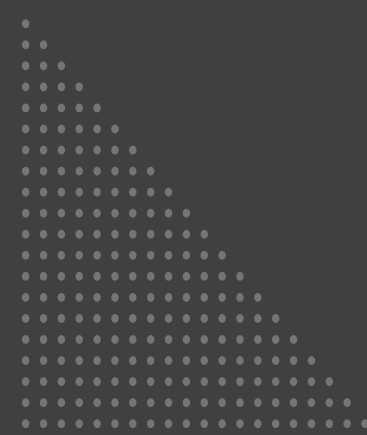
Liwen Xu

Product Marketing Manager
Momentive (SurveyMonkey)



Nancee Halpin

Senior Solutions Engineer
Momentive (SurveyMonkey)



Agenda



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Brand relationships and social media

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The value of your brand

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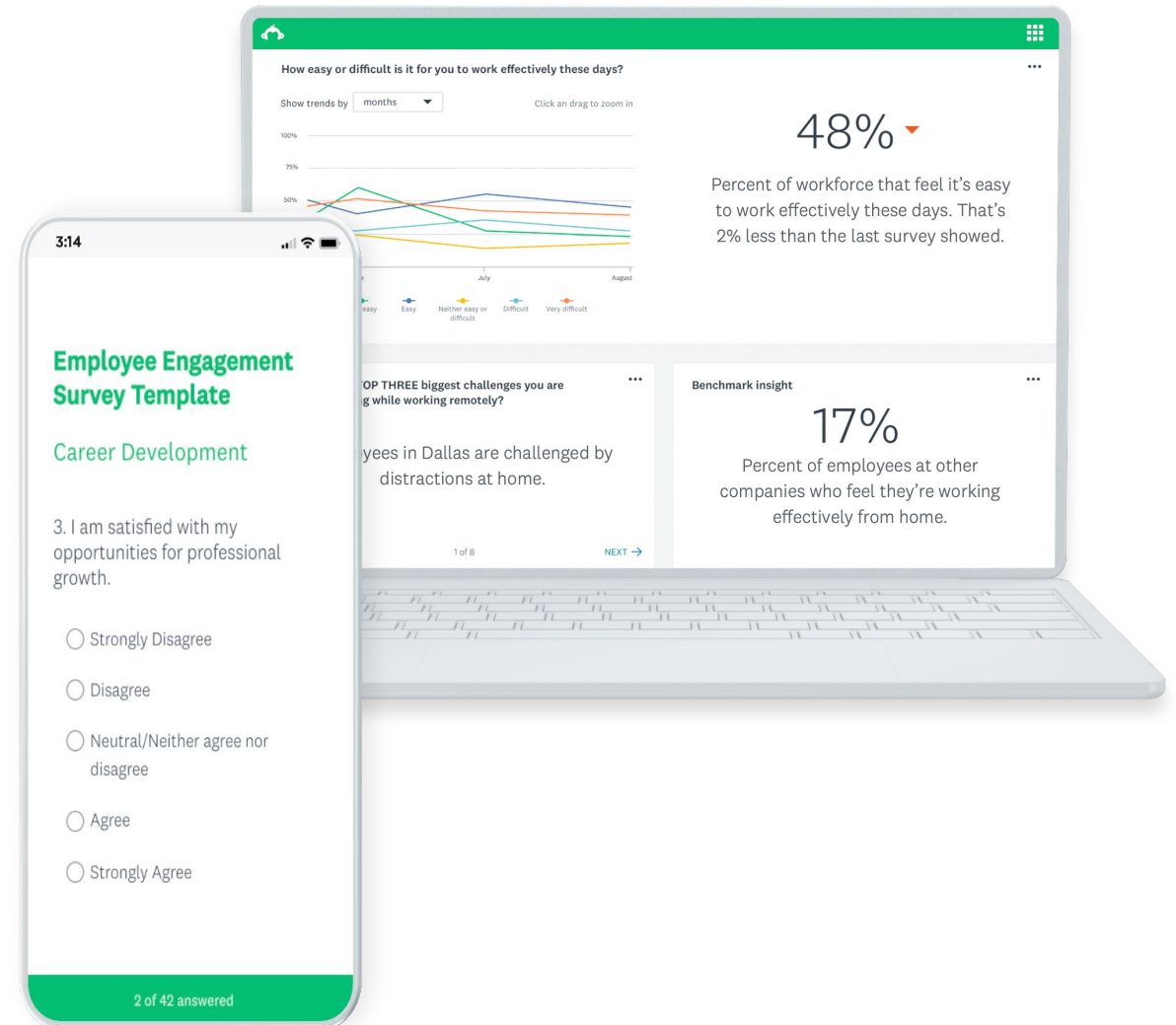
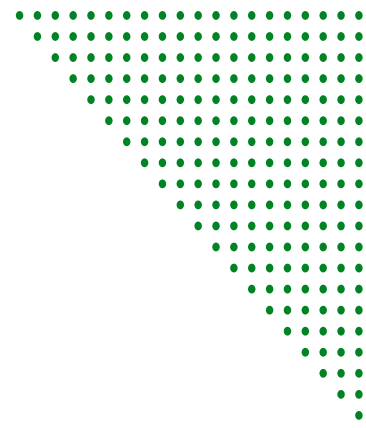
05

How market research can power your social media strategy

06

Key takeaways

You likely
already know
us as the
maker of
SurveyMonkey



Momentive is a leader in agile insights and experience management



**Market
Insights**



**Brand
Insights**



**Customer
Experience**



**Product
Experience**



**Employee
Experience**

Insights at immense scale

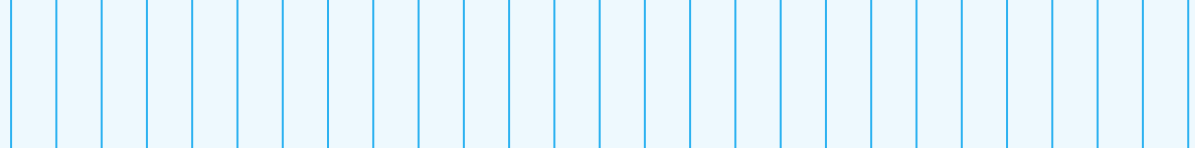
98%
Of the
Fortune 500

2.2M
Daily
responses

55B+
Answered
questions

175M+
Global
panelists





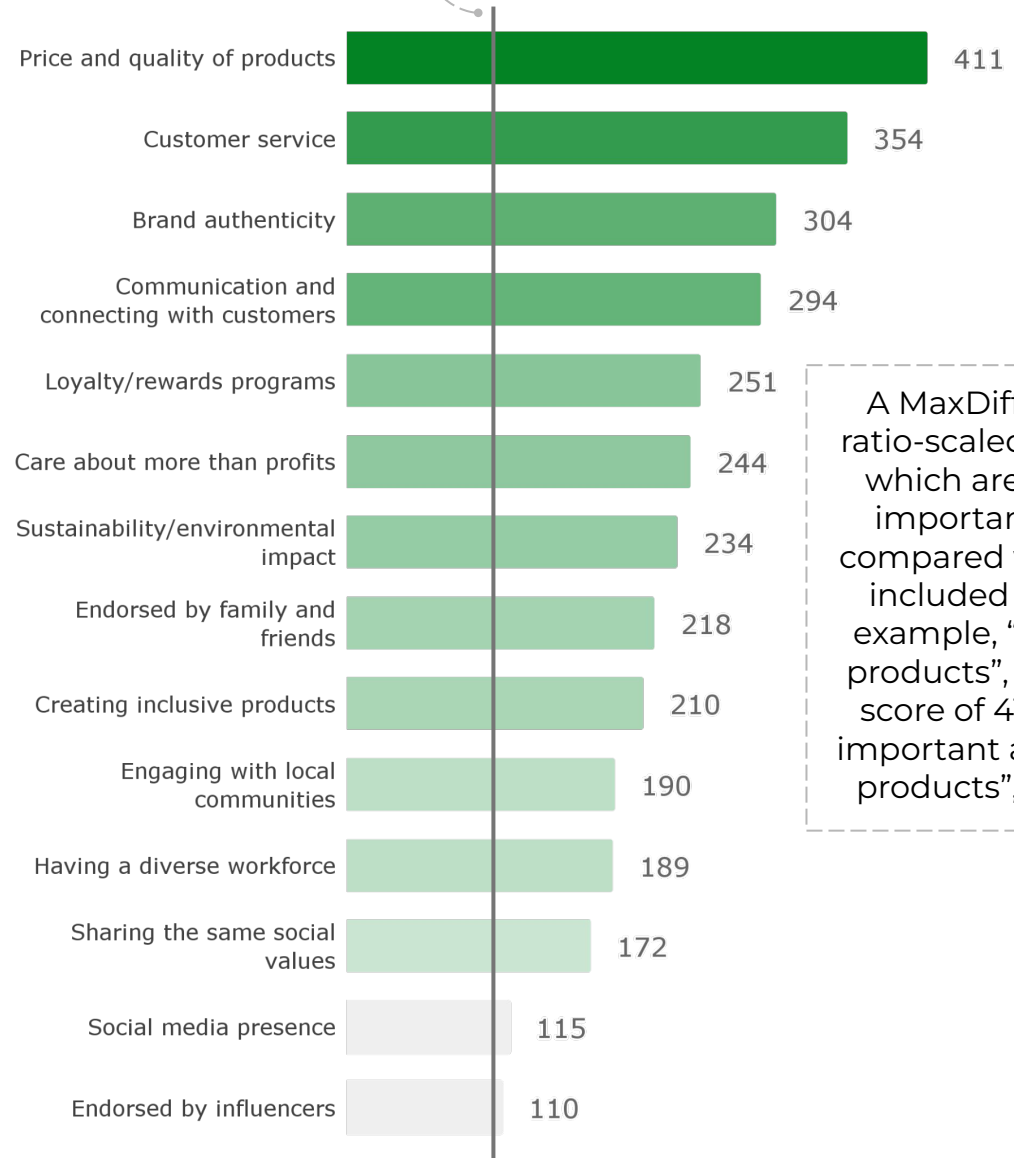
Brand relationships & social media

Price and quality of products, customer service, and brand authenticity are 3x as important as having a social media presence or an influencer's endorsement.

However, social media continues to play a role in connecting audiences with brands.

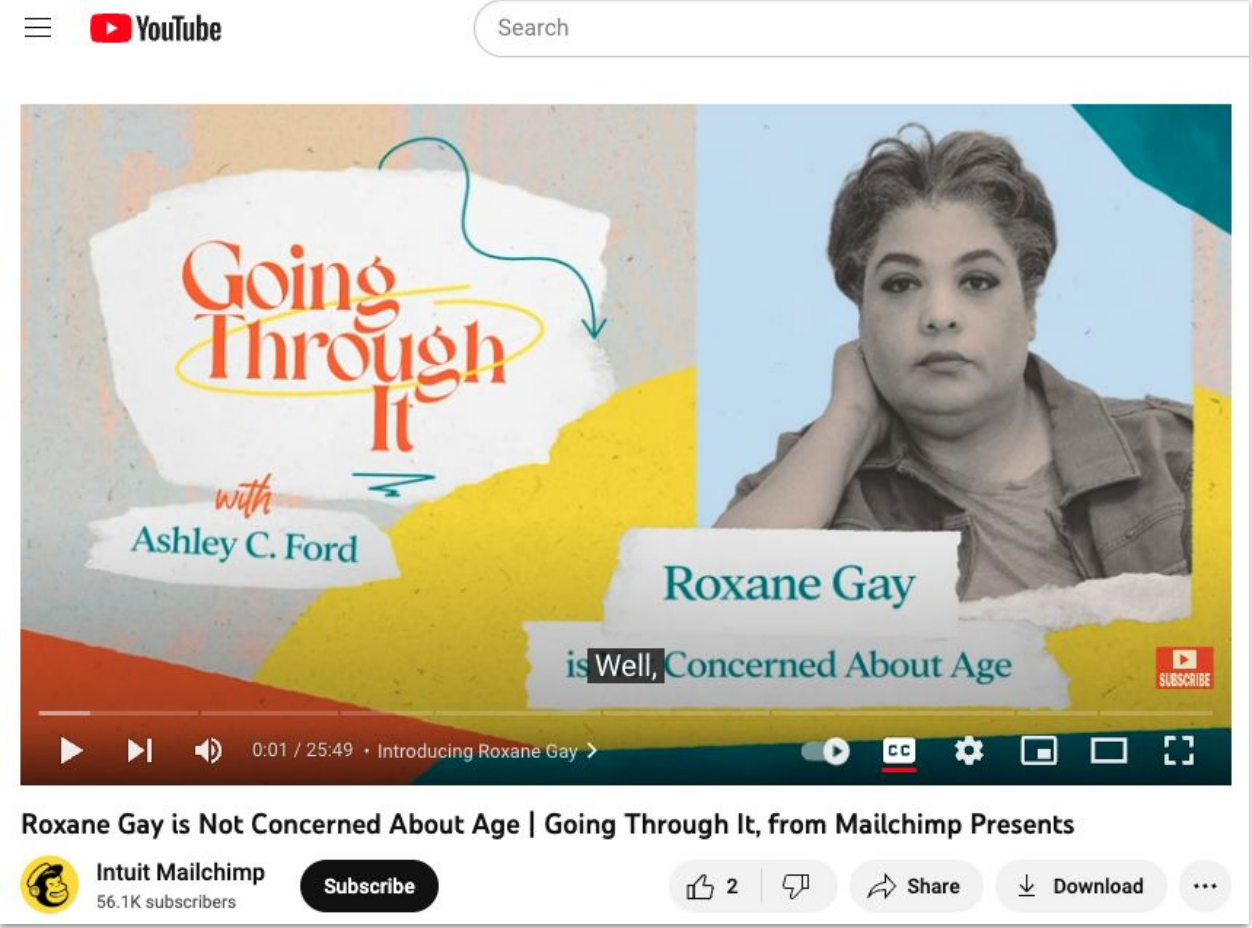
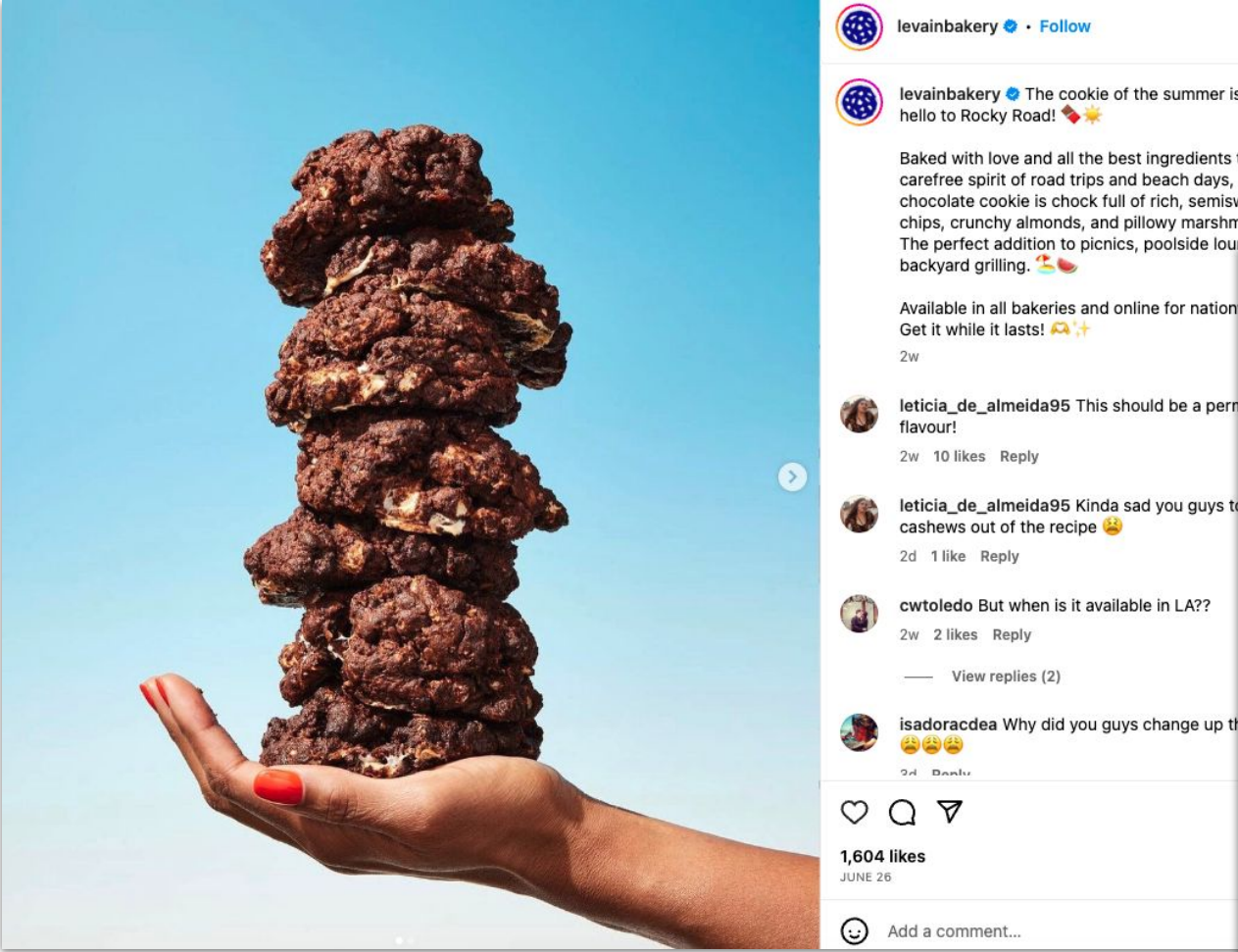
When it comes to your relationship with a brand, what is MOST and LEAST important to you?

Importance threshold: attributes with importance scores higher than this threshold of 100 are important to consumers; scores lower than 100 are not important. In this analysis, all attributes are perceived as important by consumers overall (with scores above 100).



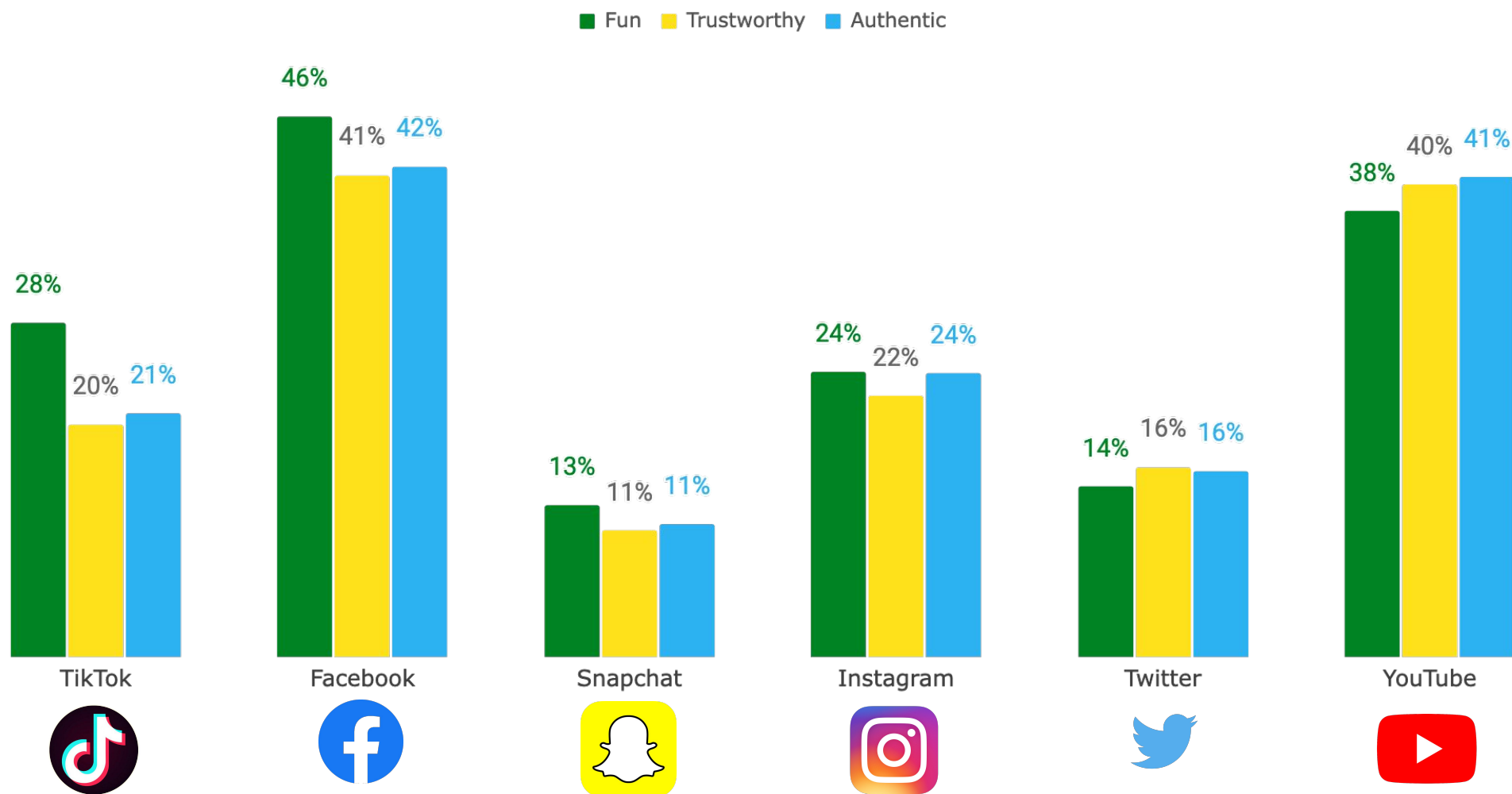
A MaxDiff analysis produces ratio-scaled importance scores, which are a measure of how important each attribute is compared with all other factors included in the analysis. For example, “price and quality of products”, with an importance score of 411, is nearly twice as important as “creating inclusive products”, with a score of 210.

Brands can use social media to communicate with their audiences about new offerings and build a relationship with them



Americans view brand content on TikTok and Facebook as more fun than trustworthy or authentic

Do you view a brand's content or posts to be more [FUN/TRUSTWORTHY/AUTHENTIC] when posted on any of the following social media platforms?
(among total)



N = 2,631; February 10-11, 2023; U.S. Adults 18+

Q: Do you view a brand's content or posts to be more FUN when posted on any of the following social media platforms?

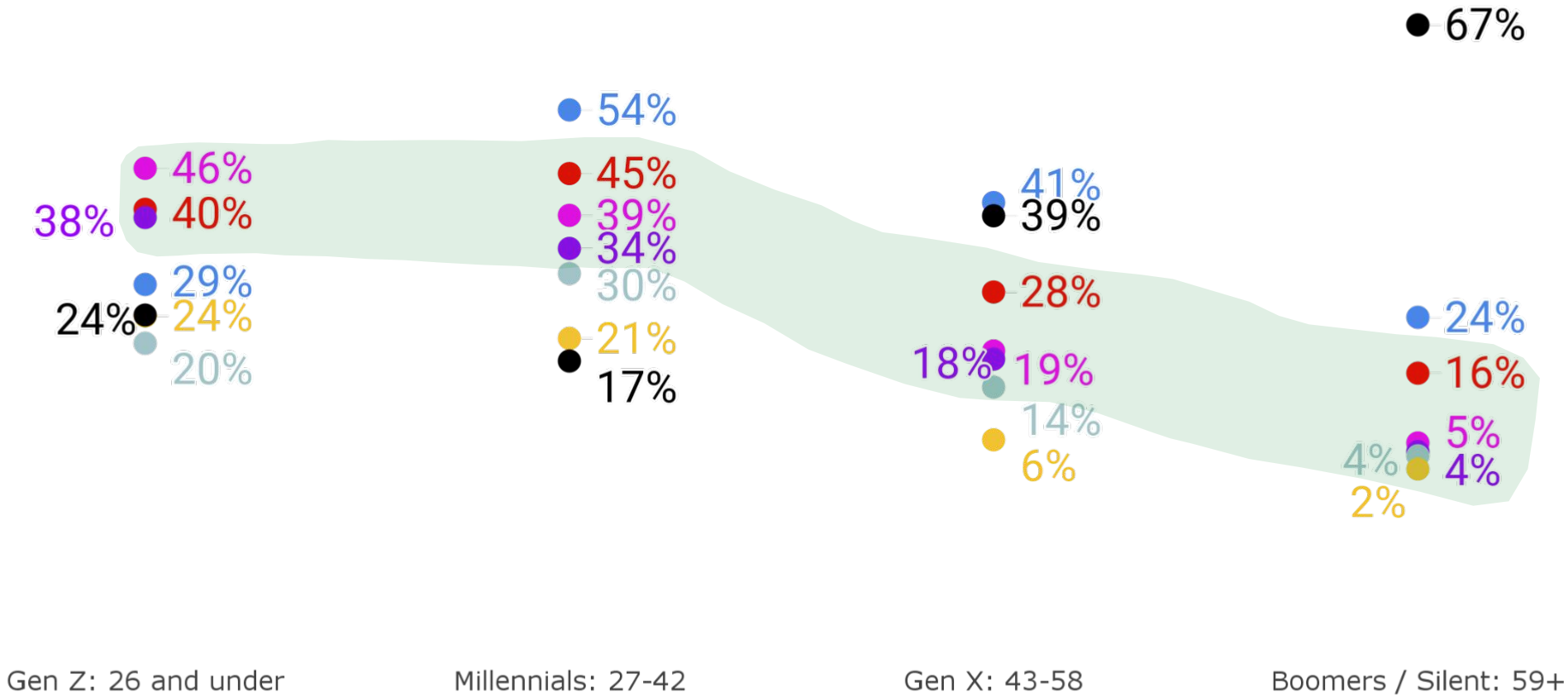
Q: Do you view a brand's content or posts to be more TRUSTWORTHY when posted on any of the following social media platforms?

Q: Do you view a brand's content or posts to be more AUTHENTIC when posted on any of the following social media platforms?

YouTube, Instagram, and TikTok are the leading platforms for brands to connect with Gen Z and Millennials, while Facebook falls flat among Gen Z

Do you follow any brands or companies on any of the following social media platforms?

● Facebook ● YouTube ● Instagram ● TikTok ● Twitter ● Snapchat ● I do not follow any brands/companies on social media



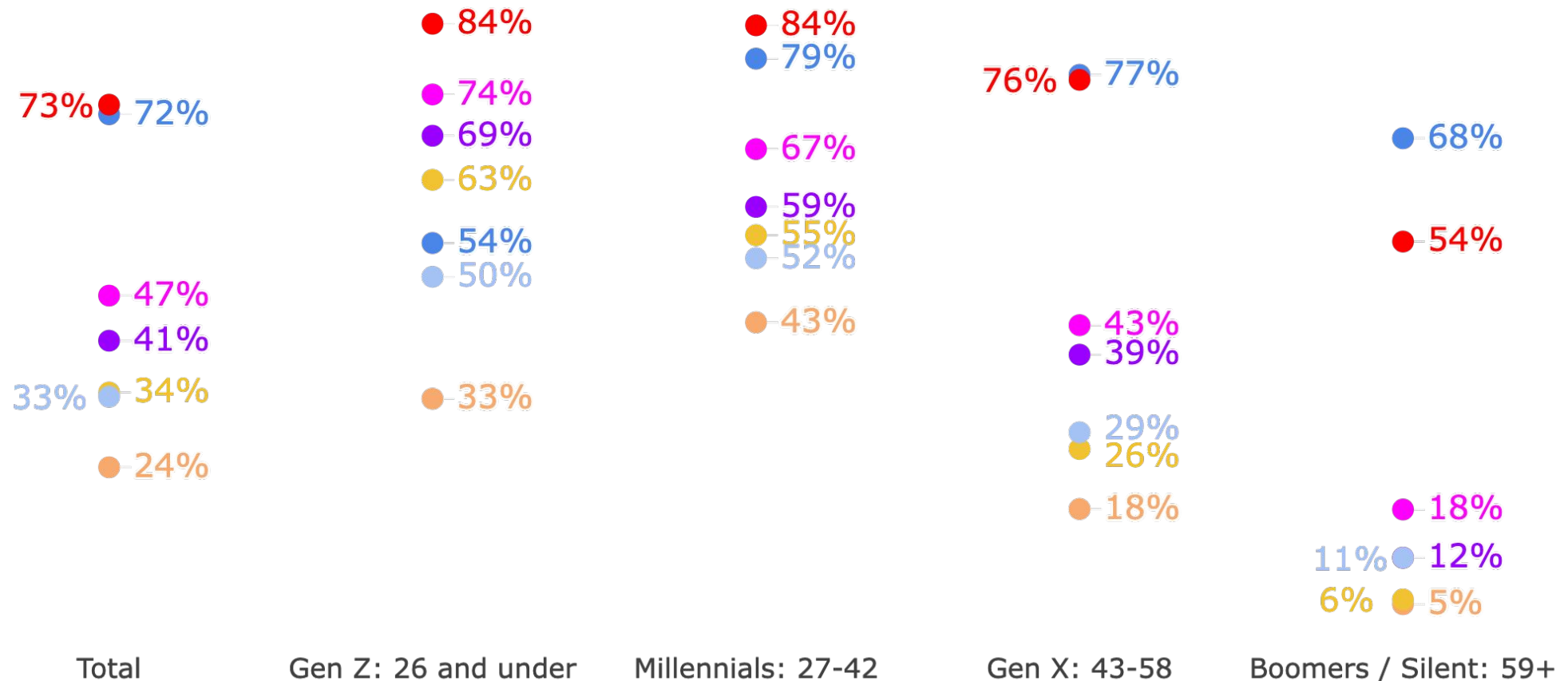
N = 2,631; February 10-11, 2023; U.S. Adults 18+

Q: Do you follow any brands or companies on any of the following social media platforms? (Select all that apply)

YouTube and Facebook are the most popular social media platforms overall, while TikTok and Instagram are among the leading brands for Gen Zers

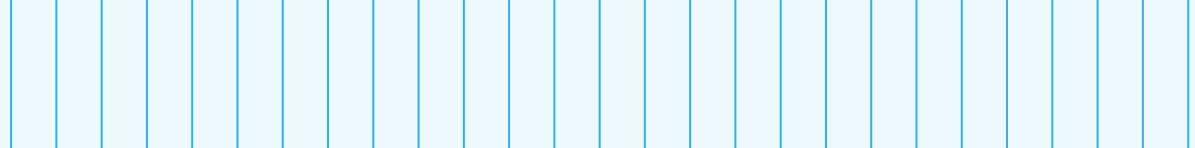
How often do you use each of the following social media platforms?
 (% use several times a week or more often)

● Facebook ● Instagram ● Reddit ● Snapchat ● TikTok ● Twitter ● YouTube



N = 2,631; February 10-11, 2023; U.S. Adults 18+

Q: Do you follow any brands or companies on any of the following social media platforms? (Select all that apply)



The value of your brand

Three in five Americans say brands are representative of their company's identity

In general, which best describes what you think about companies and their brands?

60%

of Americans say brands represent who a company is

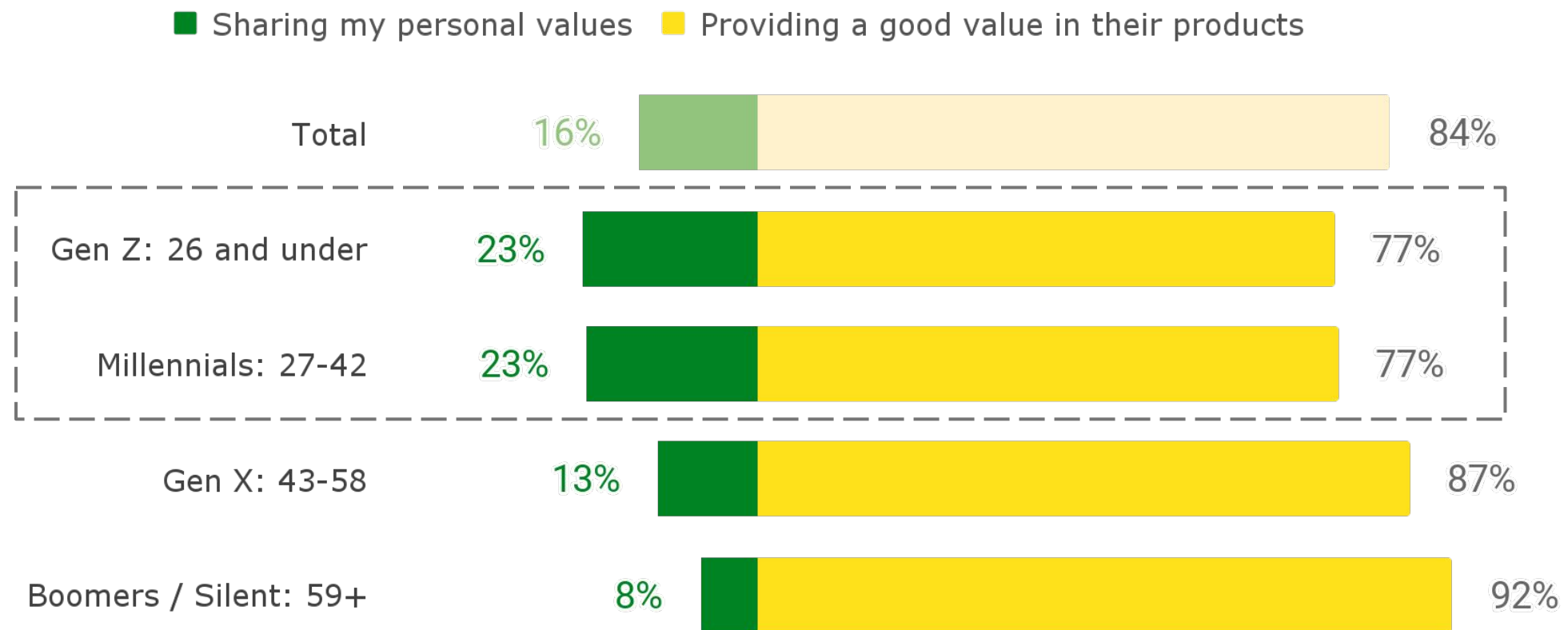
vs.

40%

of Americans say brands represent what a company wants them to think about their brand

Younger generations are more likely to prioritize brands' alignment with their personal beliefs over product value when it comes to purchases

When making a purchase, which is more important to you in a brand?



Gen Zers rely more on social media to discover new brands than any other source, while older generations remain reliant on TV ads and word of mouth

Where do you usually hear about NEW brands?

	Gen Z: 26 and under	Millennials: 27-42	Gen X: 43-58	Boomers / Silent: 59+
Friends and family	40%	49%	50%	56%
TV advertisements	32%	44%	52%	59%
Social media	63%	58%	46%	28%
Search engines (Google, Bing)	31%	38%	35%	31%
Online retail websites	23%	33%	26%	29%
TV shows/films	26%	31%	28%	24%
Online news and blogs	21%	25%	17%	15%
Consumer reviews	17%	21%	14%	19%
Podcasts	17%	15%	8%	5%
Other	2%	2%	3%	4%

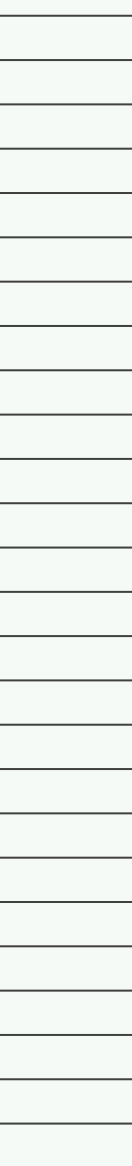
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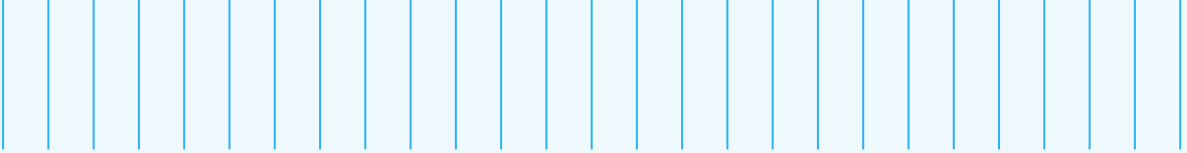
Q: Where do you usually hear about NEW brands? (Select all that apply)



The data is clear: People care about brands and their values, and actively find brands through social media.

Understanding your **core audience's values, brand perceptions, and product experiences** will help make sure that your brand connects with your consumers.





Reaching your audience on social media

Brands can leverage two kinds of social media content to connect with audiences

Owned media

Content that you create and publish to your existing following, such as:

- Posts
- Videos
- Photos
- Tweets
- Stories

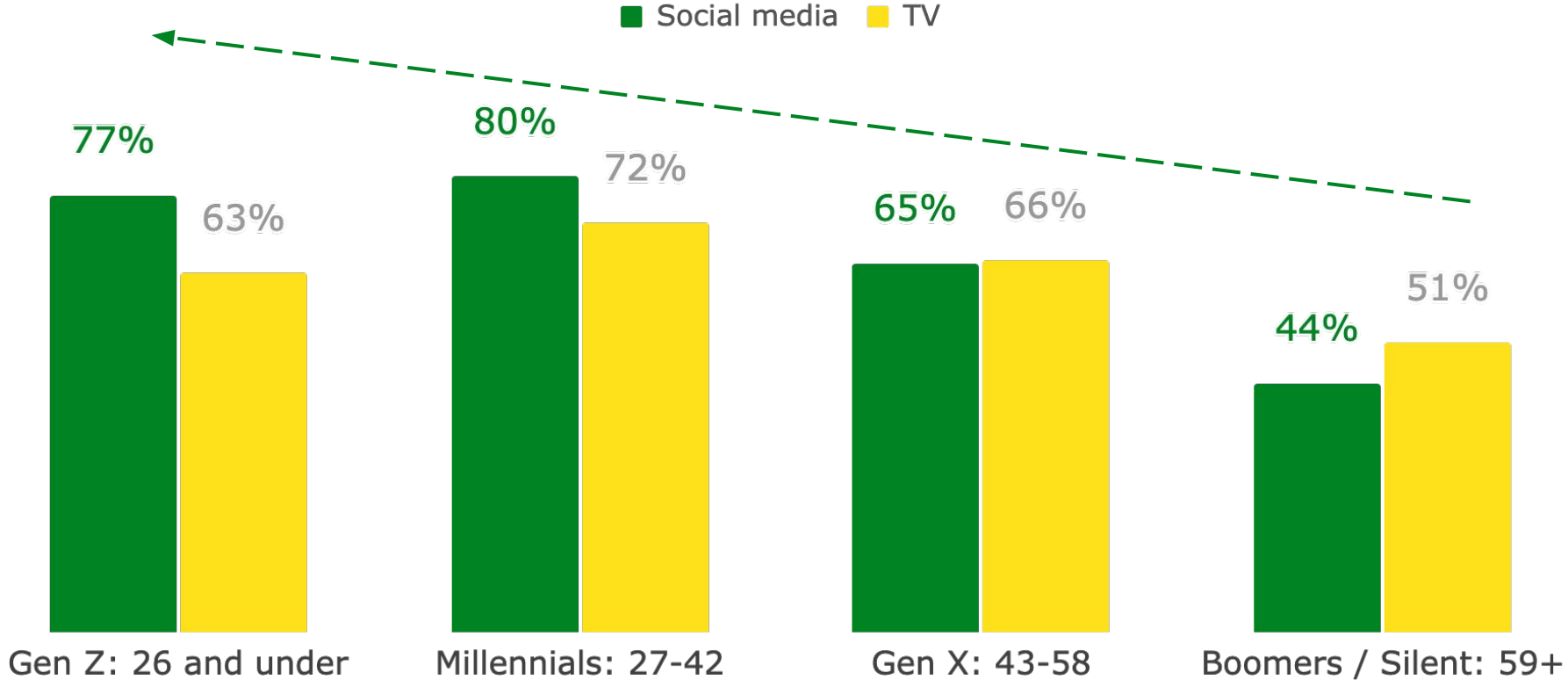
Paid media

Ads that you pay to place in front of audiences, such as:

- Image ads
- Video ads
- Carousel ads
- Sponsored posts
- And more

Nearly two in five Gen Zers (77%) and Millennials (80%) have made a purchase in the last 12 months after seeing an ad for the product on social media

Within the last 12 months, how many times have you purchased a product or service after seeing an ad for it on [TV/social media]?
(% 1 or more times)



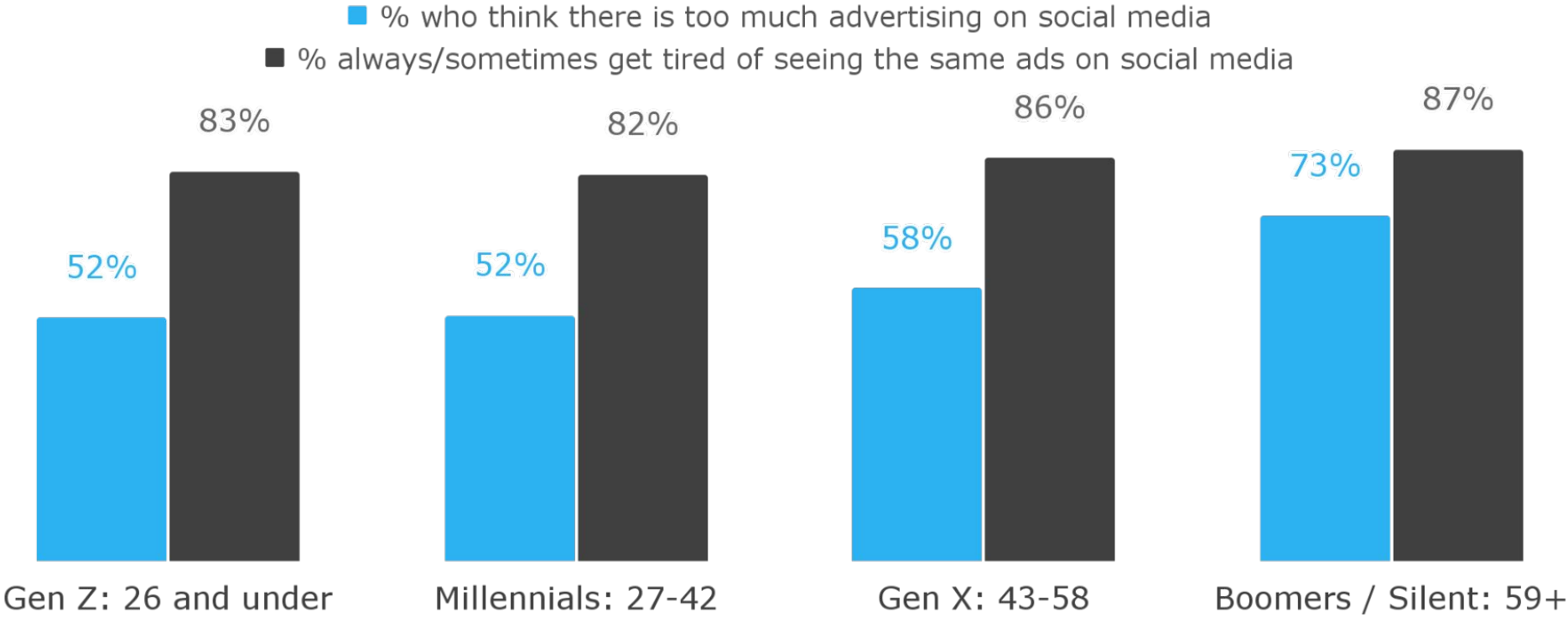
N = 2,631; February 10-11, 2023; U.S. Adults 18+

Q: Within the last 12 months, how many times have you purchased a product or service after seeing an ad for it on TV?

Q: Within the last 12 months, how many times have you purchased a product or service after seeing an ad for it on social media?

Younger generations are more tolerant of ads on social media, but brands risk advertisement fatigue

**Do you think there's too much, too little, or just the right amount of advertising on social media platforms today?
How often do you get tired of seeing the same ads appear on social media?**



N = 2,631; February 10-11, 2023; U.S. Adults 18+

Q: Do you think there's too much, too little, or just the right amount of advertising on social media platforms today?

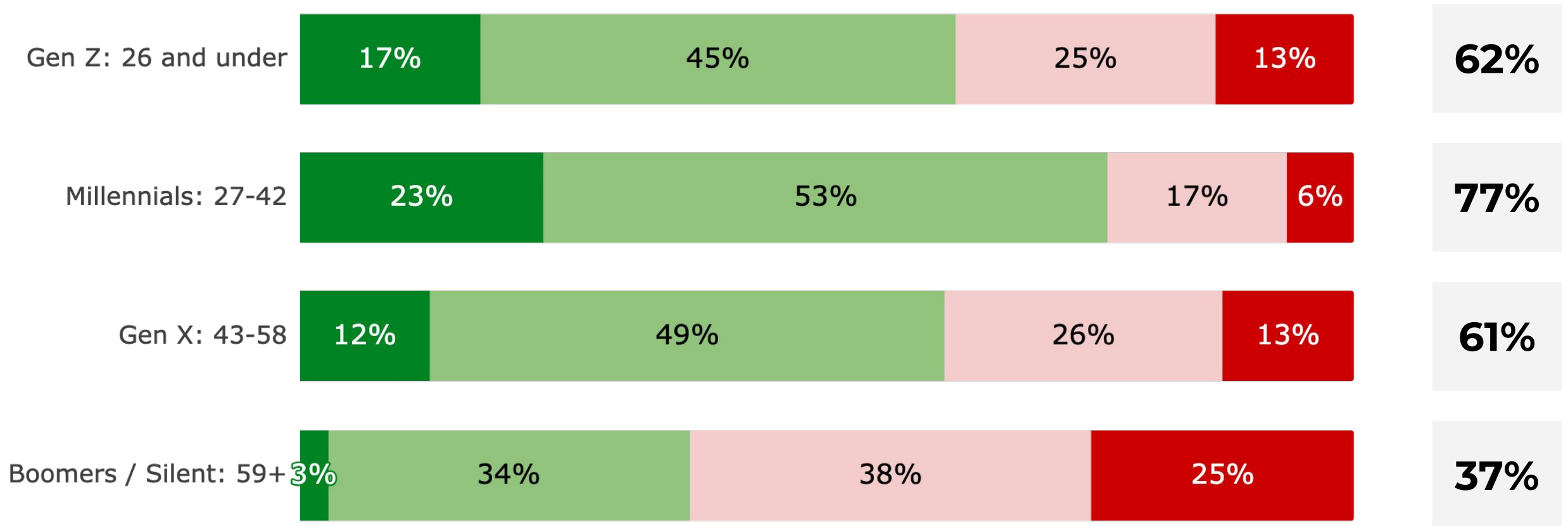
Q: How often do you get tired of seeing the same ads appear on social media?

Millennials are more likely to see ads that are relevant to them (77%), compared with only three in five Gen Z (62%) and Gen X (61%)

Generally speaking, how relevant are the ads that you see on social media?

Very relevant Somewhat relevant Not too relevant Not relevant at all

NET very/
somewhat
relevant





How market research can power your social media strategy

How market research can inform strategy



1

Understand usage and attitudes

- Usage & attitudes study
- Consumer segmentation

2

Gauge perceptions of your brand

- Brand tracker
- Pulse surveys on consumer values

3

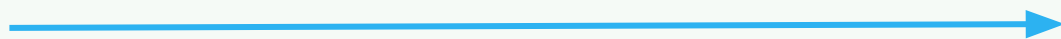
Create compelling marketing strategies

- Brand strategy
- Social media strategy

4

Test your social media concepts

- Ad test
- Video test
- Message test



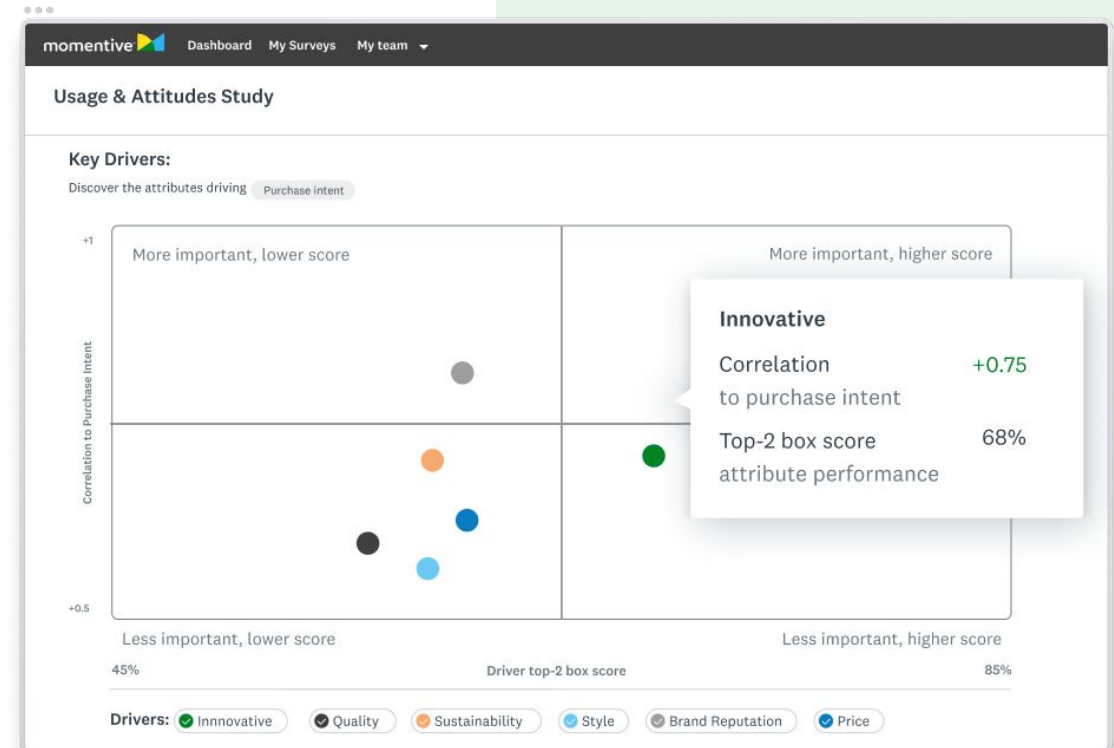


Usage & Attitudes

Identify the attitudes and behaviors of your ideal buyer segments to build better products and optimize your marketing efforts.

How you can use it:

- Identify key consumer segments
- Understand consumer perceptions of your product category
- Gauge usage and habits for your products
- Know what your consumers value



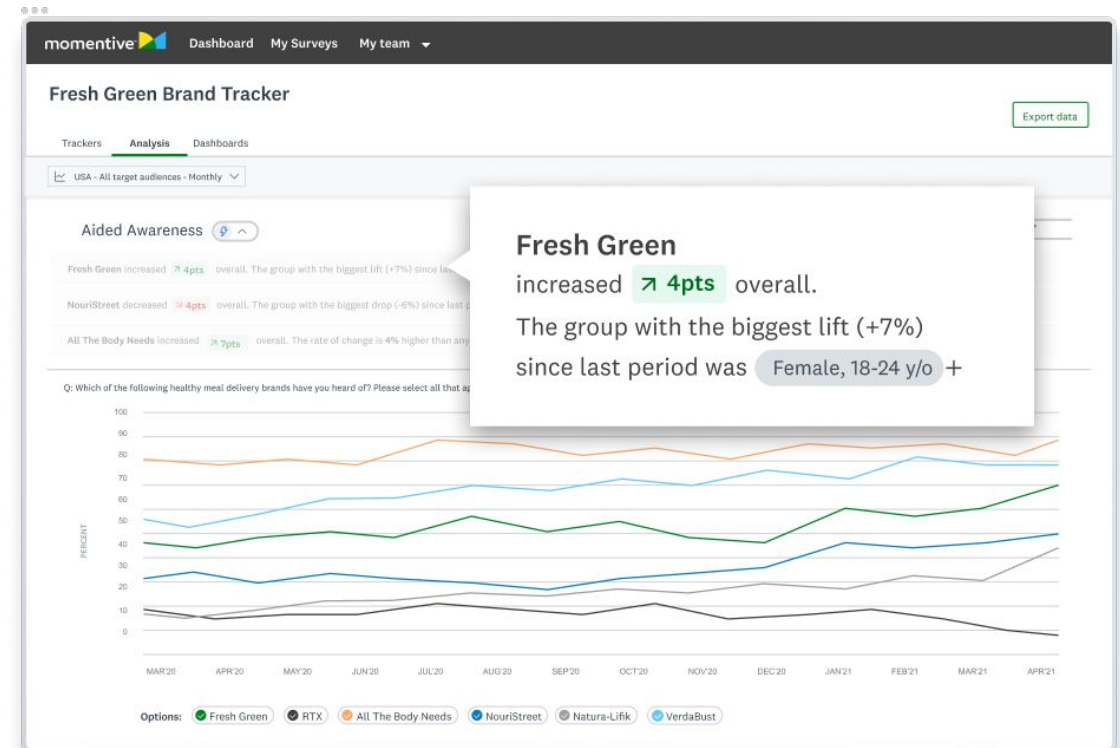


Brand Tracking

Spot trends as they're happening with up-to-the-minute brand health insights from your target buyers.

How you can use it:

- Establish a baseline of brand awareness and brand perceptions
- See how your brand compares to competitors
- Measure the impact of future campaigns



How market research can inform strategy



1



Understand usage and attitudes

- Usage & attitudes study
- Consumer segmentation

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Gauge perceptions of your brand

- Brand tracker
- Pulse surveys on consumer values

3



Create marketing strategies

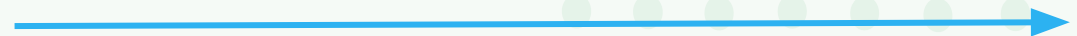
- Brand strategy
- Social media strategy

4



Test your social media concepts

- Ad test
- Video test
- Message test



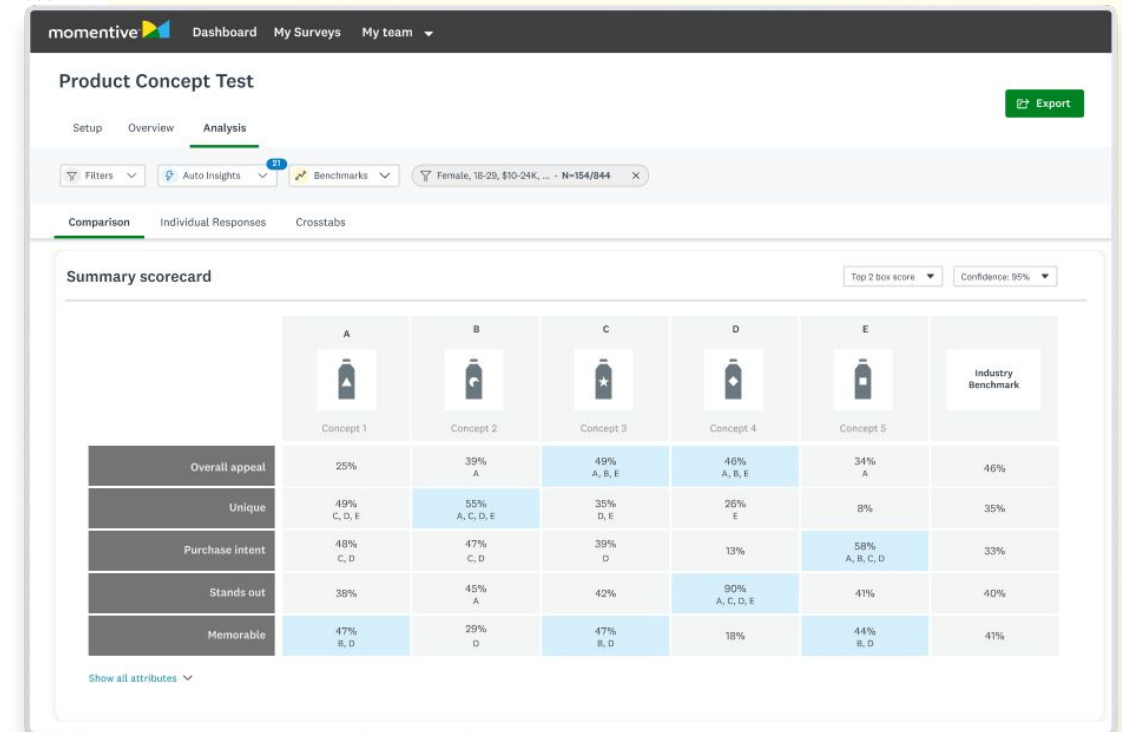


Ad & Creative Development Solutions

Avoid costly mistakes in ad development by testing messaging, brand, and ad creative with your target market, in as little as an hour.

How you can use it:

- Identify the most compelling ad idea before launch
- Validate that messaging and content will resonate with target audience



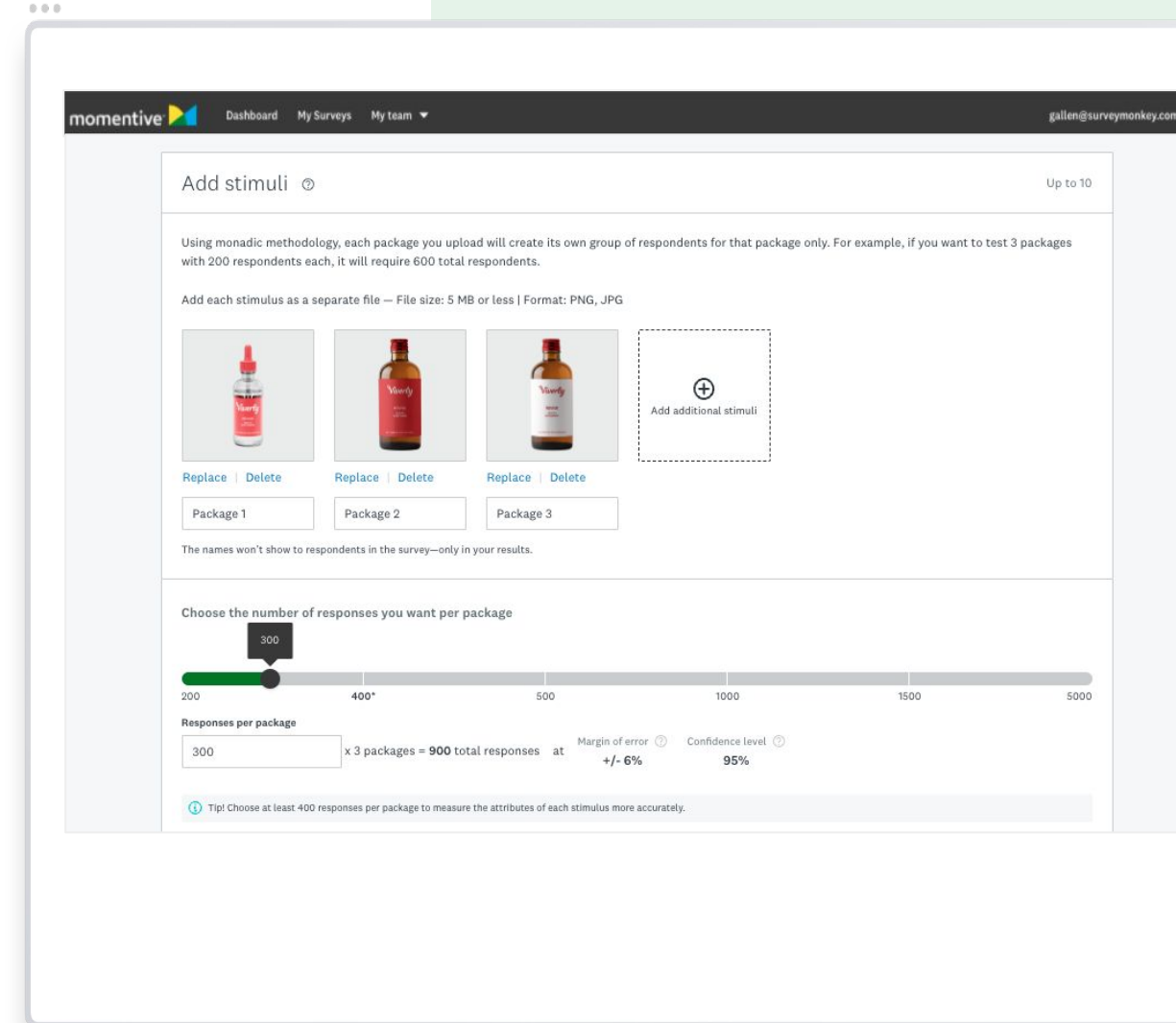


**Let's take a look at some of
the key features**



Leverage our built-in expert research methodology

Easily customize your study with our built-in sequential monadic or monadic methodologies, designed to give you high quality feedback on your concepts.



The screenshot displays the 'Add stimuli' interface in the Momentive platform. At the top, the navigation bar includes 'momentive', 'Dashboard', 'My Surveys', 'My team', and the email 'gallen@surveymonkey.com'. The main heading is 'Add stimuli' with a help icon and 'Up to 10'.

Below the heading, a paragraph explains the monadic methodology: 'Using monadic methodology, each package you upload will create its own group of respondents for that package only. For example, if you want to test 3 packages with 200 respondents each, it will require 600 total respondents.'

Instructions state: 'Add each stimulus as a separate file — File size: 5 MB or less | Format: PNG, JPG'.

Three product images are shown, each with 'Replace' and 'Delete' buttons below it. The first image is labeled 'Package 1', the second 'Package 2', and the third 'Package 3'. A dashed box with a plus sign and the text 'Add additional stimuli' is positioned to the right.

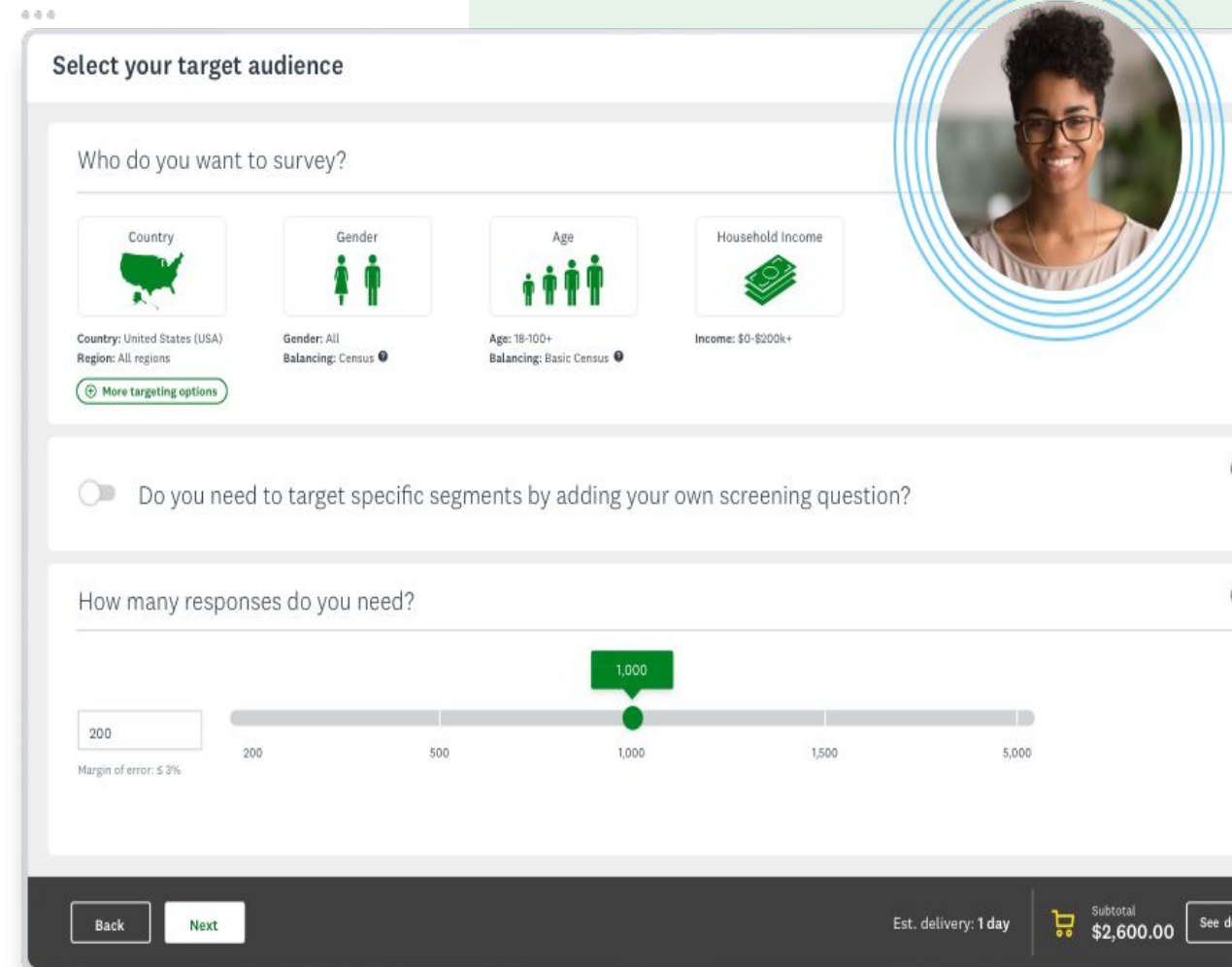
A note below the packages reads: 'The names won't show to respondents in the survey—only in your results.'

The 'Choose the number of responses you want per package' section features a horizontal slider ranging from 200 to 5000. A marker is set at 300. Below the slider, a text box shows '300' and a calculation: 'x 3 packages = 900 total responses'. To the right, the 'Margin of error' is shown as '+/- 6%' and the 'Confidence level' is '95%'. A tip at the bottom states: 'Tip! Choose at least 400 responses per package to measure the attributes of each stimulus more accurately.'

Tap directly into the voices of consumers and professionals

Our proprietary panels and vetted partners ensure the highest quality data from real people.

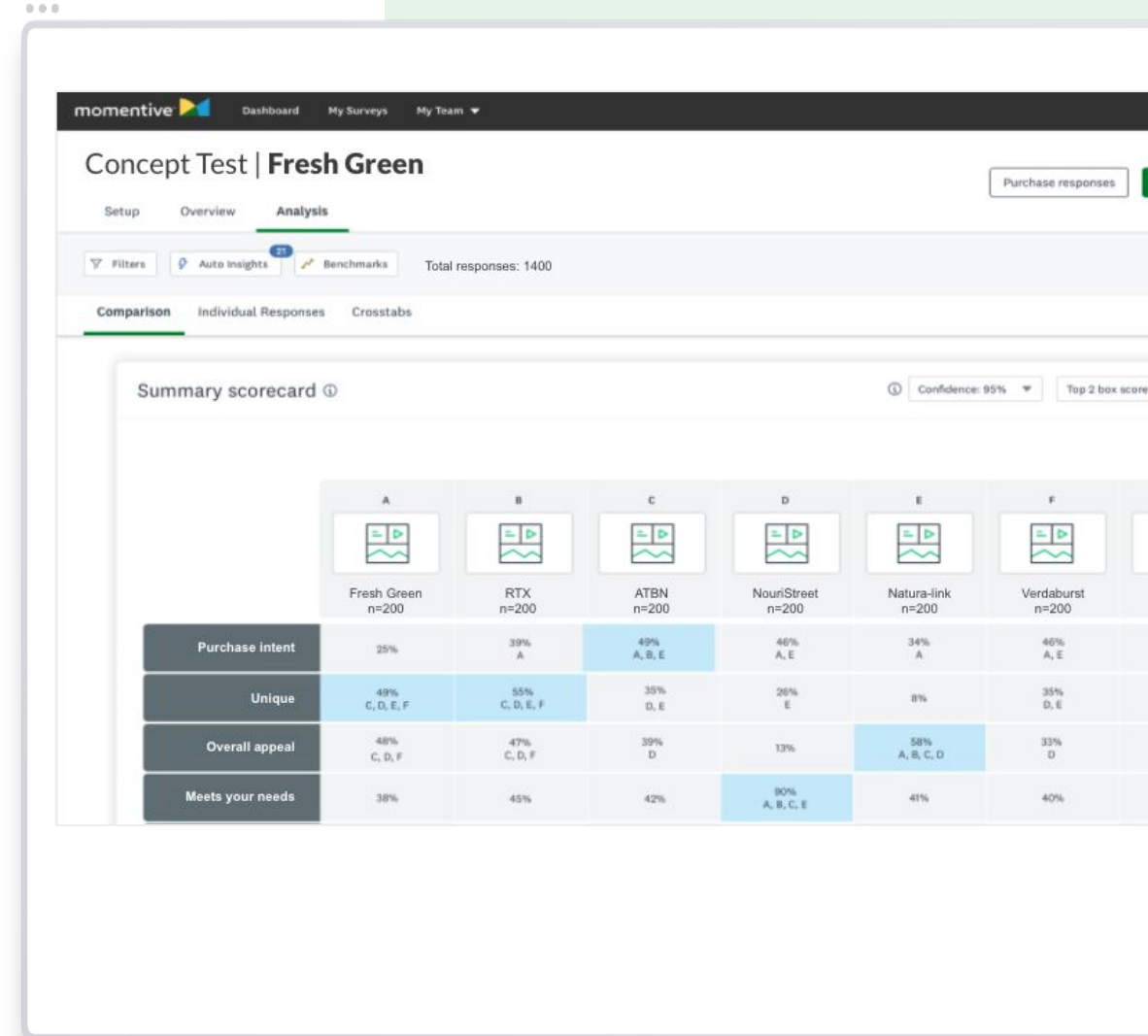
- Access 175M+ panelists in 130+ countries
- Reach the right audience with 200+ attributes or custom screening



The screenshot shows a user interface for selecting a target audience. At the top right, there is a logo with yellow, green, and blue segments. Below it is a circular profile picture of a woman with glasses. The main heading is "Select your target audience". The first section asks "Who do you want to survey?" and features four targeting options: "Country" (USA map, "Country: United States (USA)", "Region: All regions"), "Gender" (male/female icons, "Gender: All", "Balancing: Census"), "Age" (age group icons, "Age: 18-100+", "Balancing: Basic Census"), and "Household income" (money icon, "Income: \$0-\$200k+"). A "More targeting options" button is below these. The second section asks "Do you need to target specific segments by adding your own screening question?" with a toggle switch. The third section asks "How many responses do you need?" with a slider ranging from 200 to 5,000, currently set at 1,000. A "Margin of error: ± 3%" is noted. The bottom navigation bar includes "Back" and "Next" buttons, "Est. delivery: 1 day", a shopping cart icon, "Subtotal \$2,600.00", and a "See d" button.

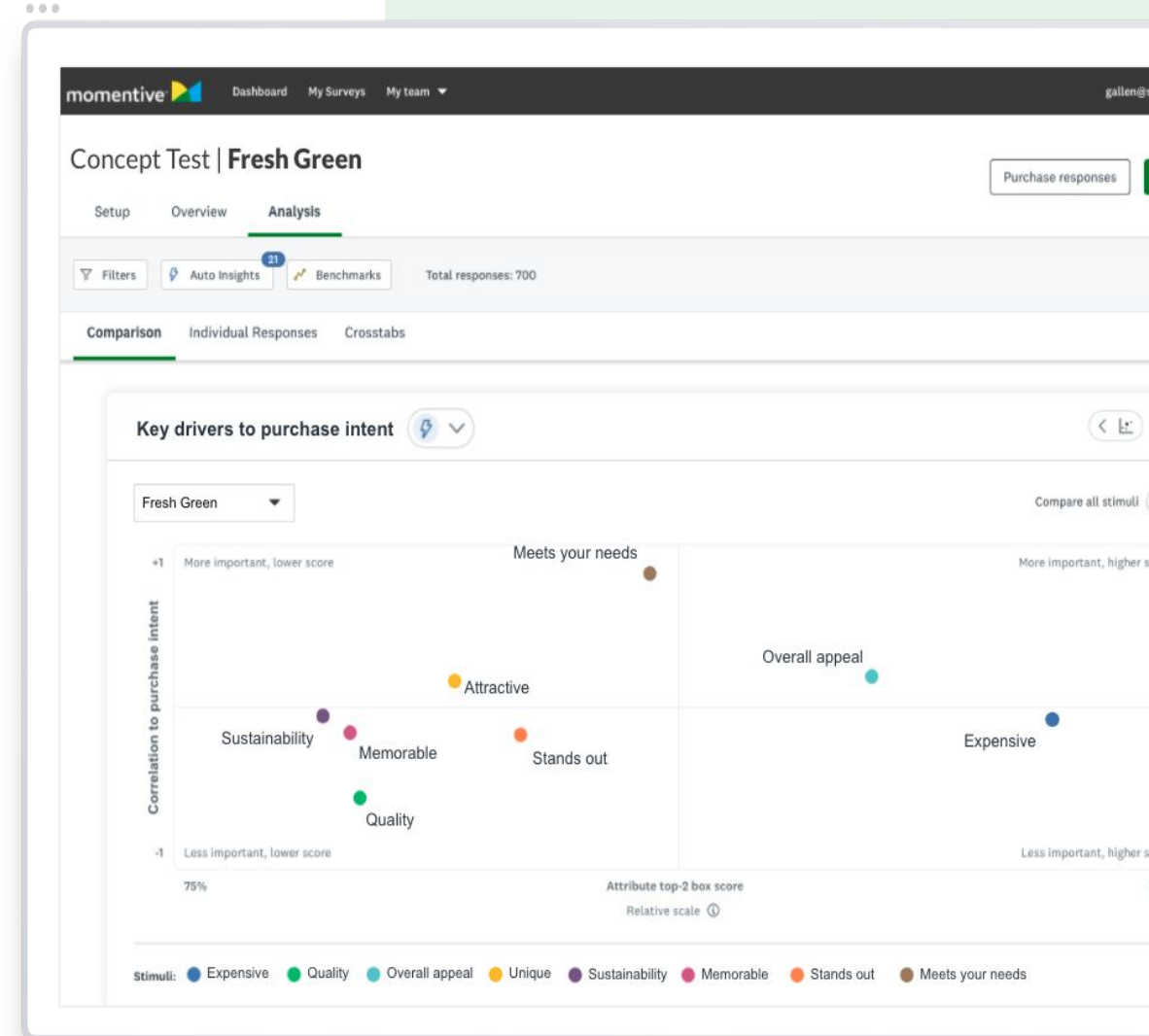
Scorecards show you key metrics and insights at a glance

Summary scorecards capture relevant key metric data in one bite-sized visual to showcase statistically significant insights and identify winning concepts at a glance.



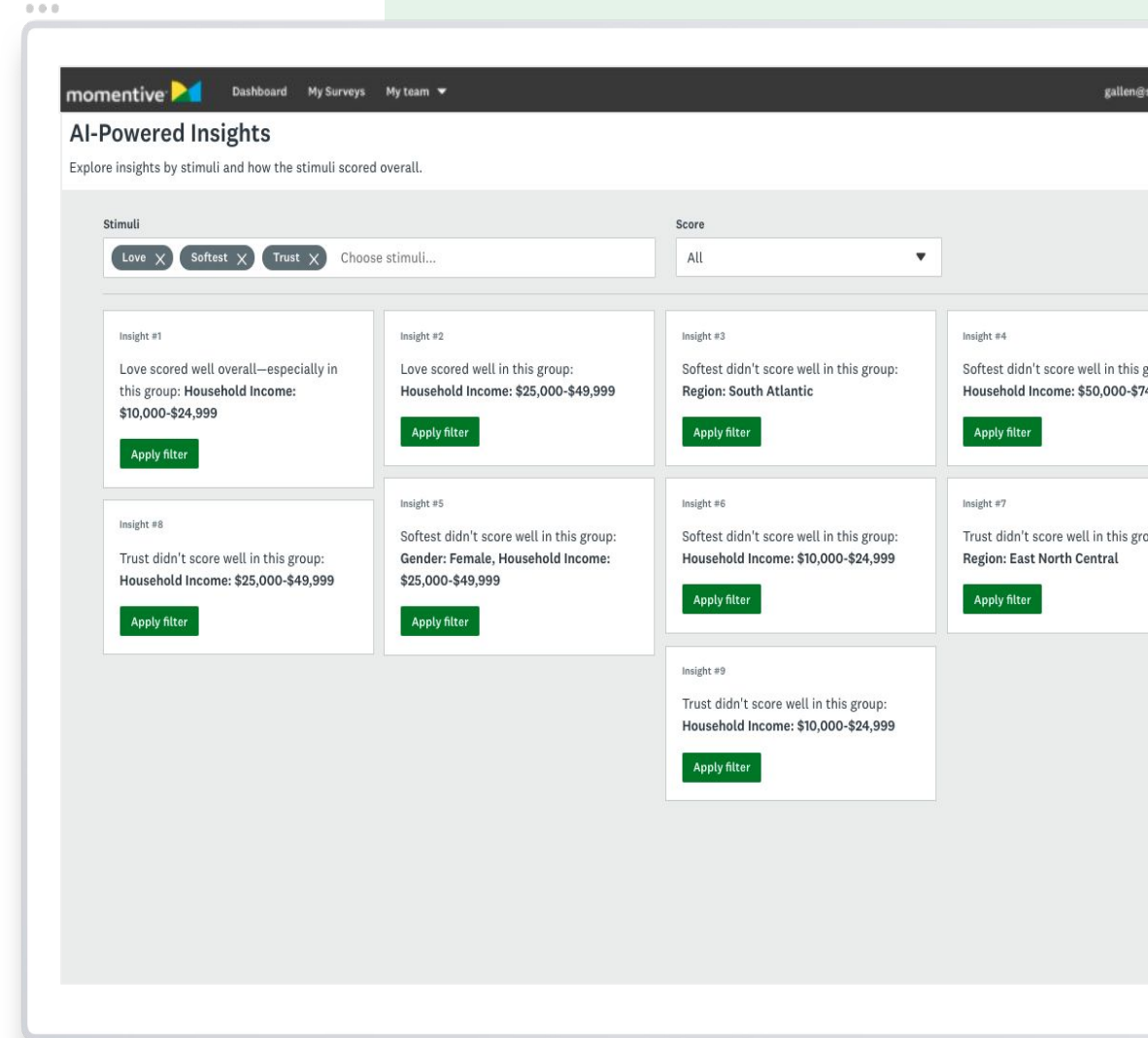
Key Driver Analysis surfaces key advantages and opportunities

Easily identify areas to leverage and maintain, while pinpointing opportunities for your brand to improve performance with consumers and prospects.



AI-Powered Insights reveals top consumer segments, automatically

Machine learning models dig through your data to instantly surface top consumer segments that you may have missed on your own, by displaying statistically significant performance for key concepts.

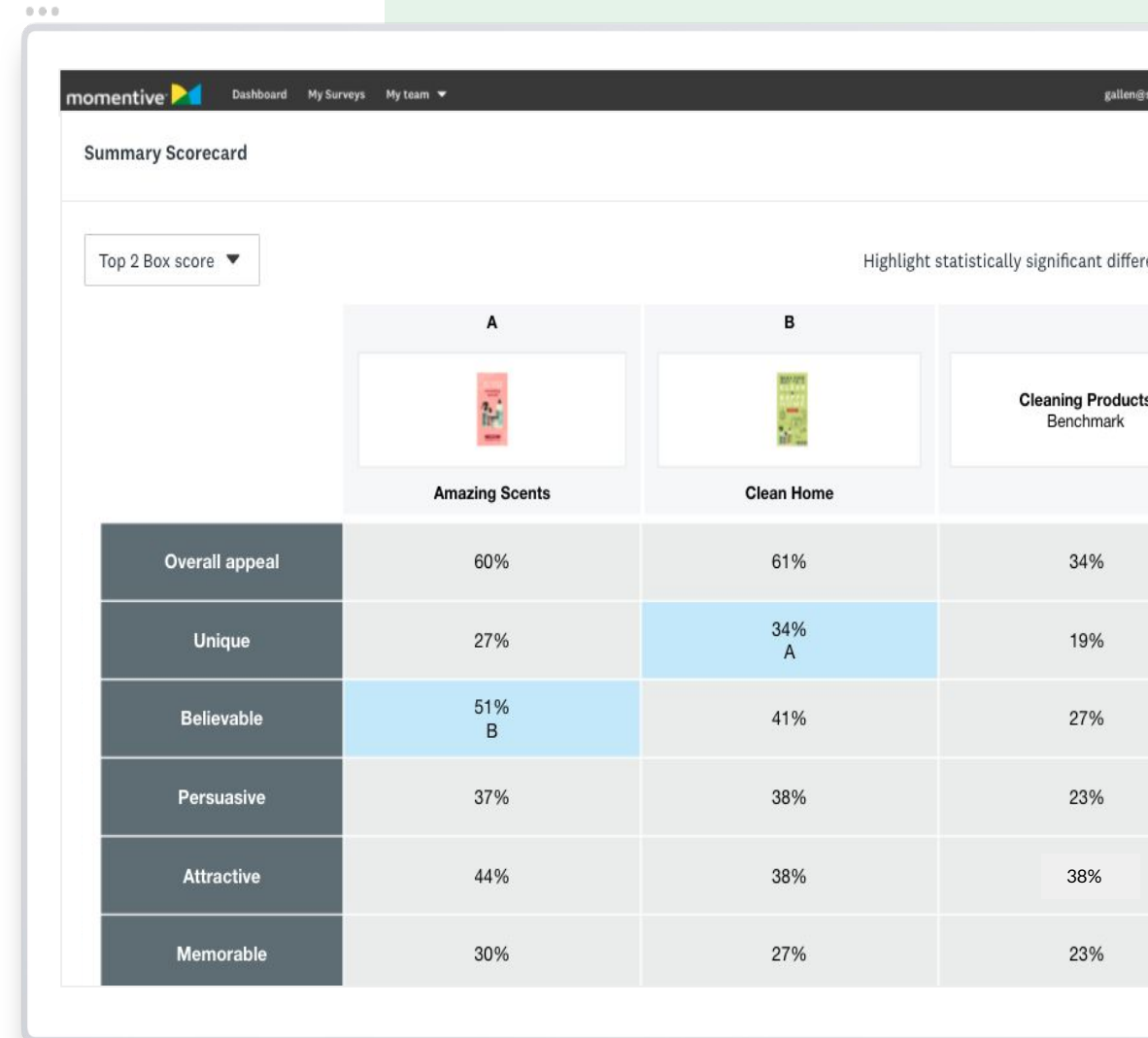


The screenshot displays the Momentive AI-Powered Insights dashboard. At the top, there is a navigation bar with the Momentive logo, "Dashboard", "My Surveys", and "My team". The main heading is "AI-Powered Insights" with a sub-heading "Explore insights by stimuli and how the stimuli scored overall." Below this, there are filters for "Stimuli" (Love, Softest, Trust) and "Score" (All). The dashboard is organized into a grid of insight cards, each with a title, description, and an "Apply filter" button. The insights are as follows:

Insight #	Description
Insight #1	Love scored well overall—especially in this group: Household Income: \$10,000-\$24,999
Insight #2	Love scored well in this group: Household Income: \$25,000-\$49,999
Insight #3	Softest didn't score well in this group: Region: South Atlantic
Insight #4	Softest didn't score well in this group: Household Income: \$50,000-\$74,999
Insight #5	Softest didn't score well in this group: Gender: Female, Household Income: \$25,000-\$49,999
Insight #6	Softest didn't score well in this group: Household Income: \$10,000-\$24,999
Insight #7	Trust didn't score well in this group: Region: East North Central
Insight #8	Trust didn't score well in this group: Household Income: \$25,000-\$49,999
Insight #9	Trust didn't score well in this group: Household Income: \$10,000-\$24,999

Put your results in context with industry benchmarks

Select from over 95 different industry benchmarks to measure consumer reactions to your brand vs top competitors in the industry.



Customers love our product development solutions



HELIX SLEEP

Helix Sleep ran product concept tests in real time to iterate fast on its products, selling out of its new pillow product

“

We've been able to cut our product development cycle in half using Momentive for DIY market research.

Jerry Lin

Co-Founder and CEO



Sakura tested new writing concepts in the US and avoided investing in a \$100 pen that would have failed

“

It allows us to take the emotion out of a decision. We have finite resources, and we have to figure out what is best to develop. We can now say 'Here's why this would not work, and here's the data behind it.'

Casey Roberts

Sr Marketing Manager, Innovation

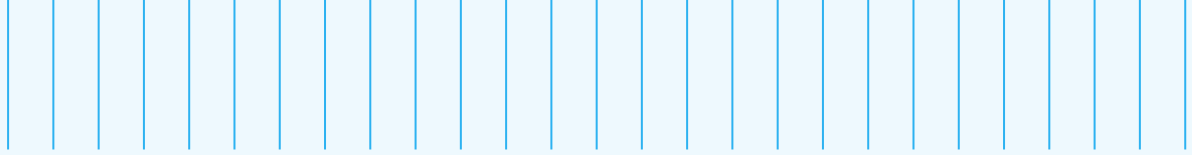


Dole screened 4 produce packaging ideas with 800 responses from primary grocery shoppers in under 24 hours

“

The automated analysis features are really great. We were able to launch the study on Wednesday and have our presentation ready for a stakeholder meeting on Friday.

Director of Consumer Insights



Key takeaways

Key Takeaways

- Connecting with your audience on social media is key for positive brand relationships
- Younger generations are likelier to choose brands whose values align with their own
- Use insights to understand your brand perception and shape your social media strategy
- Test your content before launch—running ad tests lead to data-driven insights for better brand connections





Thank you!

Come visit us at: momentive.ai/en/insights/
for more information