



PROTAGONIST

CASE STUDY

FORTUNE 50 TECHNOLOGY LEADER BUILDS A CONTENT PLAN WITH NARRATIVE ANALYTICS

Protagonist's Audience Analytics Solution provides a centralized report for content marketers with monthly insights on audience topics, themes and sentiment. Some of the world's largest companies, foundations and governments have used Protagonist Narrative Analytics to guide their strategies. Here's how one Tech giant partnered with Protagonist to optimize their content creation.



Industry
*Technology - Software
Infrastructure*

Company Size
75,000+ Employees

Market Capitalization
Over \$750 Billion

THE CLIENT *Tech Enterprise Giant*

As one of the largest technology companies in the world, our client has consistently performed well in both the enterprise and consumer software markets. Over the past decades, the company has successfully adjusted to new developments including the rise of the Internet, the advance of mobile and the advent of cloud computing.

As a result, the company has grown to be one of the most valuable corporations in the world. To continue this successful growth, the company identified Small Businesses as a key new market to capture.

THE GOAL

Understanding the Small Business Audience

The company soon realized, however, that their success with the enterprise and with consumers was not translating to Small Businesses. The company envisioned becoming a trusted provider for Small Business leaders, but found that its efforts to connect—from web content to social media to events—were falling flat.

In short, the company needed to better understand the Small Business audience. Only through a more comprehensive understanding of the mindsets of Small Business leaders could the company describe its products and offerings in a way that resonated with Small Business needs and build a successful marketing funnel.



CONTENT MARKETER CHALLENGES

54%

SAY CREATING CONTENT THAT GENERATES QUALITY LEADS IS A TOP CHALLENGE

60%

SAY THAT THEY CAN'T PRODUCE CONTENT CONSISTENTLY

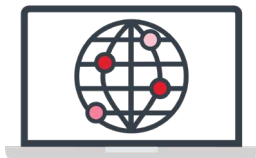
65%

FIND IT A CHALLENGE TO PRODUCE ENGAGING CONTENT

THE SOLUTION: NARRATIVE ANALYTICS

From Data to Strategy

1



STEP #1: AMASS MILLIONS OF SMALL BUSINESS EXPRESSIONS FROM SOCIAL MEDIA AND FORUMS

2



STEP #2: USE PROPRIETARY FILTERS TO ISOLATE NARRATIVE-RICH CONTENT

3



STEP #3: USE MACHINE LEARNING AND NLP TO IDENTIFY TOPICS SMALL BUSINESSES CARE ABOUT

4



STEP #4: HIGHLIGHT RECENT TRENDS TO IDENTIFY CONTENT THAT WILL RESONATE





Audience Analytics highlights the pain points and areas of interest for your target audience and reveals the trends that inform your content calendar.

THE RESULTS

Protagonist Content Optimization

The client used our audience insights to inform a number of product and marketing activities, especially content marketing.

The company increased the number of content topics it targeted by over 25%. They incorporated those new content topics into web pages designed for the audience, social media posts, live events and more.

The company also significantly decreased the cost of content coordination across different teams. With a data-driven understanding of Small Business areas of interest, the company decreased the time and energy different teams needed to spend to create a coordinated content strategy.

Just as important, the content marketing team increased their understanding of how to relate to Small Business leader's attitudes, enabling them to create a stronger bond and become the trusted advisor they envisioned.



PROTAGONIST

Protagonist Narrative Analytics® enables organizations to optimize strategies through a data-driven understanding of the public discourse. We leverage proprietary machine learning and natural language processing methodologies to analyze billions of data points in traditional and social media and reveal insights into audience attitudes and social issues.

Protagonist's Audience Analytics enables companies to create stronger connections with target audiences by revealing pain points, areas of interest and trends. Protagonist uses Amazon Web Services to deliver deeper and broader audience insights, allowing companies to create content that competes and optimize marketing funnel performance.

INTERESTED IN LEARNING MORE?

Contact info@protagonist.io for more information

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