

"Our clients are seeking data-driven & informed communications that can ladder between marketing strategies and agile campaigns. When we show Digimind as one piece of our communications approach, they absolutely fawn over the potential. They love the cart wheel, the conversation trend, and the new sentiment metrics developed by Digimind. This is bringing key data into the marketing and business decision process."

VP of Communications
& Content at Hart

The logo for Hart Inc. features the word "HART" in a bold, white, sans-serif font, centered on a dark blue rectangular background.

About Hart Inc.:

Hart Inc. is an independent, full-service marketing firm with offices in Toledo and Columbus, Ohio, and Washington, D.C. True to their founding principles, for nearly 60 years Hart's thinkers, creatives, and builders have been delivering unified brand experiences that engage and empower consumers throughout the customer journey.

Objectives & Challenges

As an agency, Hart Inc. works with numerous clients that deal with various marketing challenges daily, with PR and communications being the most dynamic and evolving. Moreover, COVID-19 has transformed consumer conversations in every industry and gave rise to many trends that are still prevalent today.

Some key trends impacting the PR/Communications realm are:

- **Rethink on the Brand Value of Social Media Channels:**

Brands have begun to shift social media channels from mere brand extensions to laboratories of experimentation and personable channels of customer service and response.

- **Elevated need for Brand Evangelists and Third-party Validation:**

The communications weight of the "brand spokesperson" has greatly diminished as consumers seek trusted voices from their curated ecosystems.

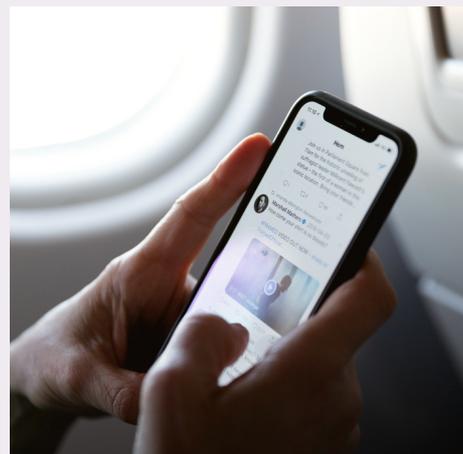
- **Increase in Misinformation:**

This is a major challenge and an ongoing one. Constant misinformation being spread is causing even real news to be perceived as fake in many instances. This is something that needs continuous addressing.

The agency is tasked with addressing these challenges effectively by tracking these trends and monitoring for any new ones that may impact their clients. The agency believes in an integrated and scalable approach to communications for their brands.

Digimind Social Listening Solution

Hart's dedicated social team set up keyword and media monitoring on Digimind Social Listening platform to monitor the clients' brands, their competitors, and key trends impacting their respective industries. This allowed the platform users to conduct daily, weekly, and monthly monitoring of the evolving conversation concerning brand reputation, consumer sentiments, and key influencers, helping identify challenges and opportunities, and even spot potential crisis risks before they escalate, that informed the content and PR/communication strategy for its clients.



Creating content to feed the newsletters, website, and content marketing for a manufacturing titan

The agency was tasked with creating content for its manufacturing client to feed the newsletters, website, and content marketing. There was just a few weeks left before the deadline for all of this to be completed. The agency knew that only relying on traditional methods would not be enough as they needed something fast and something that could capture the consumer's voice. So, they turned to social listening to capture real-time authentic consumer insights that were fed to the content teams of all the relevant departments.

What did Hart do?

- **Keyword Analysis:**

The agency started listening to the keywords related to the brand, the market, and its competitors to understand key topics, trends, and best-performing content.

- **Historical Analysis:**

They went back in time a few years to look at trends that took place and to see if there were any topics and times during the year that spiked. They also checked if these trends were cyclical and relevant to the industry to incorporate that into the content calendar.

- **Sentiment Analysis:**

Primary and third-party sentiment, meaning they were looking at competitors' sentiment as well to understand what content drove positive and negative sentiment for the competitors.

- **Media monitoring:**

They wanted to understand the level of dialogue that was taking place across the different publications they sought to be in. They also had specific media lists that were added as custom sources for this monitoring.

This whole analysis helped Hart inc. understand what the communities were thinking and discussing in real-time. It made the team's job very easy to find trending topics and content they were able to feed the content team with ideas based on the channel whether it was for the website or social media or newsletters

[Access a Demo](#)

Identifying the sources of negativity and shifting the tone for a Governmental Agency

A governmental agency client was facing negativity during a political issue and the agency was tasked with identifying the sources and possibly shifting the tone of the consumer's voice by providing the right information.

What did Hart do?

- **Profile targeting and mirroring via social listening:**

The key to identifying sources of misinformation and negativity is to identify profiles with the most influence on every channel that is turning the tide negatively. The agency used social listening to sort the social mentions by reach and interactions by channel, and further sorted them by sentiment to filter all the highly influential profiles spreading negativity.

- **Secondary and tertiary circles:**

Understanding the sphere of influence of these sources is as important as identifying the sources. Due to constant coverage of this information, it is bound to be spread to those smaller yet influential circles. Identifying these circles will help with coming up with a customized strategy for each.

- **Keywords and trends analysis:**

The agency also looked at and analyzed keywords related to the brand that were driving the negative conversations for the company. They mapped the keywords against the sentiment and how the sentiment was trending to identify any patterns related.

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Identifying the right influencers to support a national campaign for a Healthcare organization

When working with a healthcare organization, the agency was asked to identify and secure relevant influencers for the company. Multifaceted influencers exist, but whether the relevant circles are engaged and relevant to the brand is the most important factor. It is quite challenging to do it manually, but not when there is a tool like social listening available at hand.

What did Hart do?

- **Finding secondary & tertiary influence:**

Using Digimind Social Listening influencer module made it easy for the agency to identify more micro-influencers that start from the second layer of influence of the macro influencers. Including them in the pitches was a part of the strategy for Hart.

- **Validation of engagement rates:**

The agency used Digimind data to measure and validate the influencers' engagement rates and other related metrics to evaluate the identified influencers.

- **Sentiment alignment analysis:**

It was very important to measure the consumer sentiment of these influencers and the content they are sharing to ensure that these influencers align with the brand's values, and also that the brand is not violating the promise they have with these influencers.

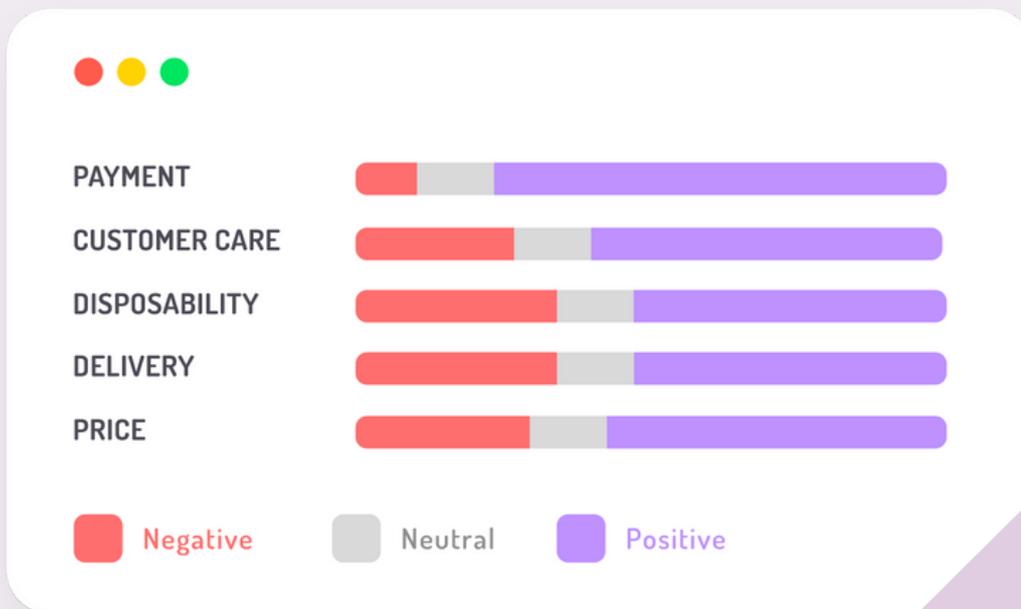
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Continue Measuring Crisis KPIs

PR is fast evolving and Hart's PR campaigns were most successful when they were feeding insights from multiple data sources, and these integrated campaigns increasingly require real-time data sources to remain contemporary. Today's PR campaigns must be treated as fluid and open to adjustments along the way as new real-time information keeps coming in, and so should thinking be altered to better align the messaging to our intended audiences. This is why the agency believes that crisis management currently cannot be done without social listening. It is a key component for organizations fighting crisis and brand reputation challenges.



About Onclusive

Onclusive is a global partner for PR and Communications success. We combine industry-leading data science with an international consultancy and best-in-class PR workflow tools. Our technology, insights and expertise make sense of the fractured, fast-moving media world, helping you manage, monitor and measure your communications activity. Elevate your performance and prove and improve your value with Onclusive on your side.

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