

SUPER-CHARGING A DATA-DRIVEN CONTENT STRATEGY WITH LUCA

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SUMMARY

LUCA was deployed to support a new content strategy for a personal finance client. By analysing what content, topics and emotional themes were being shared among the IFA digital community, combined with identifying the influencers driving conversation and engagement across social and digital platforms, LUCA was able to inform a new data-driven content strategy for the client team.

U N L I M I T E D

INTRODUCTION

LUCA is already driving game-changing impact – both internally and for clients. LUCA has proven that it has the potential to truly unlock real value and ensure content and comms strategies are effective. The platform can identify the right people in a target audience and help you understand the emotional hooks, topics, themes, and content they're actively discussing, what genuinely moves and resonates with them, and who are the most influential individuals and organisations relevant to their business.

LUCA is particularly effective because it has been customised and developed by UNLIMITED'S Human Understanding Lab scientists in neuro, behavioural and data. It democratises access to insights for all our people in a seamless and easy-to-use platform. It's a definitive milestone on UNLIMITED's journey to help brands deliver more accurate analysis, conversion and ROI for clients.



THE BRIEF

A client in the personal finance sector wanted to examine the top performing content, domains and topics of the independent financial advisor community as well as the issues with the highest engagement from the top five media outlets they consumed. We decided to deploy LUCA's Content Intelligence and Trends Analysis capabilities to help the communications team develop strategic content and storytelling recommendations. We followed their storytelling framework – helping them to understand the industry trends and themes, as well as media interests.

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HOW DID WE DO THIS?

We identified a list of independent financial advisor influencers and the best performing financial advice media accounts on Twitter. Next, we analysed these lists using LUCA's Content Intelligence, which showed us the top performing content, users, media channels, and influencers from outside of the audience.

Combining this with our news search and meta search function, we were able to conduct Trend Analysis on the data we had collected to examine what people were saying about our client's brand and specific products and work out their share of voice. We also generated a brand personality profile for the media outlets and psychographic profiles for the users.

We discovered actionable insights based on our analysis of the community and its culture, the channels they were using, the content of their conversations, and how they were talking about our client.

RESULTS #1

Examining the top 5 media outlets in the IFA community helped us identify the dynamics between media titles which would increase the client's reach, and which would truly boost social engagement and help optimise visibility of digital content.

The channels that our wider IFA audience engaged were largely technology based, with financial advisors widely sharing professional content, but we were also able to use LUCA to connect with the content that they had the strongest emotional response to. For example, linking our client's financial advice content with their target audience's real-world interests, including sport, film, and food, in the hopes of engaging IFAs in an authentic way.

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RESULTS #2

We were also able to examine the changing culture within the IFA community, in terms of the social action stories they engaged with, such as the financial advice sector failing vulnerable clients and a popular call to action about IFA influencers standing up to make positive changes for disadvantaged groups. We took this as an opportunity to create an optimistic narrative for our personal finance provider to drive positive change in how IFAs address key sector issues and tackle financial inequality.

LUCA identified the hashtags used within the cohort and found they were often generic, or connecting to wider themes outside of finance, so we pitched a standout campaign connecting our client's personal finance brand to wider societal themes, pushed with memorable hashtags to gain visibility and drive engagement.

RESULTS #3

Overall, we were able to identify our clients' greatest opportunities within the personal finance advice sector by examining industry themes, media interests, and combining this with the brand mission.

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WANT TO KNOW MORE?

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