

USING  
**LANGUAGE INSIGHTS**  
TO IMPROVE YOUR  
**BUSINESS STRATEGY**

JAMES WALKERDINE  
[james@relativeinsight.com](mailto:james@relativeinsight.com)



**Relative**  
INSIGHT

TARGETING

TECHNOLOGIES

Who you  
should talk to



**Relative**

INSIGHT

What and How  
to talk to them



DEVELOPED TO CATCH  
CRIMINALS ONLINE

News Corp

■ R/GA

h havas

human theory

mumsnet  
by parents for parents

P&G



MICK  
MANAGEMENT

BBC

ralph

dyson

Agilwz

sky



weber  
shandwick



University of  
Salford  
MANCHESTER



MERCK



Unilever

SAP Partner  
Open Ecosystem

ma  
video-  
sh  
sephora p  
od code top  
know very ift.t  
os am setting art  
nutra-lift.com two  
apply blue m polish  
with style launches # wa  
beverly hope limited ingre  
those cheap guys website  
#eyeshadow high golden t  
ry velvet formula create cheek l  
wearing wedding bye\_bye goals of  
ay another etc read forever media a  
d leather found send weekend photo  
playlist shopping year fragrances pack  
ster lipgloss hi power liposuction downloa  
soon sleek christmas appearance mermai  
ing actually affordable #pakistan contact say l  
xy navigation cleanser kiko arrives companies

# Language is Insight

The way we speak says a lot about  
who we are and what we care about

By better understanding your audience, you can  
maximise engagement

wear\_makeup

wear\_makeup

20 YEAR OLDS



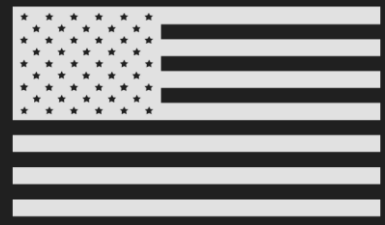
50 YEAR OLDS

apply\_makeup

apply\_makeup

wear\_makeup

# STAR WARS



USA

**Primary Characters**



UK

**Secondary Characters**



■ R/GA

SAMSUNG

How do Samsung Note owners talk?  
How do Samsung S owners talk?

The identified differences resulted in new content and better targeting

**67%** improvement in Qualified Landing Rate



## Call Centre Language

Refining operator language to make them more effective

Helping Sky retain subscribers  
Helping DFS upsell warranties

## Understanding potential students

Helping Universities better understand the concerns of teens/parents, and more effectively market their courses to them

## Girls' Football

Helping the FA encourage girls to play football, by understanding parental attitudes to it

Consumer perception compared to competitors



## PILLAR 1

## PILLAR 2

## PILLAR 3

### MARKETING, BRAND & DIGITAL

### SALES & CUSTOMER SERVICE

### HR & INTERNAL COMMS

USER CASE

Language insight for campaigns, brand positioning, brand strategy, audience segmentation, audience understanding, content creation and creative

Language insight to evaluate then create and train high performing sales and customer care/service teams

Language insight to understand audiences within an organisation & help shape internal communications

WHO WE HELP

Most B2B & B2C companies, media, advertising, content, creative, digital, SEO, Ecommerce and PR agencies

Companies with sales teams, customer care teams, call centres, chat bots, in app chat, client facing teams plus sales consultancy/training agencies

Companies with 25+ employees/HR teams, employee engagement consulting firms, intervention /change management companies

PEOPLE

Marketing, digital, research, insights, innovation, PR, Comms, strategy, brand, SEO, Ecommerce and client teams

Sales, account managers CSM, call centre managers, CX, head of customer voice

HR, HR agencies, HR consultancy firms & operations

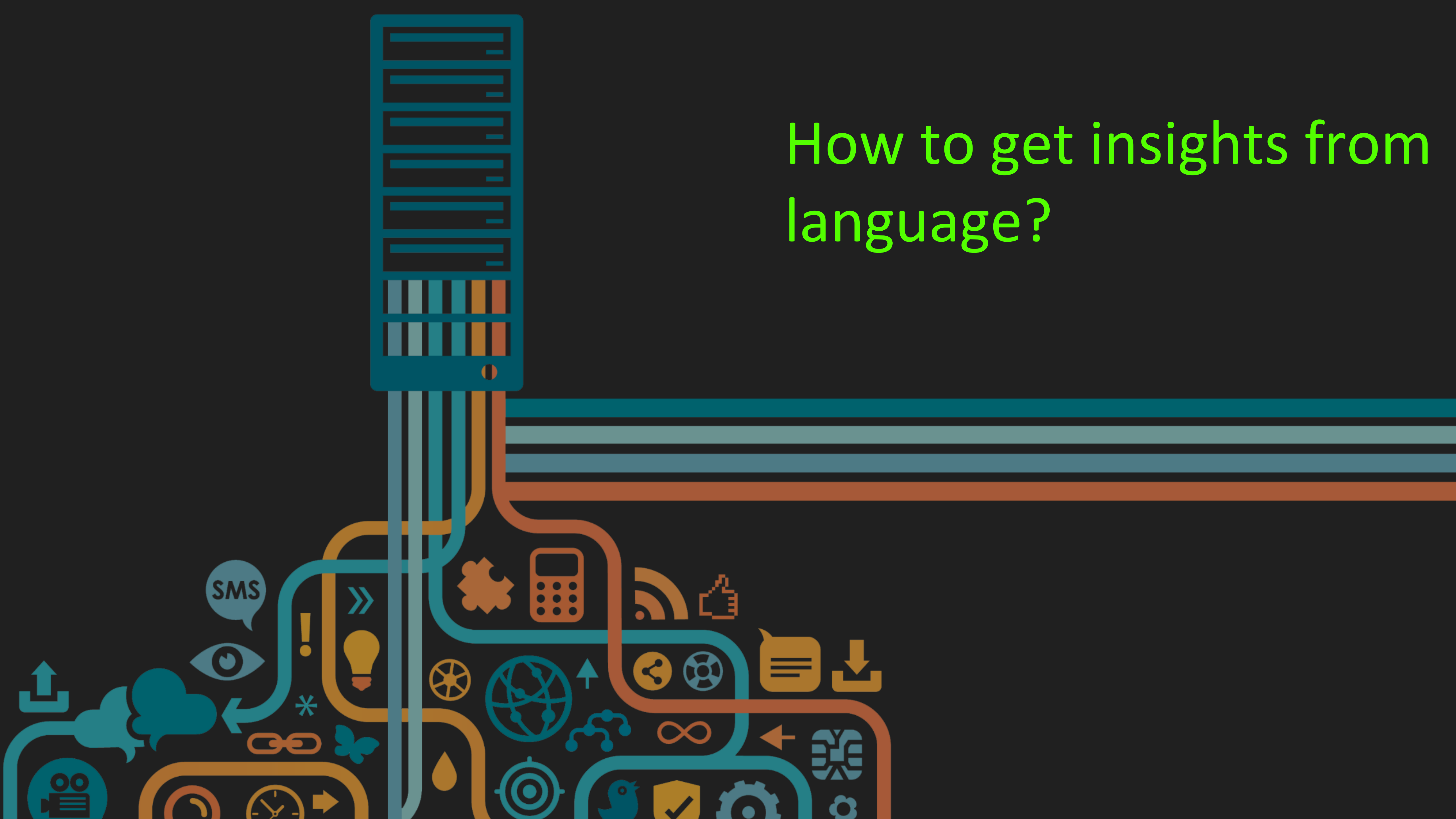
DATA

Social media analytics, news articles, blogs, qual transcripts, web copy, quant open ends, panels, surveys, market reports, reviews forums and audiences insights tools

Email, CRM data, call centre transcripts, sales collateral, transcribed video conferences, and chatbot transcripts

Internal chat channels, slack, email, HR/employee docs, company newsletters, exit interviews, job specs & leadership talks/speeches

# How to get insights from language?



# Sitting on untapped data?

Social Media

Reviews

Forums

Focus Groups

DMP

CRM

Call Centre Transcripts

Live Chat

Surveys

Blogs

Websites

DATA

Market Researcher

Brand Manager

Account Directors

Customer Service Managers

Creative Director

Planner

HR Director

# good data = good insight

Data sources have their own strengths and weaknesses

- **Focus groups/Transcripts** -> specific but steered
- **Blogs/News** -> detailed but potentially biased
- **Social Media** -> large quantity, but polluted
- **Forums** -> longer, considered language on a topic



**DISCOVER** RATHER THAN SEARCH

# Context is key...



Language

Millennials

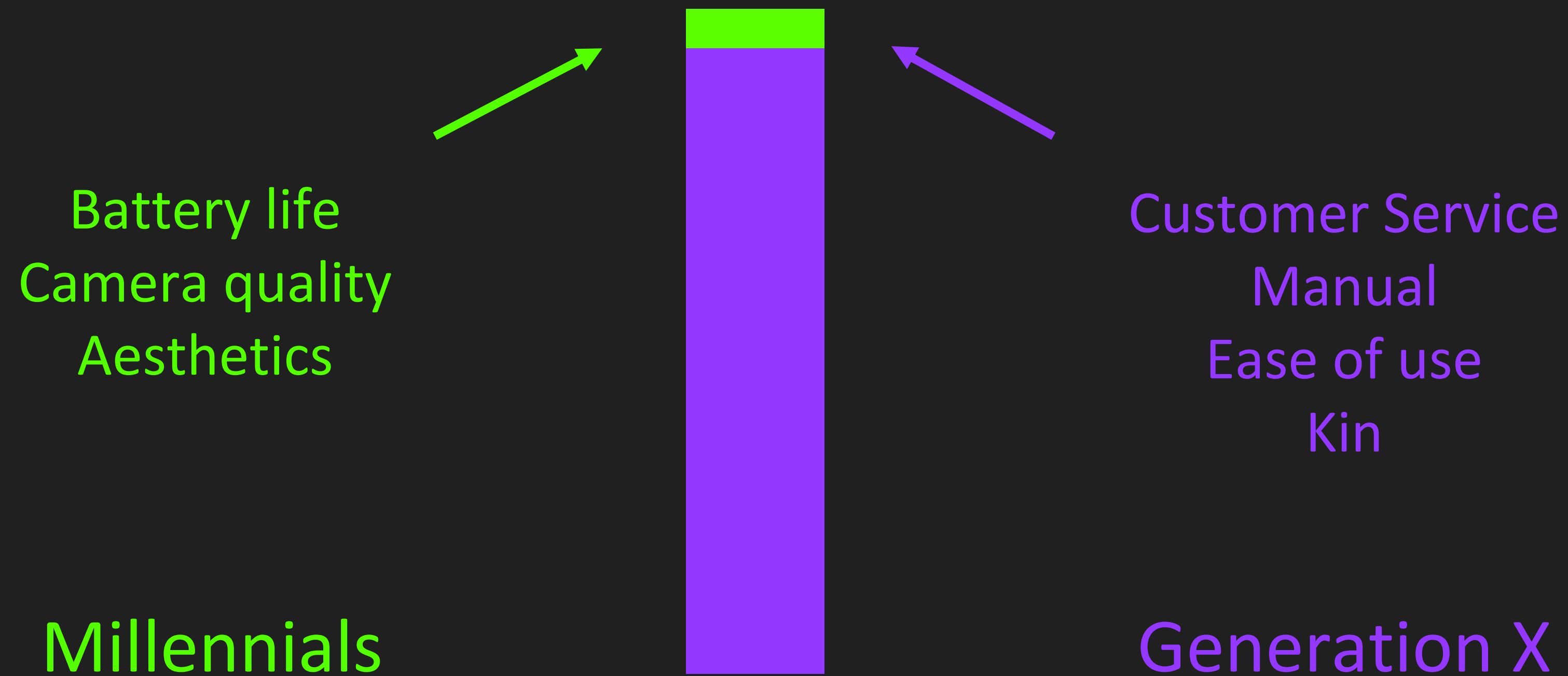


Language

Generation X



# Context is key...



...to pulling out valuable insight

# Ask the right questions

Understand what you really want to know, and ask questions that will help you do this

## How are people discussing my product?

... has a campaign or event changed the view of my consumers?

... what sets my product apart from the rest?

## What does my target market care about?

... how can I ensure my messaging resonates with my market?



**Relative**  
INSIGHT

JAMES WALKERDINE

[james@relativeinsight.com](mailto:james@relativeinsight.com)