

TICKR

THE **WHY, HOW & ROI** OF A

# BRAND COMMAND CENTER

*Where data & content create metrics magic*

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STORYTELLER-IN-RESIDENCE AT TICKR





“  
knowledge  
is power

SIR FRANCIS BACON

”



# The Evolution of the Command Center

In a pivotal scene from the film *Hidden Figures*, mathematician Katherine Goble is summoned by her boss to check calculations on the landing coordinates for NASA's first manned space capsule with John Glenn in 1961. The calculations were made by the IBM 7090, a

state-of-the-art electronic computer predicted to eventually replace the need for human mathematicians on the NASA staff. After manually identifying mistakes with the computer's analysis, Katherine is given a security pass to enter NASA's first mission control center — a mesmerizing space flanked by enormous screens conveying critical information to a select group of headset-wearing men seated at consoles into which they input data and tracked the progress of

the mission in real time. To Katherine, and to the viewers of this movie, no sight could be more glorious, as it signified her hard-earned acceptance into the upper echelon of scientists at NASA, where knowledge and power are synonymous, and both very tightly held.



NASA's historic first mission control center recreated for *Hidden Figures*



Fast forward to 2017. Knowledge is still power, but analytics are no longer a futuristic dream — in fact, they are ubiquitous in our daily lives, due to an array of consumer mobile applications that allow us to track every calorie we consume, step we take, mile we drive and penny we spend. Data has infiltrated our daily existence to the point where if something can't be measured, it isn't really valued.

In the workplace, measurement and reporting have become a central part of most job roles and functions -- in some cases taking priority over the work itself. Perhaps nowhere is this more evident than in marketing, which has morphed over the past decade or so from a creative effort to a hard core discipline guided by data analysis.

Most marketers now subscribe to a host of software platforms and other tools and technology to provide metrics and track progress against various KPIs. In today's volatile business environment, trying to make informed business decisions without the

benefit of data would be like trying to complete a single-track downhill mountain biking course while wearing a blindfold. But having too many platforms with separate logins, competing views and conflicting metrics can create its own set of problems. In fact, an epidemic of "data fatigue" has swept through many marketing departments, overwhelmed by the volume and pace of new and often contradictory information streaming in on a continual basis.

When you combine the variety of data platforms used by marketing with those of customer experience, sales, finance, and the c-suite, things can quickly get even more complicated. The C-Suite is presented with reporting and documentation that tells only a fraction of the entire story. In most cases, team members have little visibility into what other departments are seeing, so each business unit essentially marches to its own tune. And aligning the organization toward a common goal can be difficult, if not impossible, if everyone is using a different map.



# What's Happening Now

*“Marketing is no longer just M-F 8-5. We live in an always-on world — people are connected, consuming and curating content around the clock. If brands want to be part of the conversation, they need to be right there with their audiences, 24/7, listening and identifying opportunities to engage.”*

**DAVID BEEBE**

EMMY-WINNING BRANDED CONTENT  
PRODUCER, STORYTELLER, AND  
KEYNOTE SPEAKER

Brand marketing has entered an era of rapid-response. The widespread crisis of trust impacting many large corporations in recent years clearly illustrates the need for an updated approach when it comes to the way brands communicate with their customers. Siloed teams, disconnected data, different tools and technology, and a lack of collaboration between departments is not enough to build customer trust and loyalty in this new rapid-response ecosystem.

Consumers now control when, where and how they interact with brands. Social media presents a huge opportunity for brands to build relationships with customers, but it comes with the expectation of immediate response time.

In order to stay culturally relevant, brands need to be there continually, demonstrating to their audiences that they care.

Many brands are addressing this challenge by building dedicated Command Centers that serve as the beating heart of the brand. A brand Command Center is a place where team

members from different departments can visually monitor data, engage with customers, and capture business insights. It is usually composed of several screens displaying data visualizations from multiple sources.

The brand Command Center is where data and content come together in real-time. It brings together key people from multiple disciplines to view and respond to the same real-time information, in order to make actionable decisions. When you enter a brand Command Center, you realize that it is literally the place to be – the room is buzzing with energy. The people in the room include a mix of social media, digital media, PR, corporate communications, media/agency partners and

creative team members. The key role is the Executive Producer, who is ideally someone from a TV or news background, accustomed to operating in a newsroom environment. The Executive Producer directs “the show,” supported by a team of content producers who monitor data as it comes in, and surface interesting content threads. The team is empowered to make decisions on the spot. Together, they can react, collaborate, develop and deploy compelling creative content within minutes, and then use the incoming data to monitor how audiences are responding as it happens.





## KEY TRENDS

Vol. of Opportunities

**151,205**

103,205

Avg. Opportunities Size

**\$98,392**

90,392

Vol. of Deals

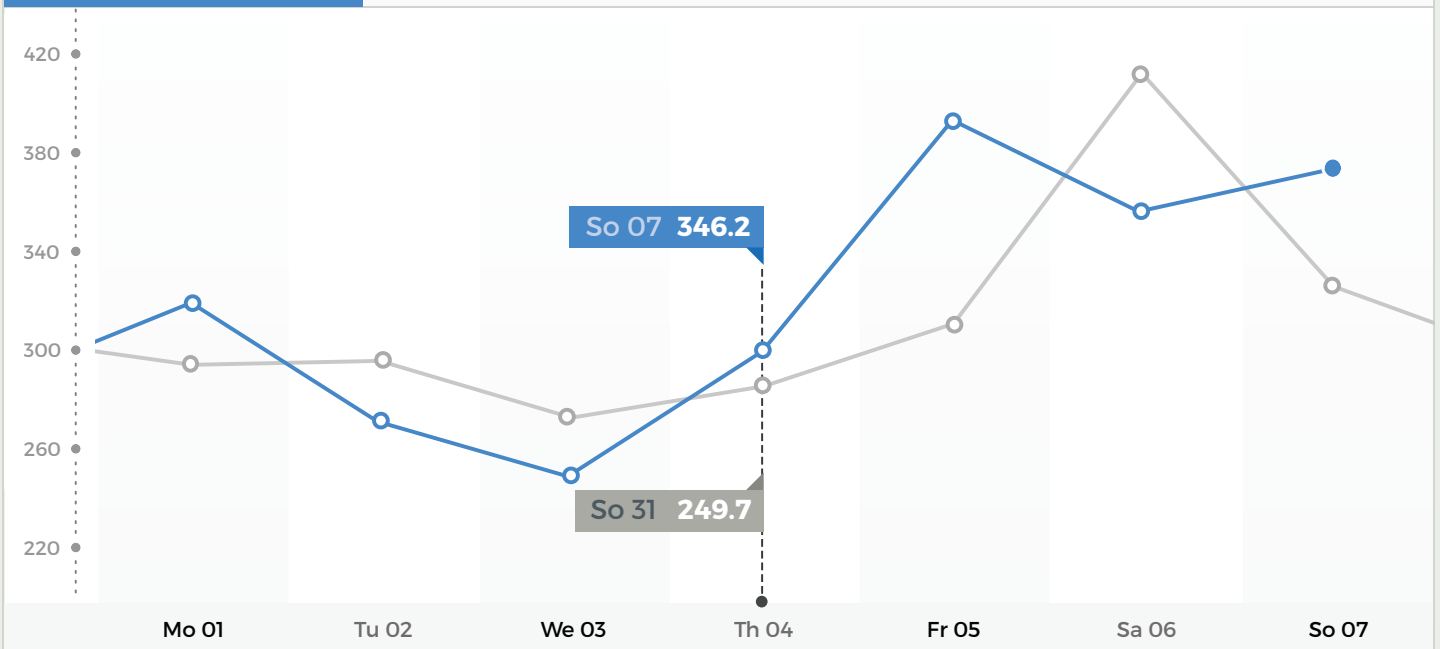
**98,392**

90,392

Avg. Size of Deals Won

**\$45,204**

32,204



# Put Your Data to Work

The brand Command Center ensures that the entire organization knows where it stands with respect to performance indicators by providing a central place to visualize data. Business performance metrics are integrated with always-on content applications that team members already know and use, into one cohesive dashboard that illustrates performance across multiple departments and functions. Accurate, real-time updates lead to smarter decision-making across the board.

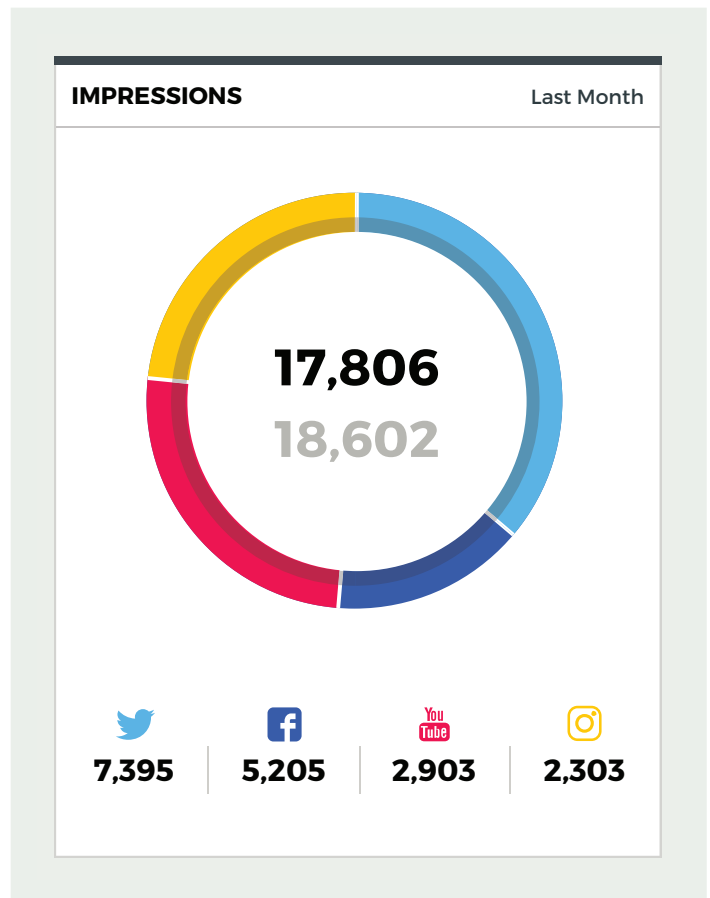
Setting up a brand Command Center requires an initial investment of time and resources, but

it doesn't have to be expensive. Most enterprise corporations are already utilizing this kind of equipment and subscribe to an assortment of software for monitoring and reporting purposes. The Command Center approach can actually be more economical than building an array of one-off solutions to track data and metrics. But the benefits go beyond simply consolidation— pulling everything together into one unified view enables a whole new level of alignment and collaboration between departments and teams.

The Command Center is powered by technology that pulls in streams of data, including real-time news monitoring, social media monitoring, campaign ROI, sales performance, brand engagement, viewer sentiment, activity from top influencers, and more. The key to this process is having great visualization, designed to filter through streams of data and surface the most salient bits of information. By drawing upon content from Ticker, Percolate, Sysomos and other powerful platforms, the brand Command Center presents one unified view of everything in real-time.

Yet despite this sophisticated usage of technology, data, and metrics, the content that comes out of a brand Command Center needs to have a very light touch. Ideally, outbound content should be focused on providing value to the consumer first, rather than plugging features and benefits. It can be tough for some brands to put out content that's not overtly commercial, but in order to succeed in building relationships with customers, they have to be entertaining, interesting, and relevant to what

consumers care about. Unfortunately, that philosophy can be at odds with the training that many CMOs and senior-level executives have traditionally received. In order for the content to be compelling and engaging to consumers, it needs to be surprisingly human. At Gatorade's Chicago headquarters, a war



room that sits in the middle of the marketing department oversees the brand's presence across social media channels in real-time. The room features six big monitors with five seats for Gatorade's marketing team to track a number of data visualizations and dashboards — real-time tweets, trending blogs, and more.



# Two Command Centers in Action

## GATORADE'S MISSION CONTROL CENTER

According to Gatorade's Sr. Marketing Director, Consumer & Shopper Engagement Carla Hassan, the goal of the project is to "take the largest sports brand in the world and turn it into largest participatory brand in the world." To that end, the company's not only monitoring its brand on social media, but giving its fans increased access to its athletes and scientists.

On a day-to-day basis, Gatorade's tools are being used for a range of marketing tactics — from tracking brand engagement to optimizing landing pages and making sure followers are being sent to the top performing pages. As an example, the company says it's been able to increase engagement with its product education (mostly video) by 250% and reduce its exit rate from 25% to 9%.





## MARRIOTT'S M LIVE SOCIAL MEDIA COMMAND CENTER

With 500 hotels and resorts in nearly 60 countries around the world, Marriott Hotels focus on travel innovation and uncomplicating every aspect of travel, enabling guests to Travel Brilliantly. To address relevancy and granularity, Marriott manages a global network of regional “M Live” centers. The M Live studio empowers Marriott to engage travelers in personalized ways by participating in one-to-one conversations with consumers, on the social platforms where they are already active and engaged. By taking an omni-channel approach to tracking conversations, trends, global performance, marketing campaigns and brand reputation across social platforms, M Live identifies opportunities to authentically integrate Marriott International’s 19 brands and over 4,300 properties worldwide.

Before implementing the brand Command

Center approach, Marriott’s global marketing team had the daunting task of optimizing the marketing efforts of over 30 brands across 150 social accounts. Without sophisticated data integration from a variety of sources, the M Live centers lacked visibility and access to the latest news, social buzz, industry trends, live events and brand campaign schedules.

Now, with an integrated data platform comprised of cutting-edge technology from Tickr, Percolate, Sysomos, and other partners, Marriott is able to track trending industry topics (travel, fashion, cuisine) by geography, and monitor campaign results in real-time. The screens in the regional Command Centers enable teams to view all global Marriott campaigns, Monitor live news and social buzz around the Marriott brand – as well as its competitors. Teams listen to what is being said about their brand and their 5700+ locations on all platforms, and alter their strategies on-the-fly to reflect trending topics.



# The Business Case for the Command Center



Clearly, there is a strong business case to make for the Command Center approach — it helps to support the brand throughout the entire continuum, from solving customer problems to driving new sales. Marketing is just the tip of the iceberg.

Here are 5 reasons to implement a brand Command Center in the coming year:

①

## GAIN REAL-TIME INSIGHTS TO INFORM BUSINESS STRATEGY

In many organizations, reporting is still happening manually, and is already outdated by the time it's collected and formatted into a report. In the current business climate, things are changing too quickly to accommodate those kinds of delays. The Command Center enables everyone to see what's happening right now, rather than making decisions based on what appears in the rear view mirror. Social media data and business KPIs can be unified into a customized dashboard that offers a 360 degree view of the business.



2

## BOOST COLLABORATION BETWEEN TEAMS AND DEPARTMENTS

By its very nature, the Command Center promotes the sharing of information the alignment toward a common goal. This is an anomaly for most large enterprise organizations, where performance management systems often create competition between teams and encourage the hoarding, rather than the sharing, of information and critical data.

3

## MAKE DATA DIGESTIBLE

Nearly everyone would agree that there's plenty of data out there, but at the moment it's still too hard to use. The Command Center provides crucial data through beautifully designed visualizations that make the information easily to understand at a glance. Now that it won't require having an advanced degree in data science to interpret the information, everyone in the



4

## HIGHLIGHT YOUR SUCCESS

The Command Center showcases campaign results and illustrates how the brand is being perceived across social media channels and the entire web. This presents a great opportunity to raise awareness with employees, partners, and other key stakeholders. In this case, the screens are usually placed in a public place, such as the atrium of a building or an open-space office, so as to allow many people to stop by to take in the digital presence of the brand. Explains Elena Melnikova, CMO at TalkWalker, “We run our Command Center in the office, which is a magnet for people all over the company. It’s made a huge difference in the way data is shared with different teams. Almost everyone stops by regularly to look at it and take some information to their own teams.”

5

## CONDUCT COMPETITIVE RECONNAISSANCE

The Command Center enables marketing, social media and PR teams to monitor the evolution of your brand’s mentions share of voice, and track metrics like volume, depth, message topicality, tonality/sentiment, and outlet type against the activity of your brand’s main competitors.

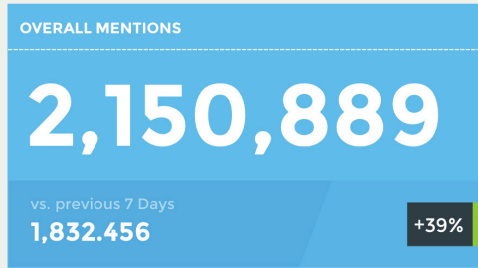




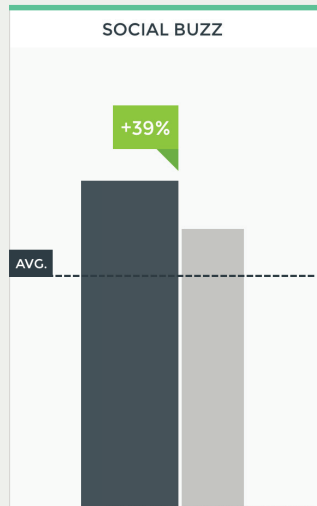
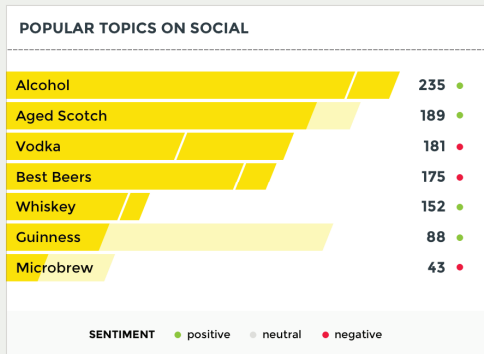
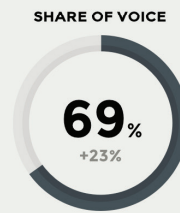
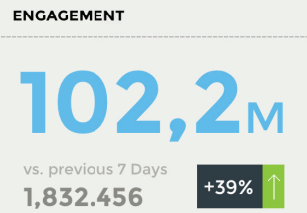
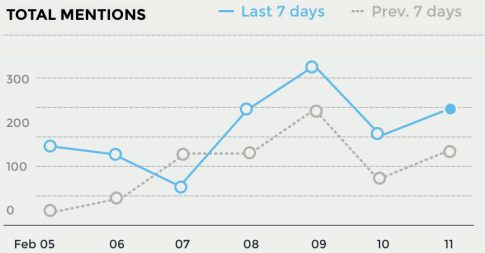
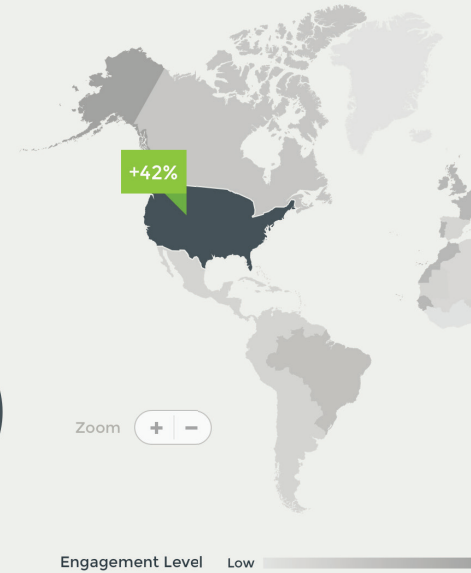
Ultimately, it comes back to the idea of being relevant. The Command Center serves as the beating heart of the brand by utilizing the best of technology to transform data into human relationships. When a brand is present and

responsive, it has boundless opportunities to build relationships and loyalty with its customers. But if your brand isn't there, someone else's will be.

# TICKR WIDGETS



### ENGAGEMENT



### TWITTER

Earned Owned

LEGO @LEGO\_Group • 34min

The Superheroes must unite! LEGO DC Comics: Batman Be-Leaguered premieres Mon. Oct. 27th at 6/5c on Cartoon Network! #Legomovie

325 retweets 24 replies 245 likes

LEGO Batman @LEGOBatmanGame • 23min

@assassinslayer4 hey. Did you get LEGO Batman 3: Beyond Gotham yet? If you didn't tell your parents to take you to BlackFriday, @GameStop.

325 retweets 24 replies 245 likes

LEGO Batman @LEGOBatmanGame • 4h

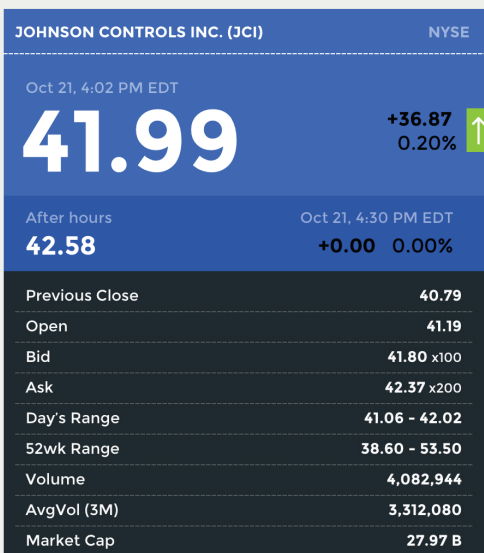
The Superheroes must unite! LEGO DC Comics: Batman Be-Leaguered premieres Mon. Oct.

LEGO Batman @LEGOBatmanGame 12 min ago  
Recently found vintage treasure. A 1983 Lego case. #Lego

Sherman @ModernShoppi... 1 h ago  
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Sherman @ModernShoppi... 1 h ago  
http://ift.tt/1xJ3BRu #ebay #LEGO Star Wars Lot of 3 Minifigures Bith Musician Band from Mos Eisley Cantina

Tim Micheals @TMichael 1 h ago



## ABOUT DAVID BEEBE



Declared by AdWeek as a “Branded Content Master Who Makes it OK to Love Marketing,” David Beebe is one of the entertainment and marketing industries most influential brand storytellers, content marketers, and speakers about content marketing and brand storytelling. Beebe was the first ever VP, Global Creative and Content Marketing at Marriott Intl., where he led a global team of over 120 people responsible for content marketing for 30 brands. He created the Marriott Content Studio, Marriott Traveler, and “M Live” – the Real Time Marketing Command Center, which won Gold and Silver Creative Data Lions at Cannes. David is a sought-after keynote speaker, who currently serves as storyteller-in-residence for Tickr, in addition to his roles as Executive Producer for David Beebe Projects and Co-founder of Content Decoded.

# About Tickr

Ever wondered why you still manage business performance with static documents like Excel, PowerPoint and PDFs while the rest of the world of information has moved online and into the cloud? We did too. So we built the world's first Business Performance Platform to unify all your data into one simple, cloud-based UI: Marketing, enterprise metrics, social, CRM and finance, all on one screen, in real time.



It's a simple idea that we think has the potential to change how all businesses are managed. In the process, we've built a stellar team and earned the confidence of some of the world's leading brands. The Tickr platform is deployed across market-leading companies in industries ranging including consumer products, pharma, finance, and manufacturing. And we're just getting started.

SIGN UP FOR A DEMO TODAY  
[tickr.com/demo](https://tickr.com/demo)