AT A GLANCE: iHeart Media puts on some of the most recognizable and talked about pop culture events in the world.

It’s a huge opportunity to engage with their listeners, attract and grow their audience, and generate excitement around their brands, as well as their in-house influencers. It’s also a major endeavor to plan and execute the digital strategy of these national events while staying relevant at a local level. In addition, the team must also benchmark their events versus competitors and previous years to truly know the level of their success.

CHALLENGE: Planning, Executing and Measuring the Digital Properties of 60+ Live Events Annually
With over 60+ major live music events in a given year, Michelle Lin, the Digital Program Director at iHeart Media, is tasked with planning the digital editorial calendar for the year’s events. This involves planning and scheduling the content around 60+ events, all different types of music and artists, in different locations around the country.

Planning the editorial annual calendar of over 60 events means that Michelle and her team have to take into account which artists are playing, the location of the venue, and all of the pertinent facts. The combination of everything gets fans excited, encourages attendance, and ultimately spurs online engagement, which helps spread the word to a larger audience.

In addition to figuring out what to talk about for each event and what will drive attendance and engagements, iHeart Media must also make a social plan for their internal influencers, such as their DJs, to help generate buzz around their events. Michelle’s team identifies and engages external influencers to spread word about their events and do a social “takeover” of their social accounts.

Michelle and her team also monitor the event in real time to understand the sentiment around the event and the artists, as well as pick up on any viral content that can be amplified or mitigated, if negative.

After each event, the team benchmarks these events against previous events and competitor’s events to learn from their success and identify room for improvement for the future.

**SOLUTION:** Let Social Conversations Be Your Guide To Crafting Relevant Messaging That Spurs Audience Engagement

When Michelle plans content for her editorial calendar, she starts by looking at each event and which artists are in attendance, and then digs into NetBase to understand what people are saying about each artist to give her a better understanding of what will be most relevant and discussion worthy.

For example, when planning content for the Jingle Ball with Katy Perry in attendance, Michelle sees that the trending content around Katy Perry is around her new song, “Harleys in Hawaii”. This gives Michelle a great lead into a messaging strategy around the artist that will help generate excitement for her upcoming performance at the Jingle Ball.

In addition to looking at conversations around Katy Perry, the digital team digs into conversations around the events, current contests, trending and related hashtag tie-ins, and utilizes top performing content and hashtags to create messaging around their events, capitalizing on FOMO (fear of missing out) in their content strategy that goes into their editorial calendar.
After each event has been announced, the team goes into maintenance mode, which includes interacting with fans and monitoring the conversation in real time, responding to questions around the events broadly or on a one on one basis, while also keeping an eye on sentiment to be aware of any unforeseen issues. Their team also does ad-hoc topic searches for content ideas to keep the conversation relevant and timely, while also sharing the content of their internal and external influencers.

After an event, the iHeart Media team uses NetBase to benchmark this year’s event versus previous years events to identify conversation lift, overall impressions, sentiment and what could be improved for next year’s campaign. They also use NetBase to benchmark and compare their event to competitive events such as the Grammys, The Super Bowl and the Oscars to identify how they stack up.
RESULTS: iHeartradio 2019 Music Awards get 310B impressions, more than the Grammys and the Super Bowl combined!

A data driven strategy has worked for iHeartMedia, giving them twice the social impressions of their music event competitors, showing their social strategy is on point, and enviable to the biggest nationally syndicated events in the music business. The true winners in this equation are the fans, who get the benefit of a great experience online and in person during the event.

2X

more impressions than other music events, with the iHeart Radio 2019 awards getting over 310B impressions

Increased social impressions and impact year over year

iHeartMedia’s highly engaged fans and social audience have helped grow their brand visibility and attendance of their events

“NetBase allows me to look at the data around our content to see what the conversations are, look at mentions and how many impressions we are driving and compare it to events we have done in the past.”

—Michelle Lin, Director of Digital Programs, iHeart Media

ABOUT NETBASE QUID

NetBase Quid is the next generation consumer and market intelligence platform, delivering contextual insights to reveal business trends, connect with consumers, and understand the story behind competitors and the market. The platform uses advanced artificial intelligence to process billions of indexed resources across all forms of structured and unstructured data, empowering our brand, agency and consulting services customers to make smart, data driven decisions accurately, quickly and efficiently.

NETBASE QUID CUSTOMERS INCLUDE:

Coca-Cola, Starbucks, United, T-Mobile, Yum!, Wunderman Thompson, Walmart, American Airlines, Hyundai, The New York Times

iHeartMedia Social Sets Records

310B

138B 131B 67B

iHeartradio 2019 Music Awards
Grammy
Lin
Oscars

“Impressions”

310B

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