

Flying Blind in a Crisis? 

THE ROLE OF RESEARCH, DATA & ANALYTICS IN CRISIS MANAGEMENT

Swipe to see how data protects your brand 

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01. Real-Time Listening

*Before you can fix a crisis, you have to understand it. **Data helps you track the narrative** and analyse sentiment in real-time through:*



Media Monitoring (AI tools, manual search, platform analytics etc)

Tracking headlines and press coverage.



Sentiment Analysis (AI tools)

Gauging the public's emotional response

(Are they angry, confused, or indifferent?)

***Understanding the Narrative - What is the storyline?**

Who is saying what, where, how, when and why? (*What are the over and undertones? What are we missing?*)



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02. Knowing Your Audience

You can't talk to everyone the same way.
Research and data analytics allows for precise targeting:

 **Stakeholder Identification & Profiling**
Knowing exactly who is impacted, involved and interested.

 **Stakeholder Mapping**
Prioritizing who needs to hear from you first

 **Audience Segmentation**
Grouping your audience by their specific concerns



03. Strategic Action

Data removes the guesswork from your communication strategy

Targeted Messaging

Tailoring specific messages to specific groups while maintaining consistency

Reduction of Blind Spots

Uncovering hidden risks before they blow up

De-escalation Parameters

Using data thresholds to know when and how to speak up



04. Measuring the Recovery

What gets measured gets managed. Once the smoke clears, analytics drives the long-term recovery and re-positioning



Performance Metrics

Evaluating how well your response performed



Post-Crisis Assessment

Analyzing the long-term impact on your reputation to prepare for the future





Data isn't just numbers: It's your Reputation Filter & Shield.

***Do NOT guess your way out of a crisis.
Let data and insights guide your
understanding of the issue and what
needs to be SAID and DONE!***

***Ready to build your team's
reputation shield? Email us***



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