# Predictive Analytics for Social Media Marketers : A Recipe for Success

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TrustInsights.ai

# WhereCanIGetTheSlides.com

# Analytics *without action* Is a recipe you cook but never eat.

# What is Predictive Analytics?

# PEOPLE ARE

# *PREDICTABLE*

when is christmas

December 25, every year.

when is christmas
when is christmas **day**
when is christmas **eve**
when is christmas **day 2017**
when is christmas **in july**
when is christmas **in australia**
when is christmas **2018**
when is christmas **in july on qvc**

BLACK
FRIDAY
SALE

BLACK
OUR HOTTEST DEALS OF THE YEAR!
FRIDAY
STARTS NOW ONLINE

Black Friday
SALE

BLACK
FRIDAY
SALE

BLACK
FRIDAY
Deals

SALE
BLACK
FRIDAY

Black Friday
Sale

BLACK
FRIDAY
DEALS

BLACK
FRIDAY

BLACK FRIDAY
SALE

Black Friday
SALE

BLACK FRIDAY
SALE
COUNTDOWN

BLACK FRIDAY
SALE

BLACK
SUPER SALE
FRIDAY
SALE

BLACK
FRIDAY
SALE

SALE
BLACK
Friday

# Predicting The Specific Future is Harder

From and including: **Wednesday, November 6, 2019**
To, but **not** including **Wednesday, December 25, 2019**
Excluding Weekends and public holidays
in United States – Nationwide. Change Country / Change State

**49 calendar days – 16 days skipped:**

**Excluded 7 Saturdays**

**Excluded 7 Sundays**

**Excluded 2 holidays:**

- Veterans Day (Monday, November 11, 2019)
- Thanksgiving Day (Thursday, November 28, 2019)

**3 days**

nt and calculate again

Start Again ▶

**er 2019**
ncluded

| Wed | Thu | Fri | Sat |
|---|---|---|---|
| | | 1 | 2 |
| 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

**December 2019**
17 days included

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

= Not included in results (Skipped) = First day included (Nov 6, 2019) = Last day included (Dec 24, 2019)

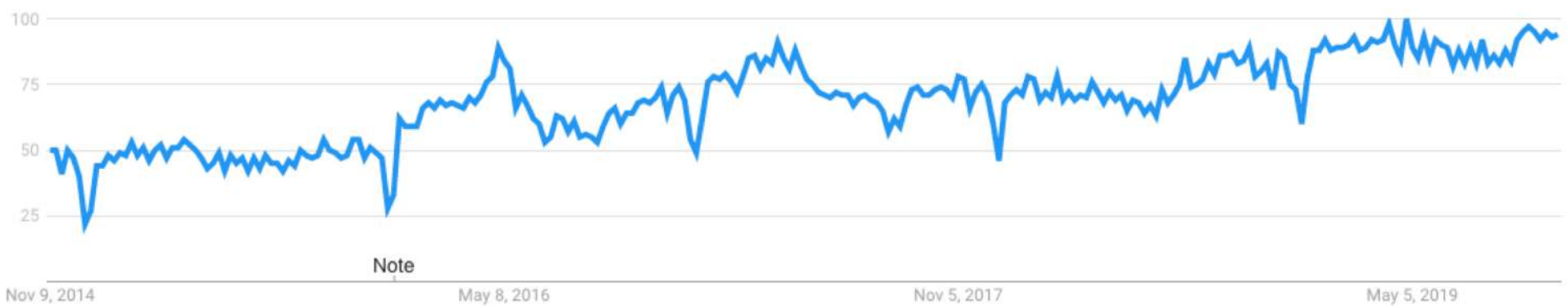
Google Trends | Explore

social media marketing
Search term

+ Compare

Worldwide | Past 5 years | All categories | Web Search

# Using the past to predict the future

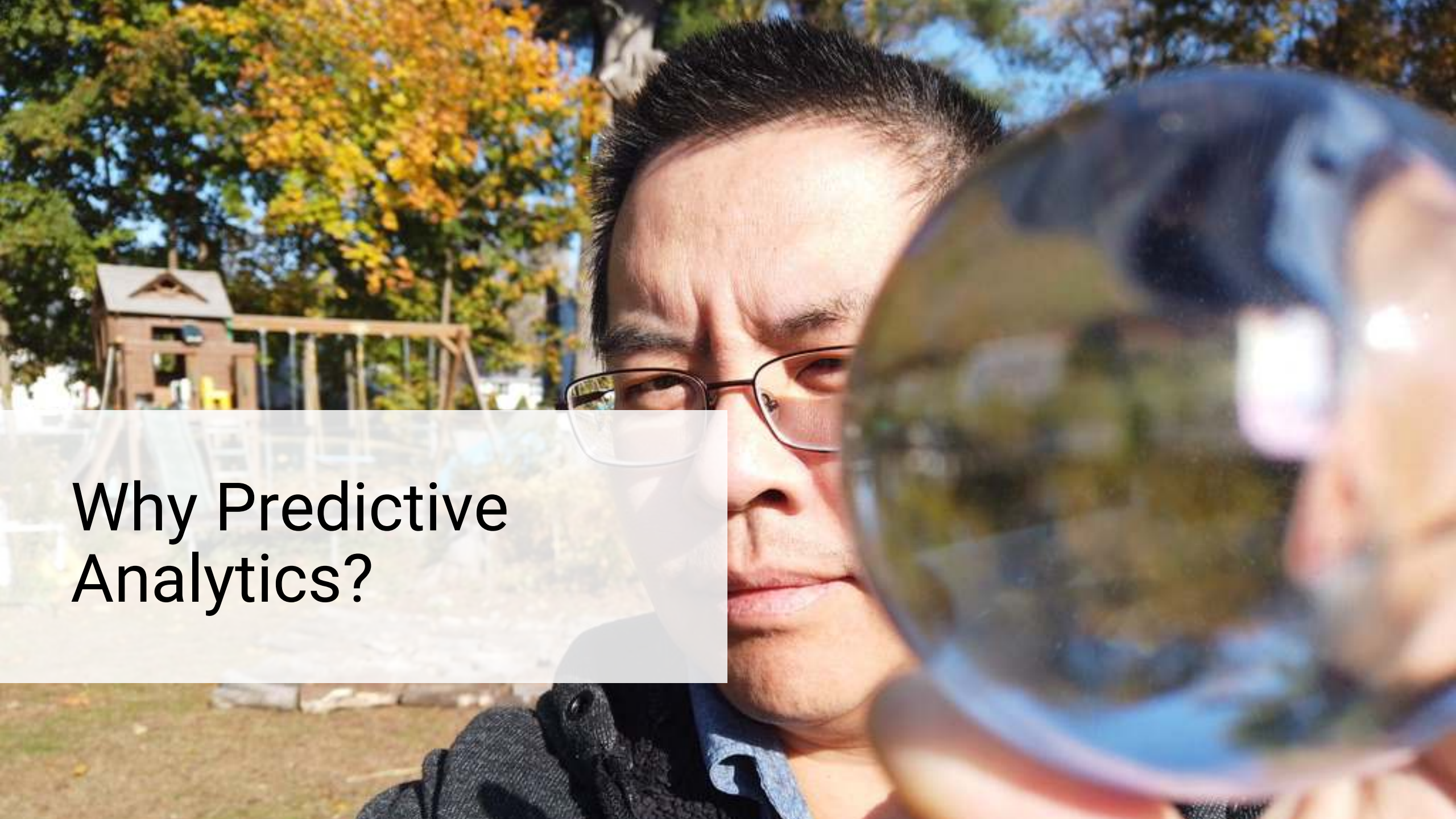


$$\left(1 - \sum_{i=1}^{p} \phi_i L^i\right) (1 - L)^d X_t = \delta + \left(1 + \sum_{i=1}^{q} \theta_i L^i\right) \varepsilon_t.$$

# S-ARIMA
# Auto-Regressive Integrated Moving Averages (w/Seasonality)

Was that even English?

# PREDICTION IS *PROBABILITY*



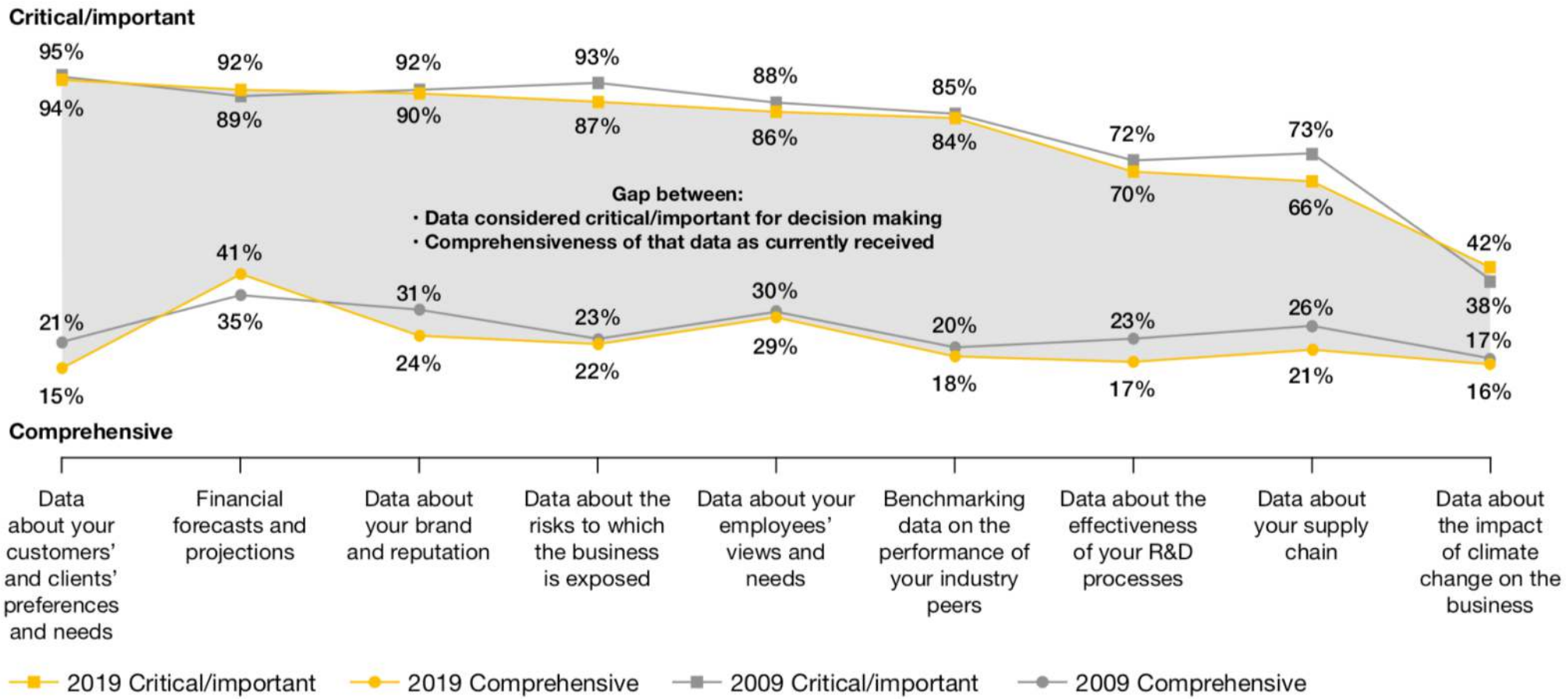
# Why Predictive Analytics?

EXHIBIT 12

# CEOs face issues with their own capabilities, mostly in terms of data adequacy, with a huge gap that remains ten years on

QUESTION

Thinking about the data that you personally use to make decisions about the long-term success and durability of your business, how important are the following? (showing only 'critical/important')




Source: PwC, 22nd Annual Global CEO Survey
Base: All respondents (2019=1,378; 2009=1,124)

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EXHIBIT 12

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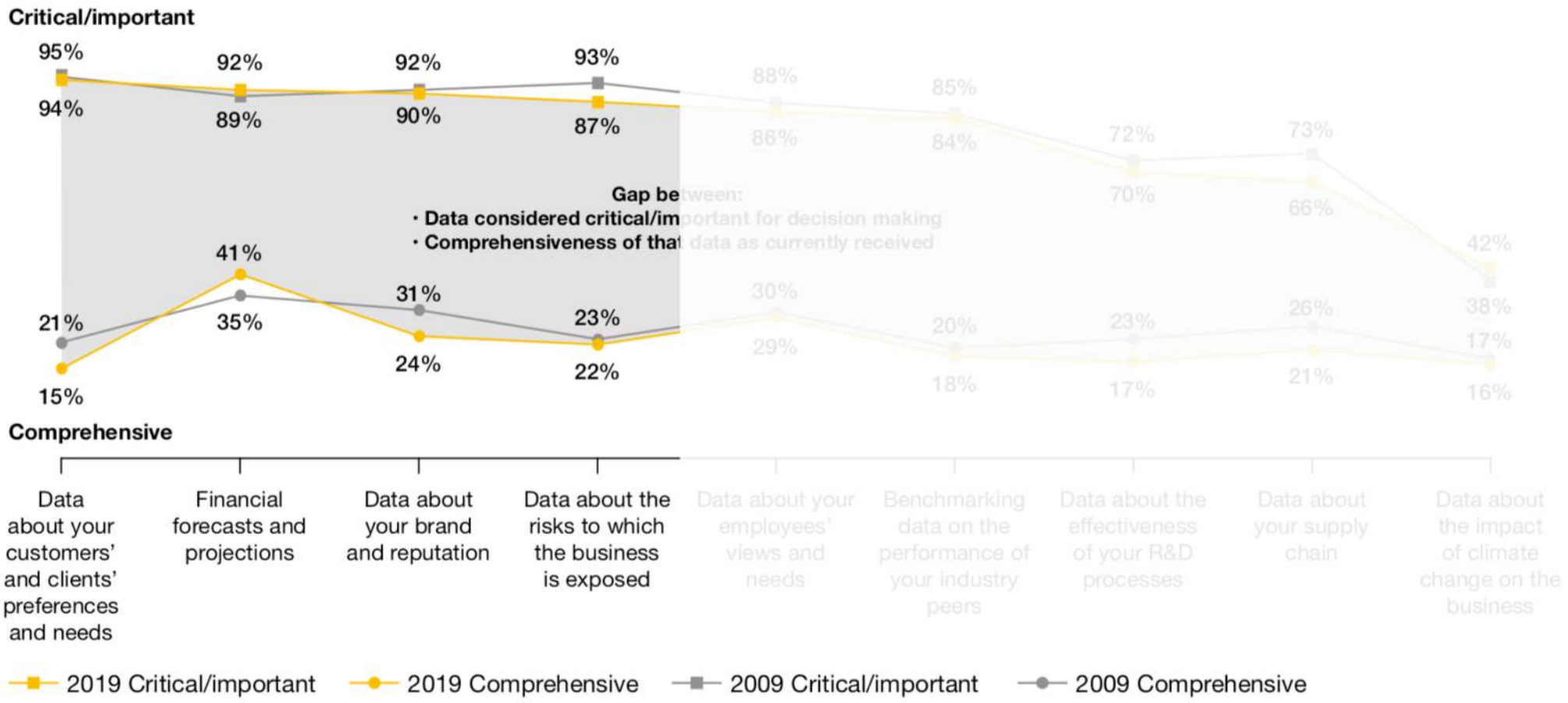
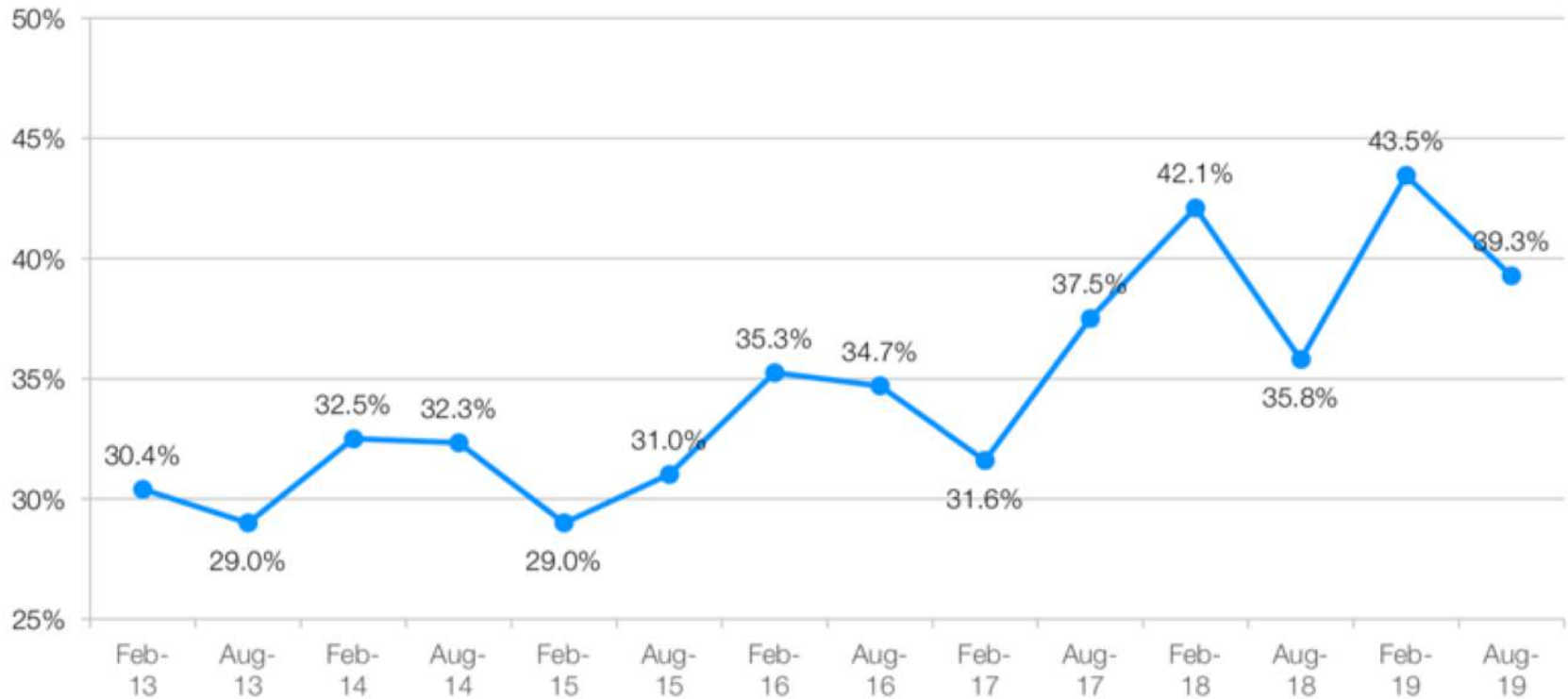



Source: PwC, 22nd Annual Global CEO Survey
Base: All respondents (2019=1,378; 2009=1,124)

trustinsights

# Companies use of marketing analytics seesaws

Percent of time marketing analytics is used in decision making




## Economic Sector

B2B Product: 37.5%
B2B Services: 35.8%
B2C Product: 47.9%
B2C Services: 40.7%

## Insights

Companies use marketing analytics in decision making 39.3% of the time, on average, representing a 29.3% increase since the question was first asked in 2013! Education (57.2%) and Retail/Wholesale (47.2%) are the strongest users while Consumer Services (20%) is the lowest.

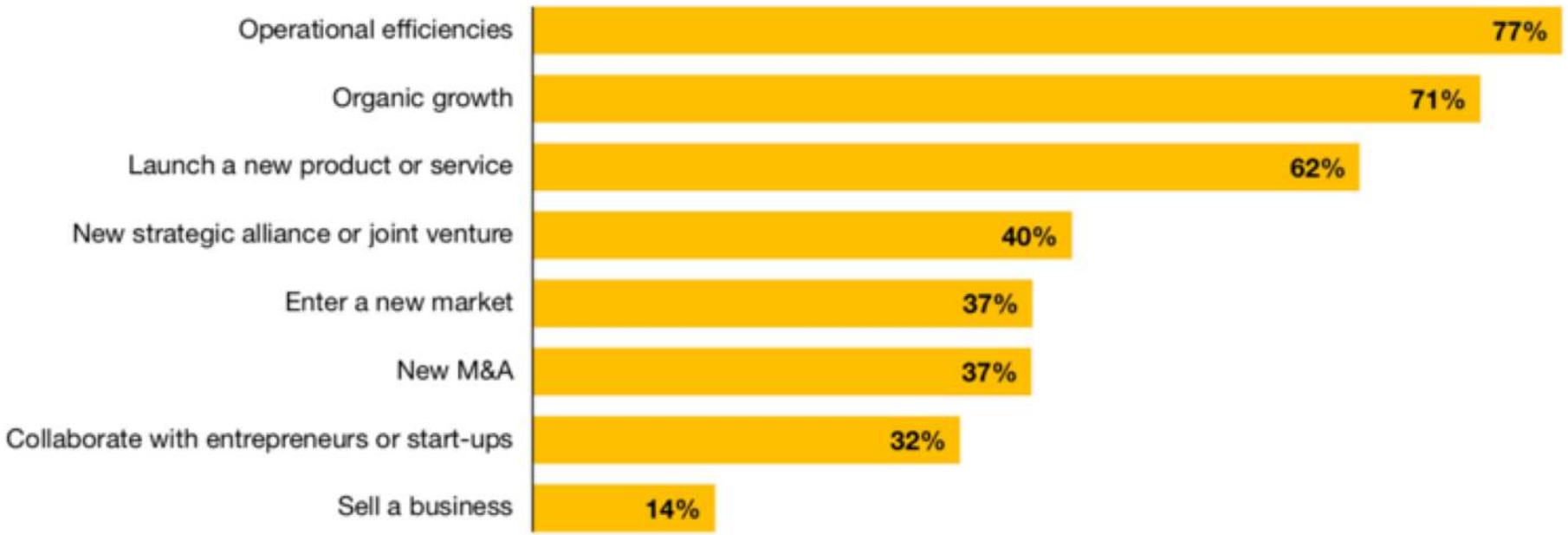
© Christine Moorman

EXHIBIT 11

# Faced with the new realities, organisations are turning inward to drive revenue growth

QUESTION

Which of the following activities, if any, are you planning in the next 12 months in order to drive revenue growth?




Source: PwC, 22nd Annual Global CEO Survey
Base: All respondents (2019=1,378)

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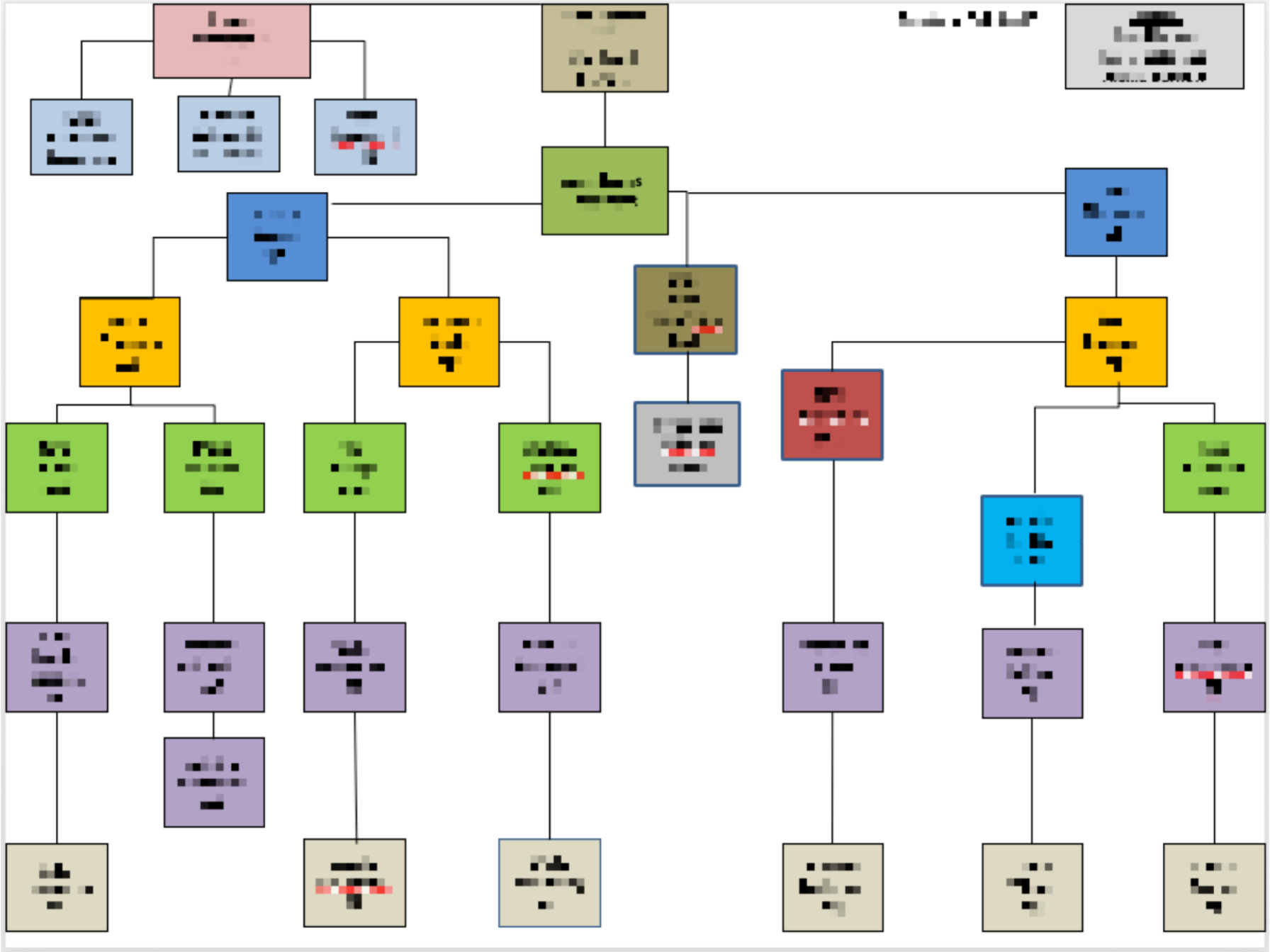
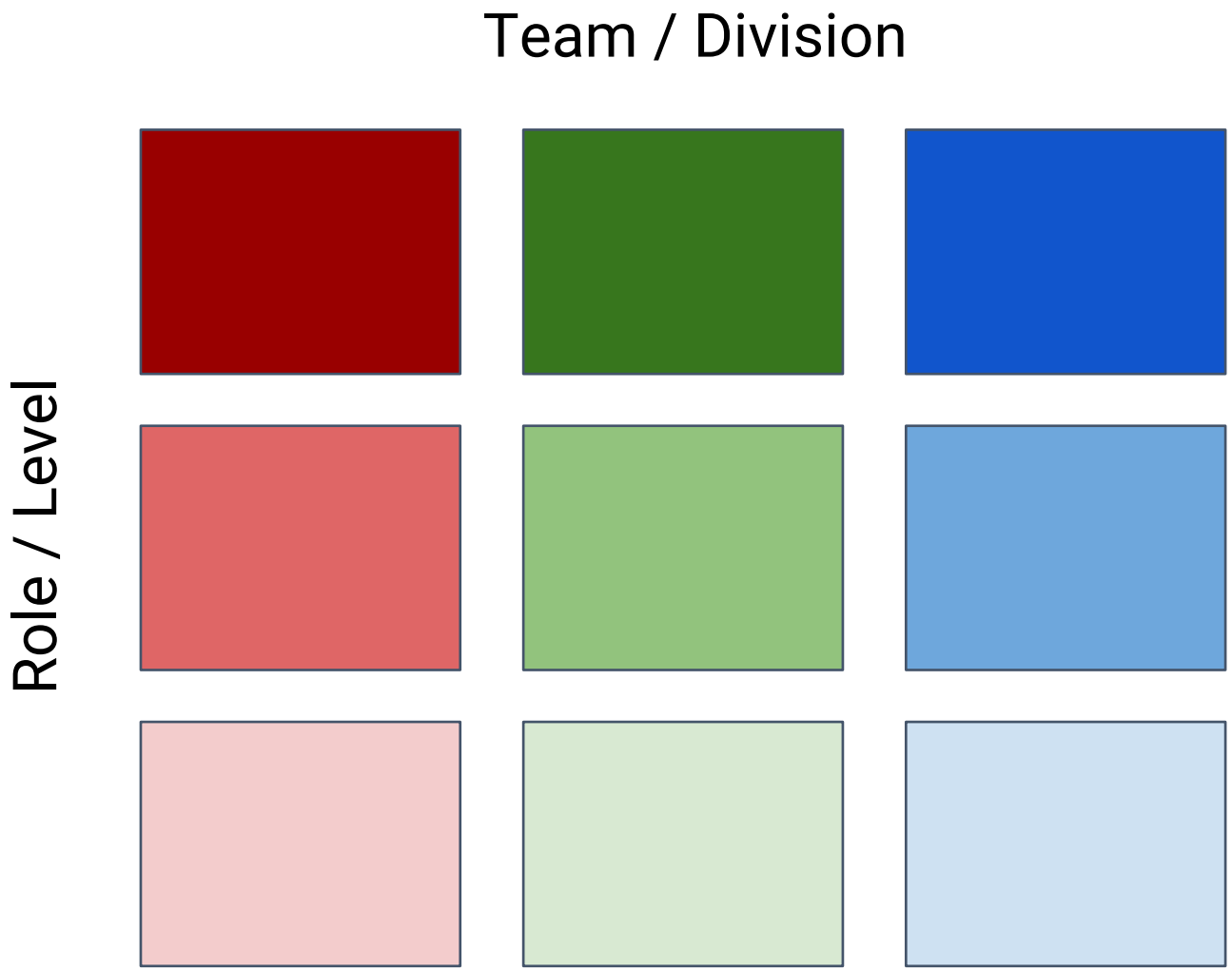
# Analytics *without action* Is a recipe you cook but never eat.

# How To Get Started

# Predictive Analytics is Just Like Cooking

# Who Are We Cooking For, and Why?




Team / Division
Role / Level

# WHO

# WHAT

# WHY

# Why do you want a predictive forecast?

# As CMO, I can see big picture trends so that I can plan my overall marketing strategy.

# Why do you want a predictive forecast?

As Marketing Manager, I can anticipate periods of high demand so that I can plan staff and resource appropriately.

# Why do you want a predictive forecast?

As Marketing Specialist, I can know what topics are important weekly so that I can create timely content.

# What's the Recipe?

# Golden Sweet Cornbread

allrecipes

| Prep | Cook | Ready In |
| --- | --- | --- |
| 10 m | 25 m | 35 m |

*Recipe By:* bluegirl

"If you like sweet cornbread, this is the recipe for you! My mom made this for me as a child, and now it's my family's favorite."

## Ingredients

- 1 cup all-purpose flour
- 1 cup yellow cornmeal
- 2/3 cup white sugar
- 1 teaspoon salt
- 3 1/2 teaspoons baking powder
- 1 egg
- 1 cup milk
- 1/3 cup vegetable oil

## Directions

1. Preheat oven to 400 degrees F (200 degrees C). Spray or lightly grease a 9 inch round cake pan.
2. In a large bowl, combine flour, cornmeal, sugar, salt and baking powder. Stir in egg, milk and vegetable oil until well combined. Pour batter into prepared pan.
3. Bake in preheated oven for 20 to 25 minutes, or until a toothpick inserted into the center of the loaf comes out clean.

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# Why do you want a predictive forecast?

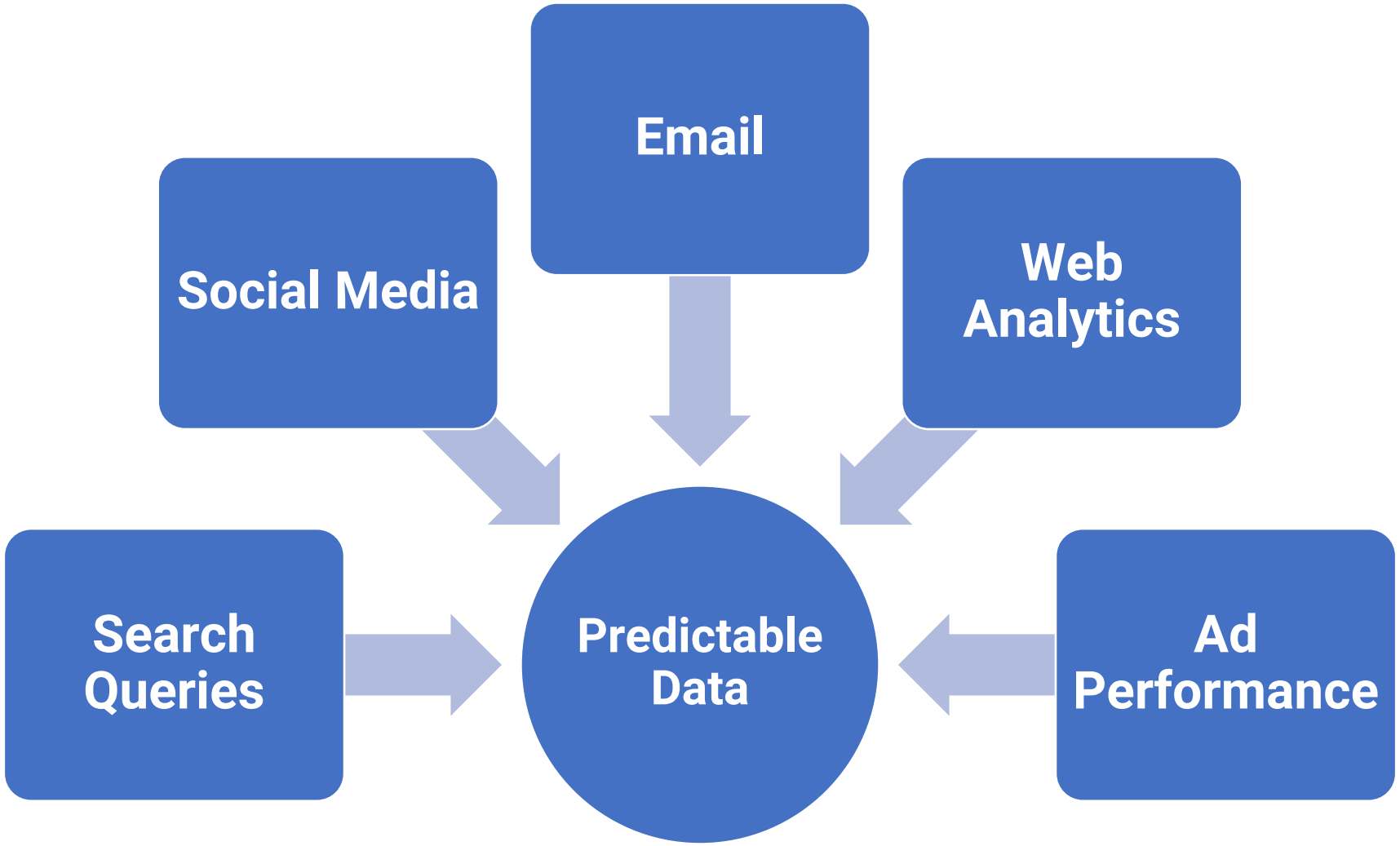
As Social Media Manager, I can know when people are in the office so that I can schedule my most important content at the right time.

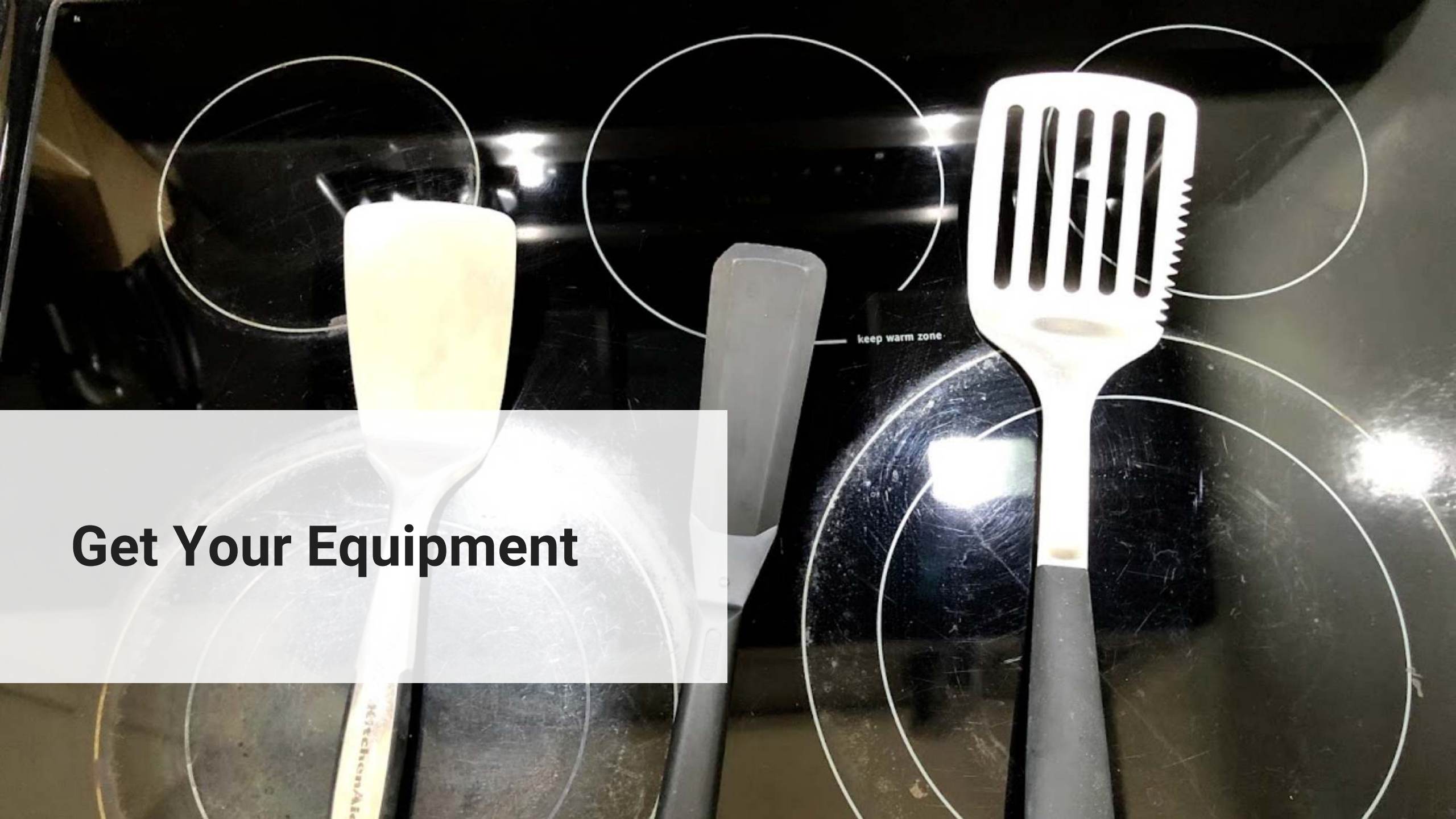
# Find The Ingredients

Nature's Promise
Organic

# NUMBERS + DATES =

# *PREDICTABLE DATA*


Email
Social Media
Web Analytics
Search Queries
Predictable Data
Ad Performance




# Get Your Equipment

Comprehensive, simplified
& all-in-one environment

# Machine Learning Languages to Start With Natively Supported in Watson Studio

$2.39
$1.99
FREE
$2.39
$1.99
FREE
$2.39
$1.99
FREE
$1.69
FREE
$1.69
2/$3
FREE

# Prep

Google | OOO: 130 keywords | United States | 191 / 200 daily reports left | 5,000 / 5,000 monthly SERP updates left

Overview
Ads history BETA

KEYWORD IDEAS
All keyword ideas
Phrase match
Having same terms
Also rank for
Search suggestions
Newly discovered
Questions

TRAFFIC SHARE
By domains
By pages

KEYWORDS LISTS

# Overview

KD | Volume | Word count | SERP features | Include | Exclude | More filters

130 keywords

| Keyword | KD | Volume | Clicks | CPC | CPS | RR | SF | Parent topic |
|---|---|---|---|---|---|---|---|---|
| out of office message | 24 | 18K | 14,956 | $9.00 | 0.84 | 1.13 | 1 | out of office message |
| outlook out of office | 20 | 5.0K | 2,433 | $2.00 | 0.49 | 1.10 | 5 | outlook out of office |
| out of office outlook | 12 | 4.4K | 1,774 | $0.00 | 0.40 | 1.14 | 5 | outlook out of office |
| out of the office message | 24 | 3.9K | 2,897 | $14.00 | 0.75 | 1.13 | 5 | out of office message |
| out of office | 28 | 3.7K | 1,423 | $6.00 | 0.38 | 1.15 | 2 | out of office message |
| gmail out of office | 9 | 3.6K | 787 | $0.00 | 0.22 | 1.24 | 5 | gmail out of office |
| out of office message outlook | 28 | 3.0K | 1,483 | $0.00 | 0.49 | 1.10 | 5 | out of office message |
| gmail auto reply | 9 | 2.9K | 1,139 | $0.00 | 0.39 | 1.15 | 4 | gmail out of office |
| outlook out of office message | 27 | 2.5K | 1,184 | $0.00 | 0.47 | 1.13 | 5 | outlook out of office |
| how to set out of office in outlook | 9 | 2.2K | 1,123 | $3.00 | 0.52 | 1.12 | 5 | outlook out of office |
| outlook automatic reply | 21 | 2.0K | 1,095 | $0.00 | 0.55 | 1.07 | 5 | out of office message |
| how to set up out of office in outlook | 12 | 1.9K | 947 | $8.00 | 0.50 | 1.13 | 4 | outlook out of office |
| outlook auto reply | 27 | 1.7K | 943 | $0.35 | 0.57 | 1.14 | 5 | outlook out of office |
| out of office gmail | 8 | 1.7K | 326 | N/A | 0.19 | 1.13 | 4 | gmail out of office |
| ooto | 0 | 1.6K | 545 | $0.00 | 0.35 | 1.13 | 5 | ooto |
| auto reply outlook | 28 | 1.6K | 920 | N/A | 0.59 | 1.13 | 5 | out of office message |
| gmail vacation responder | 9 | 1.5K | 427 | $0.00 | 0.28 | 1.10 | 4 | gmail out of office |
| out of office email | 24 | 1.5K | 1,110 | $20.00 | 0.76 | 1.10 | 2 | out of office message |

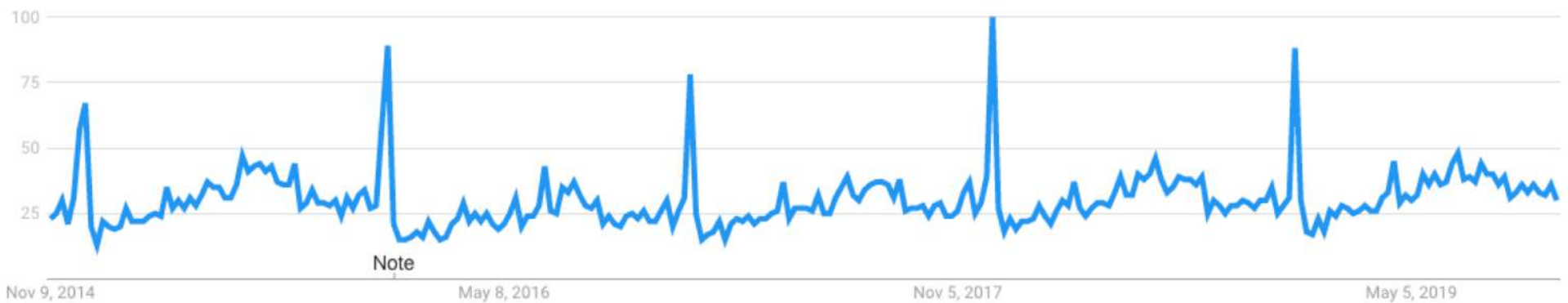
Google Trends | Explore

out of office message
Search term

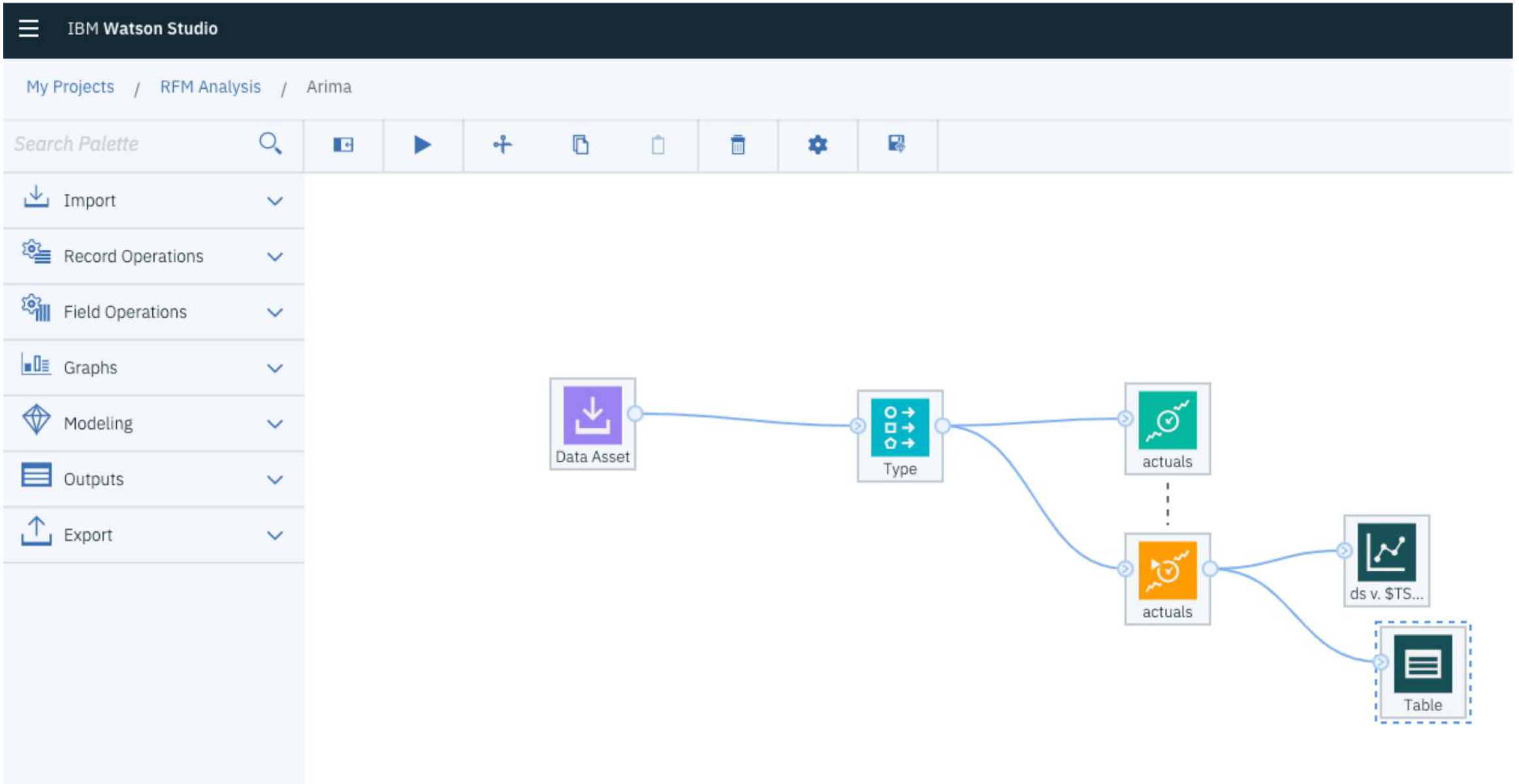
+ Compare

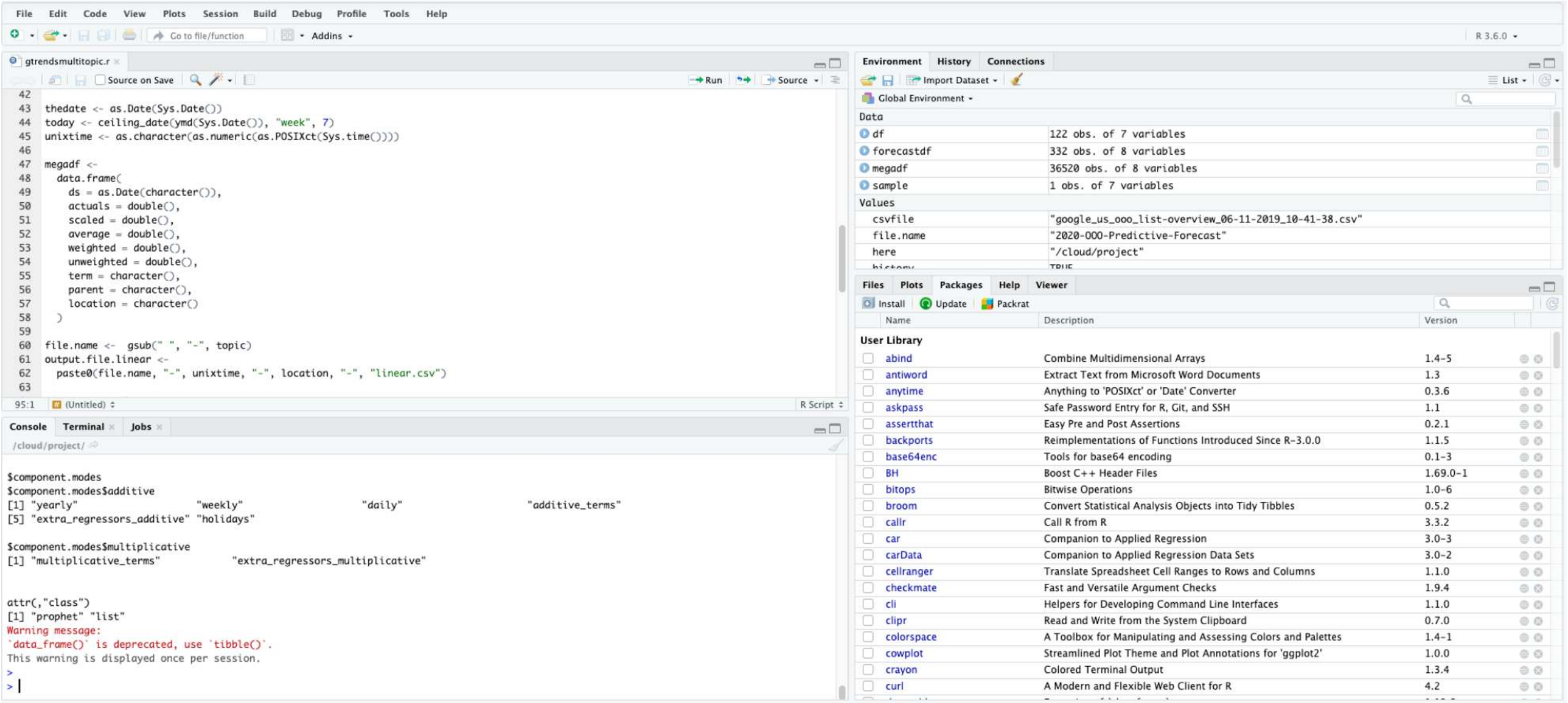
Worldwide | Past 5 years | All categories | Web Search

Interest over time



# Cook

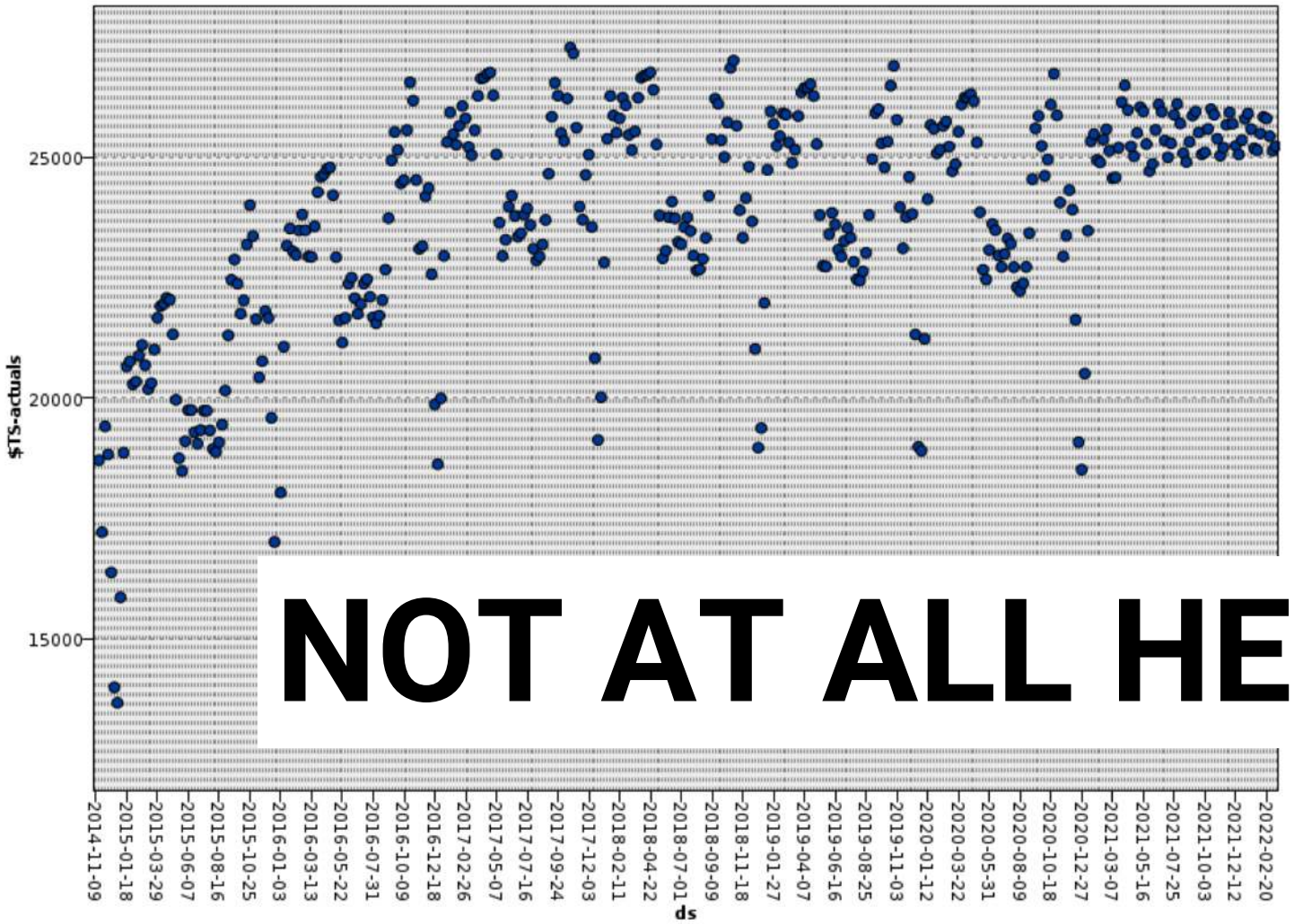

IBM Watson Studio
My Projects / RFM Analysis / Arima
Search Palette
Import
Record Operations
Field Operations
Graphs
Modeling
Outputs
Export
Data Asset
Type
actuals
actuals
ds v. $TS...
Table


File Edit Code View Plots Session Build Debug Profile Tools Help
Go to file/function
Addins
R 3.6.0
gtrendsmultitopic.r
Source on Save
Run
Source
42
43 thedate <- as.Date(Sys.Date())
44 today <- ceiling_date(ymd(Sys.Date()), "week", 7)
45 unixtime <- as.character(as.numeric(as.POSIXct(Sys.time())))
46
47 megadf <-
48 data.frame(
49 ds = as.Date(character()),
50 actuals = double(),
51 scaled = double(),
52 average = double(),
53 weighted = double(),
54 unweighted = double(),
55 term = character(),
56 parent = character(),
57 location = character()
58 )
59
60 file.name <- gsub(" ", "-", topic)
61 output.file.linear <-
62 paste0(file.name, "-", unixtime, "-", location, "-", "linear.csv")
63
95:1 (Untitled)
R Script
Console Terminal Jobs
/cloud/project/
$component.modes
$component.modes$additive
[1] "yearly" "weekly" "daily" "additive_terms"
[5] "extra_regressors_additive" "holidays"
$component.modes$multiplicative
[1] "multiplicative_terms" "extra_regressors_multiplicative"
attr(,"class")
[1] "prophet" "list"
Warning message:
`data_frame()` is deprecated, use `tibble()`.
This warning is displayed once per session.
>
>
Environment History Connections
Import Dataset
List
Global Environment
Data
df 122 obs. of 7 variables
forecastdf 332 obs. of 8 variables
megadf 36520 obs. of 8 variables
sample 1 obs. of 7 variables
Values
csvfile "google_us_ooo_list-overview_06-11-2019_10-41-38.csv"
file.name "2020-OOO-Predictive-Forecast"
here "/cloud/project"
Files Plots Packages Help Viewer
Install Update Packrat
Name Description Version
User Library
abind Combine Multidimensional Arrays 1.4-5
antiword Extract Text from Microsoft Word Documents 1.3
anytime Anything to 'POSIXct' or 'Date' Converter 0.3.6
askpass Safe Password Entry for R, Git, and SSH 1.1
assertthat Easy Pre and Post Assertions 0.2.1
backports Reimplementations of Functions Introduced Since R-3.0.0 1.1.5
base64enc Tools for base64 encoding 0.1-3
BH Boost C++ Header Files 1.69.0-1
bitops Bitwise Operations 1.0-6
broom Convert Statistical Analysis Objects into Tidy Tibbles 0.5.2
callr Call R from R 3.3.2
car Companion to Applied Regression 3.0-3
carData Companion to Applied Regression Data Sets 3.0-2
cellranger Translate Spreadsheet Cell Ranges to Rows and Columns 1.1.0
checkmate Fast and Versatile Argument Checks 1.9.4
cli Helpers for Developing Command Line Interfaces 1.1.0
clipr Read and Write from the System Clipboard 0.7.0
colorspace A Toolbox for Manipulating and Assessing Colors and Palettes 1.4-1
cowplot Streamlined Plot Theme and Plot Annotations for 'ggplot2' 1.0.0
crayon Colored Terminal Output 1.3.4
curl A Modern and Flexible Web Client for R 4.2

# Test Kitchen

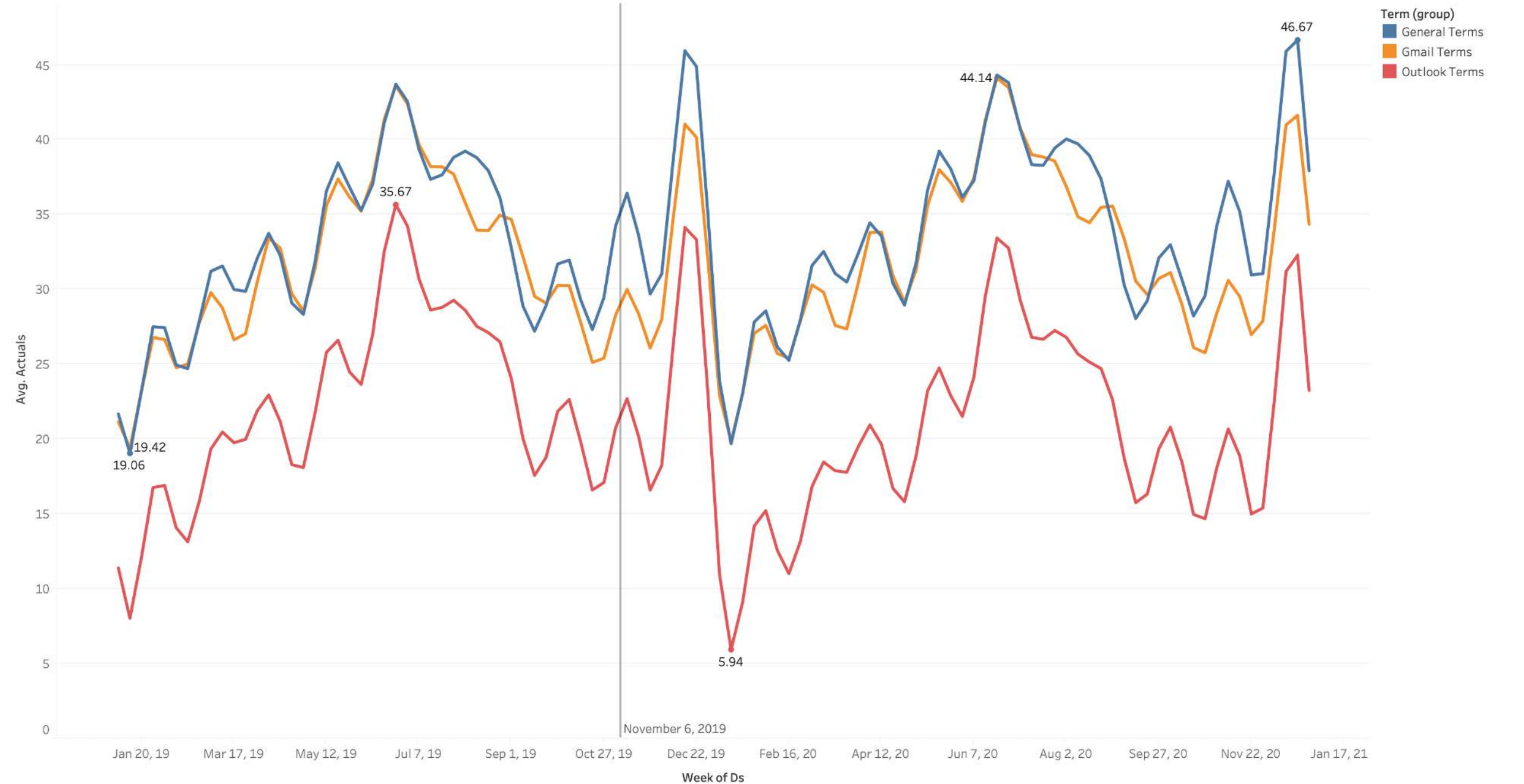
IBM Watson Studio

My Projects / RFM Analysis / Arima / ds v. $TS-actuals




# NOT AT ALL HELPFUL

# Out of Office Forecast :: Analysis by TrustInsights.ai




The trend of average of Actuals for Ds Week. Color shows details about Term (group). The data is filtered on Ds Year, which keeps 2019 and 2020.

# Out of Office Forecast :: Analysis by TrustInsights.ai (2)

| Quarter of .. | Week of Ds | Term (group) General Terms | Gmail Terms | Outlook Terms |
|---|---|---|---|---|
| 2019 Q4 | December 15, 2019 | 45.96 | 41.05 | 34.15 |
| | December 22, 2019 | 44.91 | 40.17 | 33.34 |
| | December 8, 2019 | 38.70 | 34.84 | 26.35 |
| | November 10, 2019 | 36.44 | 30.01 | 22.71 |
| | December 29, 2019 | 34.99 | 31.92 | 22.99 |
| | November 3, 2019 | 34.22 | 28.27 | 20.73 |
| | November 17, 2019 | 33.62 | 28.38 | 20.18 |
| | October 6, 2019 | 31.97 | 30.26 | 22.65 |
| | December 1, 2019 | 31.04 | 28.00 | 18.25 |
| | November 24, 2019 | 29.70 | 26.09 | 16.60 |
| | October 27, 2019 | 29.47 | 25.42 | 17.10 |
| | October 13, 2019 | 29.29 | 27.77 | 19.79 |
| | October 20, 2019 | 27.33 | 25.13 | 16.60 |
| 2020 Q1 | March 8, 2020 | 32.54 | 29.82 | 18.47 |
| | March 29, 2020 | 32.41 | 30.44 | 19.50 |
| | March 1, 2020 | 31.61 | 30.31 | 16.84 |
| | March 15, 2020 | 31.08 | 27.60 | 17.89 |
| | March 22, 2020 | 30.50 | 27.37 | 17.79 |
| | February 2, 2020 | 28.57 | 27.60 | 15.22 |
| | February 23, 2020 | 28.00 | 27.90 | 13.18 |
| | January 26, 2020 | 27.83 | 27.07 | 14.20 |
| | February 9, 2020 | 26.16 | 25.72 | 12.57 |
| | February 16, 2020 | 25.27 | 25.41 | 11.01 |
| | January 5, 2020 | 23.88 | 22.91 | 10.95 |
| | January 19, 2020 | 23.07 | 23.05 | 9.11 |
| | January 12, 2020 | 19.70 | 19.87 | 5.94 |
| 2020 Q2 | June 21, 2020 | 44.33 | 44.14 | 33.44 |
| | June 28, 2020 | 43.82 | 43.50 | 32.77 |
| | June 14, 2020 | 41.22 | 41.36 | 29.62 |
| | May 17, 2020 | 39.24 | 38.01 | 24.75 |
| | May 24, 2020 | 38.06 | 37.16 | 22.90 |
| | June 7, 2020 | 37.27 | 37.44 | 24.13 |
| | May 10, 2020 | 36.66 | 35.62 | 23.24 |
| | May 31, 2020 | 36.17 | 35.89 | 21.52 |
| | April 5, 2020 | 34.46 | 33.81 | 20.95 |
| | April 12, 2020 | 33.58 | 33.83 | 19.68 |
| | May 3, 2020 | 31.76 | 31.31 | 18.89 |

## Plan Big Campaigns These Weeks:

- Q1 2020: January 12
- Q2 2020: April 26
- Q3 2020: September 13
- Q4 2020: October 18

## Do NOT Plan Big Campaigns These Weeks:

Q1 2020: March 8
Q2 2020: June 21
Q3 2020: July 5
Q4 2020: December 20

# Roll Out Your Recipe

# Questions About Cheese Forecast :: Analysis by TrustInsights.ai

Week of Ds

| Term | Janua.. | January .. | January .. | January .. | February.. | February.. | February.. | February.. | March 1,.. | March 8,.. | March 1.. | March 2.. | March 2.. | April 5, 2.. | April 12, .. | April 19, .. | April 26, .. | May 3, 2.. | May 10, .. | May 17, .. | May 24, .. | M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| how many carbs in cream cheese | 74.3 | 76.2 | 71.6 | 66.1 | 64.2 | 66.1 | 68.1 | 67.7 | 65.0 | 62.6 | 62.5 | 64.9 | 68.5 | 71.6 | 72.6 | 70.7 | 66.7 | 62.6 | 60.9 | 62.2 | 65.5 | |
| how many calories in cream cheese | 70.6 | 80.1 | 81.1 | 75.5 | 69.9 | 68.5 | 70.0 | 70.5 | 69.2 | 68.8 | 71.1 | 73.7 | 72.9 | 68.3 | 64.4 | 65.4 | 70.6 | 74.8 | 73.8 | 68.1 | 62.1 | |
| what is ricotta cheese | 65.1 | 57.5 | 53.2 | 51.4 | 50.8 | 52.1 | 56.2 | 61.1 | 63.1 | 60.5 | 56.0 | 54.1 | 55.9 | 58.4 | 58.1 | 55.3 | 53.1 | 53.1 | 53.6 | 52.0 | 49.1 | |
| how long does parmesan last | 64.7 | 61.7 | 57.1 | 54.5 | 54.9 | 56.0 | 55.2 | 52.9 | 51.8 | 53.6 | 56.4 | 56.5 | 52.5 | 47.2 | 45.1 | 47.8 | 52.5 | 55.2 | 54.9 | 53.8 | 54.1 | |
| how long does cream cheese last | 64.3 | 56.2 | 50.9 | 51.6 | 55.6 | 57.1 | 52.9 | 45.6 | 41.0 | 42.1 | 45.9 | 47.5 | 45.0 | 41.2 | 40.4 | 43.3 | 46.8 | 47.9 | 46.6 | 45.2 | 45.1 | |
| how to make mozzarella | 64.3 | 66.2 | 65.1 | 61.5 | 56.4 | 52.1 | 50.1 | 50.1 | 50.3 | 49.2 | 47.1 | 45.7 | 45.8 | 46.6 | 46.1 | 43.8 | 41.5 | 41.2 | 43.7 | 47.1 | 49.2 | |
| how many calories in mozzarella | 63.6 | 75.9 | 77.2 | 69.6 | 61.5 | 59.1 | 61.7 | 64.1 | 62.5 | 58.5 | 56.6 | 59.1 | 63.7 | 66.3 | 64.6 | 60.2 | 56.0 | 53.7 | 53.5 | 54.4 | 55.7 | |
| what is in cream cheese | 63.5 | 56.1 | 55.0 | 58.7 | 61.9 | 62.3 | 61.6 | 62.6 | 64.2 | 63.4 | 59.7 | 56.4 | 56.8 | 59.6 | 60.3 | 56.7 | 51.5 | 49.7 | 52.1 | 55.1 | 54.2 | |
| what to make with cream cheese | 63.2 | 59.6 | 55.3 | 53.4 | 54.4 | 55.9 | 54.6 | 49.3 | 42.8 | 39.5 | 41.4 | 45.7 | 47.3 | 43.8 | 37.5 | 33.3 | 33.8 | 37.0 | 38.9 | 38.3 | 37.3 | |
| how to cook frozen mozzarella sticks i.. | 63.1 | 61.8 | 57.2 | 52.4 | 49.9 | 50.2 | 51.7 | 53.0 | 53.2 | 52.2 | 50.3 | 48.6 | 48.6 | 50.5 | 52.4 | 51.3 | 46.8 | 42.2 | 42.2 | 47.8 | 54.7 | |
| how to make parmesan cheese | 61.1 | 59.6 | 53.4 | 48.1 | 47.7 | 50.9 | 52.9 | 50.5 | 45.2 | 41.1 | 41.1 | 44.7 | 48.4 | 49.3 | 46.9 | 43.8 | 42.9 | 45.3 | 49.1 | 50.9 | 49.3 | |
| what is cream cheese made out of | 60.4 | 46.5 | 31.1 | 24.0 | 25.0 | 27.3 | 27.1 | 26.7 | 28.7 | 30.8 | 29.3 | 25.0 | 23.9 | 29.8 | 38.9 | 43.5 | 40.2 | 33.1 | 28.5 | 27.7 | 28.0 | |
| how to cook mozzarella sticks | 56.7 | 51.8 | 51.6 | 53.0 | 51.4 | 46.0 | 40.4 | 38.5 | 40.6 | 44.0 | 46.2 | 47.4 | 49.0 | 50.5 | 49.9 | 46.0 | 40.7 | 37.0 | 36.4 | 37.5 | 38.2 | |
| what is cream cheese | 56.0 | 48.8 | 48.6 | 54.0 | 58.6 | 57.8 | 52.9 | 48.9 | 48.5 | 50.0 | 51.0 | 50.9 | 50.8 | 51.3 | 51.0 | 49.4 | 47.5 | 46.8 | 47.0 | 46.1 | 43.4 | |
| what is mascarpone | 54.6 | 46.0 | 47.8 | 55.1 | 58.4 | 54.4 | 48.7 | 48.5 | 54.3 | 60.6 | 62.8 | 61.7 | 60.7 | 60.4 | 57.6 | 51.1 | 44.2 | 42.2 | 45.4 | 49.3 | 49.6 | |
| how to make mozzarella sticks | 54.6 | 55.5 | 52.9 | 48.6 | 44.8 | 42.6 | 41.3 | 39.4 | 36.7 | 34.2 | 32.8 | 32.6 | 33.0 | 33.4 | 33.4 | 33.1 | 32.5 | 32.0 | 32.1 | 33.1 | 34.7 | |
| how to make parmesan chicken | 54.1 | 59.4 | 62.5 | 63.6 | 63.9 | 63.5 | 60.9 | 56.0 | 51.4 | 50.4 | 52.7 | 54.4 | 51.8 | 45.7 | 41.1 | 41.2 | 44.3 | 45.1 | 41.1 | 35.3 | 32.8 | |
| how to make chicken parmesan | 53.3 | 60.0 | 64.8 | 65.8 | 64.1 | 61.5 | 58.4 | 54.7 | 51.4 | 50.8 | 53.1 | 55.2 | 52.9 | 46.2 | 40.0 | 39.0 | 43.0 | 46.5 | 44.6 | 38.7 | 34.6 | |
| what is parmesan | 51.9 | 55.9 | 56.6 | 54.7 | 52.8 | 52.6 | 52.2 | 49.3 | 44.6 | 42.2 | 45.0 | 50.7 | 53.4 | 49.4 | 41.5 | 36.0 | 36.5 | 41.0 | 44.5 | 44.8 | 43.5 | |
| what can i make with cream cheese | 51.8 | 46.9 | 43.5 | 41.0 | 37.2 | 32.6 | 30.1 | 32.3 | 37.5 | 41.3 | 40.4 | 36.0 | 32.3 | 32.0 | 33.8 | 34.4 | 32.4 | 29.3 | 27.6 | 28.0 | 29.6 | |
| how much protein in cream cheese | 50.9 | 52.7 | 45.1 | 36.0 | 33.8 | 39.3 | 45.7 | 46.8 | 43.0 | 39.2 | 39.1 | 41.7 | 43.4 | 42.5 | 39.7 | 36.5 | 34.1 | 34.1 | 37.7 | 43.9 | 48.0 | |
| how to cook chicken parmesan | 50.9 | 54.4 | 54.3 | 51.2 | 47.4 | 43.7 | 40.0 | 36.2 | 34.0 | 34.9 | 38.3 | 40.6 | 39.3 | 35.1 | 32.2 | 33.1 | 36.1 | 37.0 | 33.9 | 29.7 | 29.1 | |
| how much is cream cheese | 50.9 | 43.0 | 44.1 | 52.1 | 58.6 | 57.8 | 51.9 | 47.2 | 47.1 | 49.2 | 49.9 | 48.3 | 46.6 | 46.5 | 47.4 | 47.7 | 47.3 | 47.1 | 46.8 | 45.4 | 43.0 | |
| how long is cream cheese good for | 50.4 | 43.4 | 41.9 | 46.1 | 50.7 | 50.7 | 46.9 | 43.4 | 42.4 | 42.2 | 40.8 | 39.2 | 40.7 | 45.7 | 49.9 | 48.8 | 42.9 | 37.9 | 38.5 | 43.6 | 47.7 | |
| how to make parmesan crisps | 50.0 | 48.9 | 51.0 | 55.3 | 58.1 | 57.1 | 54.1 | 52.2 | 52.7 | 54.2 | 54.9 | 54.1 | 52.7 | 51.2 | 49.3 | 47.0 | 45.3 | 45.3 | 46.4 | 47.3 | 47.0 | |
| mozzarella when pregnant | 49.9 | 43.2 | 40.7 | 44.3 | 50.2 | 52.5 | 48.4 | 41.3 | 37.1 | 39.4 | 46.0 | 52.2 | 54.6 | 53.6 | 51.2 | 48.8 | 46.5 | 44.9 | 45.0 | 47.1 | 49.3 | |
| how long is cream cheese good | 49.7 | 38.1 | 32.8 | 37.0 | 44.2 | 46.2 | 42.0 | 37.5 | 37.3 | 39.1 | 38.4 | 34.9 | 33.8 | 38.6 | 46.0 | 48.9 | 44.5 | 37.4 | 34.5 | 37.0 | 40.7 | |
| how to make blue cheese | 47.2 | 48.6 | 53.1 | 60.4 | 64.7 | 60.2 | 47.8 | 35.5 | 31.0 | 34.3 | 39.0 | 39.4 | 36.3 | 34.4 | 35.9 | 37.8 | 36.6 | 33.1 | 31.6 | 34.4 | 38.8 | |
| how many carbs in blue cheese | 46.9 | 44.2 | 38.9 | 35.8 | 36.7 | 39.7 | 42.5 | 43.8 | 43.3 | 41.2 | 38.8 | 38.4 | 41.3 | 45.2 | 45.9 | 41.4 | 35.1 | 33.1 | 37.7 | 44.5 | 46.7 | |
| what is blue cheese | 46.9 | 45.4 | 48.5 | 53.2 | 55.5 | 54.2 | 51.6 | 50.0 | 48.9 | 47.0 | 44.7 | 43.8 | 45.0 | 46.4 | 45.9 | 43.6 | 42.3 | 44.1 | 47.7 | 49.9 | 49.0 | |
| how many calories in bagel with crea.. | 46.6 | 58.7 | 64.2 | 59.9 | 51.9 | 49.0 | 53.9 | 60.7 | 62.0 | 57.0 | 51.8 | 52.6 | 59.1 | 65.3 | 66.2 | 62.6 | 58.8 | 57.3 | 56.4 | 53.0 | 46.8 | |
| what is parmesan rind | 46.3 | 53.4 | 49.7 | 36.7 | 23.3 | 18.1 | 22.1 | 28.7 | 30.2 | 24.9 | 17.8 | 14.8 | 16.5 | 18.3 | 16.3 | 11.1 | 7.1 | 7.3 | 10.6 | 13.3 | 13.1 | |
| how many calories in mozzarella chee.. | 46.3 | 56.5 | 56.0 | 47.3 | 39.0 | 36.9 | 39.1 | 40.6 | 39.6 | 38.1 | 38.0 | 38.5 | 38.1 | 37.8 | 39.8 | 43.6 | 44.8 | 41.0 | 35.1 | 33.9 | 39.5 | |
| where to buy mascarpone | 46.0 | 37.5 | 38.4 | 43.2 | 44.4 | 41.0 | 38.9 | 42.4 | 48.4 | 51.1 | 48.9 | 45.8 | 45.7 | 47.2 | 46.8 | 44.3 | 43.4 | 46.2 | 49.4 | 48.2 | 42.7 | |
| mascarpone where to buy | 46.0 | 37.5 | 38.4 | 43.2 | 44.4 | 41.0 | 38.9 | 42.4 | 48.4 | 51.1 | 48.9 | 45.8 | 45.7 | 47.2 | 46.8 | 44.3 | 43.4 | 46.2 | 49.4 | 48.2 | 42.7 | |
| how to make garlic parmesan chicken | 45.6 | 50.4 | 48.7 | 44.2 | 40.6 | 37.9 | 34.1 | 29.7 | 27.8 | 30.4 | 35.0 | 37.0 | 34.1 | 28.5 | 24.1 | 22.5 | 23.0 | 24.3 | 26.4 | 29.3 | 32.1 | |

# Predictive Forecast for Cheese Supplementary Calendar

**Create content around the following topics using the what/why/how framework:**

- **What is (topic) from a communications perspective?**
- **Why do brand communicators need to understand (topic)?**
- **How should communicators launch/promote products services for (topic)?**

**Topics to Create Content for Week Of 2019-11-17**

| term | importance |
|---|---|
| what is in cream cheese | 1 |
| what is cream cheese | 2 |
| can you eat blue cheese when pregnant | 3 |

**Topics to Create Content for Week Of 2019-11-24**

| term | importance |
|---|---|
| how long is ricotta cheese good for | 1 |

**Topics to Create Content for Week Of 2019-12-01**

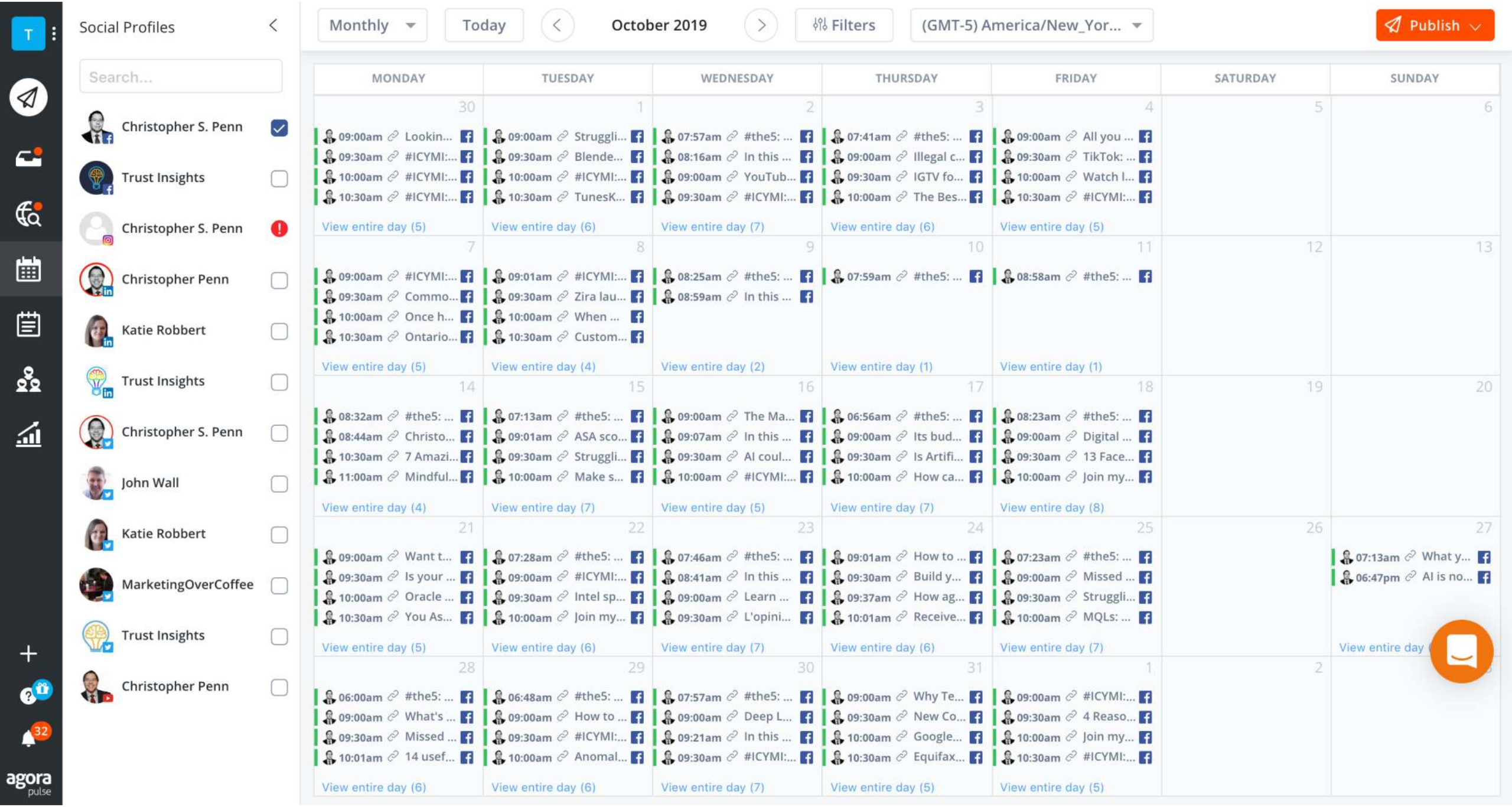
| term | importance |
|---|---|
| ricotta cheese when pregnant | 1 |

**Topics to Create Content for Week Of 2019-12-08**

| term | importance |
|---|---|
| what to serve with chicken parmesan | 1 |
| how long to bake eggplant parmesan | 2 |
| where is parmesan cheese from | 3 |

**Topics to Create Content for Week Of 2019-12-15**

| term | importance |
|---|---|
| how many oz of cream cheese in a cup | 1 |
| what does ricotta cheese taste like | 2 |
| what does cream cheese taste like | 3 |


Social Profiles
Search...
Christopher S. Penn
Trust Insights
Christopher S. Penn
Christopher Penn
Katie Robbert
Trust Insights
Christopher S. Penn
John Wall
Katie Robbert
MarketingOverCoffee
Trust Insights
Christopher Penn
Monthly
Today
October 2019
Filters
(GMT-5) America/New_Yor...
Publish
MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY
SUNDAY
30
09:00am Lookin...
09:30am #ICYMI:...
10:00am #ICYMI:...
10:30am #ICYMI:...
View entire day (5)
1
09:00am Struggli...
09:30am Blende...
10:00am #ICYMI:...
10:30am TunesK...
View entire day (6)
2
07:57am #the5: ...
08:16am In this ...
09:00am YouTub...
09:30am #ICYMI:...
View entire day (7)
3
07:41am #the5: ...
09:00am Illegal c...
09:30am IGTV fo...
10:00am The Bes...
View entire day (6)
4
09:00am All you ...
09:30am TikTok: ...
10:00am Watch I...
10:30am #ICYMI:...
View entire day (5)
5
6
7
09:00am #ICYMI:...
09:30am Commo...
10:00am Once h...
10:30am Ontario...
View entire day (5)
8
09:01am #ICYMI:...
09:30am Zira lau...
10:00am When ...
10:30am Custom...
View entire day (4)
9
08:25am #the5: ...
08:59am In this ...
View entire day (2)
10
07:59am #the5: ...
View entire day (1)
11
08:58am #the5: ...
View entire day (1)
12
13
14
08:32am #the5: ...
08:44am Christo...
10:30am 7 Amazi...
11:00am Mindful...
View entire day (4)
15
07:13am #the5: ...
09:01am ASA sco...
09:30am Struggli...
10:00am Make s...
View entire day (7)
16
09:00am The Ma...
09:07am In this ...
09:30am AI coul...
10:00am #ICYMI:...
View entire day (5)
17
06:56am #the5: ...
09:00am Its bud...
09:30am Is Artifi...
10:00am How ca...
View entire day (7)
18
08:23am #the5: ...
09:00am Digital ...
09:30am 13 Face...
10:00am Join my...
View entire day (8)
19
20
21
09:00am Want t...
09:30am Is your ...
10:00am Oracle ...
10:30am You As...
View entire day (5)
22
07:28am #the5: ...
09:00am #ICYMI:...
09:30am Intel sp...
10:00am Join my...
View entire day (6)
23
07:46am #the5: ...
08:41am In this ...
09:00am Learn ...
09:30am L'opini...
View entire day (7)
24
09:01am How to ...
09:30am Build y...
09:37am How ag...
10:01am Receive...
View entire day (6)
25
07:23am #the5: ...
09:00am Missed ...
09:30am Struggli...
10:00am MQLs: ...
View entire day (7)
26
27
07:13am What y...
06:47pm AI is no...
View entire day
28
06:00am #the5: ...
09:00am What's ...
09:30am Missed ...
10:01am 14 usef...
View entire day (6)
29
06:48am #the5: ...
09:00am How to ...
09:30am #ICYMI:...
10:00am Anomal...
View entire day (6)
30
07:57am #the5: ...
09:00am Deep L...
09:21am In this ...
09:30am #ICYMI:...
View entire day (7)
31
09:00am Why Te...
09:30am New Co...
10:00am Google...
10:30am Equifax...
View entire day (5)
1
09:00am #ICYMI:...
09:30am 4 Reaso...
10:00am Join my...
10:30am #ICYMI:...
View entire day (5)
2
agora pulse

# Analytics *without action* Is a recipe you cook but never eat.

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