

# Qlik – “Whole Story” Analytics Social

## Productivity, Part A – Are Bananas Driving Productivity?

The snack budget is up, and so is office productivity.

*Hmm – are banana breaks the key to success?*

### Twitter Post 1:

Bigger banana budgets = better workers? Or is something else going on? Get the #WholeStory:

### Twitter Post 2:

Are employees going bananas over bigger snack budgets? See the #WholeStory to find out:

### Twitter Post 3:

Are bananas so appealing that they’re driving productivity? The #WholeStory can tell you:

### Facebook Post:

Are your employees working harder because of a banana-fueled snack bender? Maybe. Or maybe there’s something else going on here... Get the #WholeStory and find out!

(P.S. Share this post with #WholeStory to win big this summer!)

### LinkedIn Post:

Are snack budgets tied to better employee productivity? Or is there something else at play here? Get the #WholeStory and find out for certain.

## **Productivity, Part B – Exercise Actually Makes The Difference**

What on earth does the “beach body pilates” class have to do with employee productivity?

*More than you might think...*

### **Twitter Post:**

Has your team really lunged its way to better office output? The #WholeStory can show you:

### **Facebook Post:**

Is the secret to better office output really as simple as squats and lunges? The #WholeStory can reveal some pretty unexpected connections.

### **LinkedIn Post:**

Squats and lunges. Sales and losses. The connections are there. The #WholeStory can help you see them.

## **Best Salesperson, Part A – Best, or Best-Located?**

Is your top salesperson *really* your top salesperson?

*Or are they just your best-located salesperson?*

### **Twitter Post 1:**

The secret to great sales isn't always what you do, but where you are. Get the #WholeStory:

### **Twitter Post 2:**

Sometimes even your best people could be doing more. Get the #WholeStory and find out how:

### **Twitter Post 3:**

In sales, timing is everything. But the right location helps, too. The #WholeStory shows how:

### **Twitter Post 4:**

Are you evaluating your team the right way? The #WholeStory can uncover a different story:

### **Facebook Post:**

What's the difference between a good salesperson and a lucky salesperson? The #WholeStory can tell you.

(P.S. Share this post with #WholeStory to win big this summer!)

### **LinkedIn Post:**

Sure, your people are hitting their numbers, but HOW are they hitting them? The #WholeStory can show you what's going on behind-the-scenes.

## **Best Salesperson, Part A – But Are They Best For Your Business?**

How could your top-performing salesperson *possibly* be a risk to your company?  
*You won't find the answer in their sales figures, but you might spot it on a map...*

### **Twitter Post:**

The numbers don't lie, but they don't always tell you the #WholeStory, either.

### **Facebook Post:**

There's more to great sales than great numbers. Can you tell the difference? It starts by knowing the #WholeStory.

### **Reveal LinkedIn Post:**

There can be a big difference between great sales numbers and great sales performance. To see it, you need the #WholeStory.

## **Yogurt Sales, Part A – Is It The Weather?**

Frozen yogurt sales are at an all-time low.

*Huh – I guess it has been a little cool this summer?*

### **Twitter Post 1:**

Too cold for fro-yo? Or is something else going on? Get the #WholeStory and find out:

### **Twitter Post 2:**

Temperatures rising, sales dropping, unsold fro-yo... dripping. The #WholeStory can explain why:

### **Twitter Post 3:**

Nothing worse than lukewarm fro-yo sales. The #WholeStory can help you figure out why:

### **Facebook Post:**

The entire world didn't spontaneously become lactose-intolerant, did it? The #WholeStory can help you spot bigger trends – and transform obstacles into opportunities.

### **LinkedIn Post:**

Sometimes there isn't an obvious answer to things like plunging profits. Fortunately, the #WholeStory can help you see the less obvious answers.

## Yogurt Sales, Part B – FroYoGate

What on earth is #🚫🍦?

*And how can it help me outsell my competition?*

< RT with #WholeStory to win! >

### **Twitter Post:**

Getting the #WholeStory on larger trends can help turn setbacks into opportunities. See how:

### **Facebook Post:**

Bigger trends – like what’s going viral on social media – can have a bigger impact on your business than you might realize. That is, unless you have the #WholeStory.

### **LinkedIn Post:**

Social media trends can have a bigger impact on your business than you might realize. How can you know for sure? That’s where the #WholeStory can help.

## Sunscreen Sales, Part A – Could It Be Parasols?

Sunscreen sales in Europe are at an all-time low for August.

*Maybe the parasol is finally back in fashion?*

### **Twitter Post 1:**

Parasol purchases affecting sunscreen sales? Or something else? The #WholeStory can tell you:

### **Twitter Post 2:**

Sunny days – but not for sunscreen sales. What’s going on? The #WholeStory reveals all:

### **Twitter Post 3:**

There’s not an umbrella answer to every question. The #WholeStory can find the right one:

### **Facebook Post:**

Are people REALLY buying up parasols instead of sunscreen? That solution seems kind of... shady. With the #WholeStory, you can find out what’s really going on.

(P.S. Share this post with #WholeStory to win big this summer!)

### **LinkedIn Post:**

Sometimes the answers you’re looking for... aren’t where you’re looking for them. That’s where the #WholeStory can help.

## **Sunscreen Sales Part B – The Olympics Have Global Impact**

### **Reveal Card:**

What the heck does Rio 2016 have to do with sunscreen sales 3,000 miles away?  
*The implications are even bigger than you'd think...*

### **Reveal Twitter Post:**

Global events have global impacts... but you need the #WholeStory to see them:

### **Reveal Facebook Post:**

A gold medal if you can see the connection between events on the other side of the world and your sales figures at home. If you can't, well, maybe the #WholeStory can lend a hand.

### **Reveal LinkedIn Post:**

Events happening halfway around the world can have a major impact back home... you need the #WholeStory to see it, though.



## **Picnic Upsell, Part A – What’s The Missing Ingredient?**

Bread, wine, cheese — this store has all the treats you need for a tasty picnic, all in one place.

*But this smart store thought of one other item that will really make for the perfect picnic.*

### **Twitter Post 1:**

Want to know what customers want before they know they want it? The #WholeStory can help:

### **Twitter Post 2:**

The secret to better merchandising? The #WholeStory can show you what’s missing:

### **Twitter Post 3:**

Predicting purchasing trends isn’t always a picnic. Luckily, the #WholeStory can help:

### **Facebook Post:**

Bread, wine, cheese, and... what?! The #WholeStory can help you spot the patterns and connections you might never have guessed otherwise.

### **LinkedIn Post:**

Some things, like wine and cheese, go together naturally. Others might surprise you. The #WholeStory helps you spot all of the connections – even the unexpected ones.

## **Picnic Upsell, Part B – Why Bug Spray?**

Why are people buying wine, cheese, and *bug spray* together?  
*And what might this mean for your next big merchandising push?*

### **Twitter Post:**

Consumer behavior can be tricky to predict... unless you've got the #WholeStory:

### **Facebook Post:**

Are mysterious consumer purchases bugging you? The #WholeStory can help you see the connections – and start taking advantage of them.

### **LinkedIn Post:**

Don't be repelled by confusing consumer behavior – get the #WholeStory and not only will you understand what they're doing, you'll be able to use it to your advantage.