



Perfecting Outreach with Language Processing

Marketing strategies built on machine learning

Jax Garnett

— Agenda

Introduction

Problem and Objectives

Outreach Recommendations



Introductions

Independently Operated

Strategic Data Backed
Design

Focused on Consumer
Interest

Our Data

5481 tweets

51%

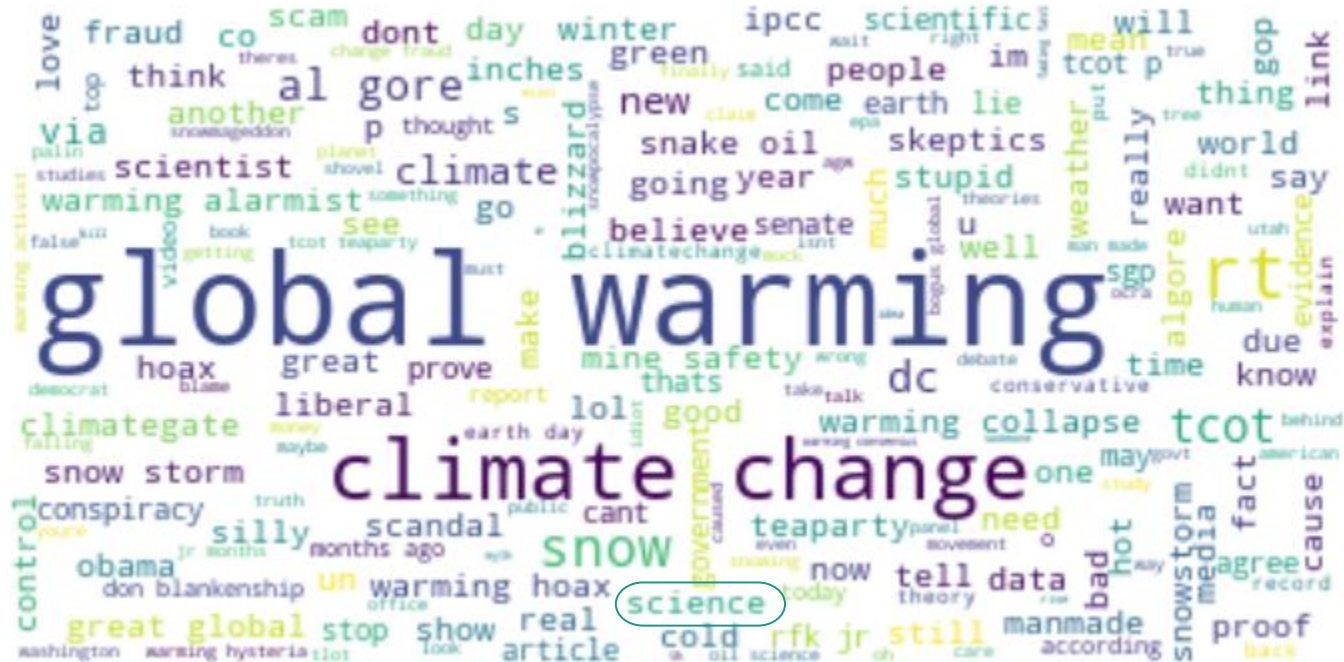
Believe in Climate Change



Objectives

- Determine market sentiment towards climate change
- Examine key words used in tweets about climate change
- Predict targeted customer sentiment





Recommendations

Identify Target audience

Focus on believers

Hashtag usage



— Further Analysis:

More data

Geotagging



Thank You, Questions?



Jax Garnett

Email: jax.chaise@gmail.com

Github: [pleasecallmejax](#)

Linkedin: [pleasecallmejax](#)