



**DELPHI**

ADVISORY

*Signals to Strategy.*

**AUDIENCE  
INTELLIGENCE  
REPORT**

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# Executive Summary

## Export Controls Topic

- 22,000 items of data analysed for keywords relating to Export Controls with an audience of 180 million across news and social media.
  - News dominates coverage with 59.2% of all sources, X/Twitter accounts for ~20% of mentions and Instagram/Facebook trail with low engagement.
  - Sentiment is mostly neutral with the topics “technology access restrictions,” and “rare earths,” drive negativity.
- Geography & engagement: Across AUKUS nations the United States leads with mentions (19.6%), the UK over-indexes on engagement (35.6% of interactions on just 2.7% of mentions), AU is strategically important despite smaller volume.
- Audience is predominantly male (82%), concentrated in Australia, UK, and Canada, with strong representation in Perth, Melbourne, and Sydney, they are analytical, assertive, efficiency-driven professionals most active on desktop via LinkedIn, YouTube, and Facebook and engage most with clear, skimmable safe-to-share visuals.

## ECAG Channel performance

- ECAG has successfully broadened its digital presence with a new YouTube channel and launch of the Navigator Journal (with associated podcast launching in October), website has been refreshed, X account has been restarted and LinkedIn performance is up 70% from Q2 creating a strong foundation for multi-format engagement

## ECAG mentions across LLMs

- Median Position of 10<sup>th</sup> across all Trade Compliance entities (including Defence and Academic stakeholders)
- Share-of-Voice strongest on Perplexity (4.1%), best query: “What body in Australia helps industry with export controls?”

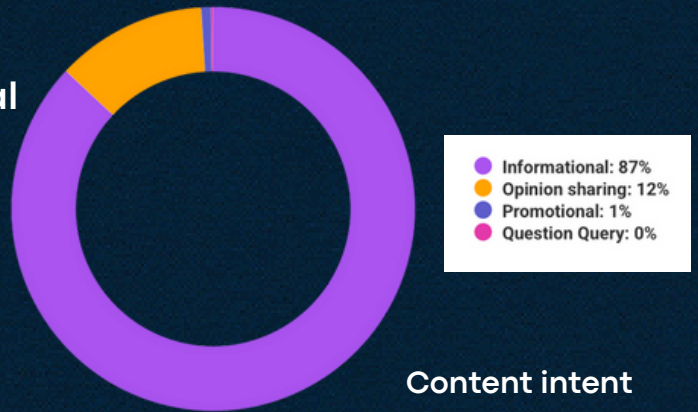
## What Delphi Advisory has Delivered (July–Sept)

- Planned and hosted AGM Event in Adelaide on July 2nd
- Implemented media protocols and engaged in media relations
- Brand refresh (including secondary colour scheme) social media performance increase and trust signals baseline improved.
- X/Twitter: re-started owned presence building audience
- LLM monitoring, standing measurement for model-by-model presence, answer quality, and citations.
- Continued GAIO optimised multi-channel editorial system across LinkedIn + YouTube + Navigator Journal (website) + Podcast + X).

# Top Themes

## Top Export Control Themes - % of Total

1. Export Control Policies - 21.7%
2. US - China Relations - 16%
3. Nvidia China Sales - 12.3%
4. China Rare Earth Export - 12.2%
5. Russia Sanctions - 9.67 %



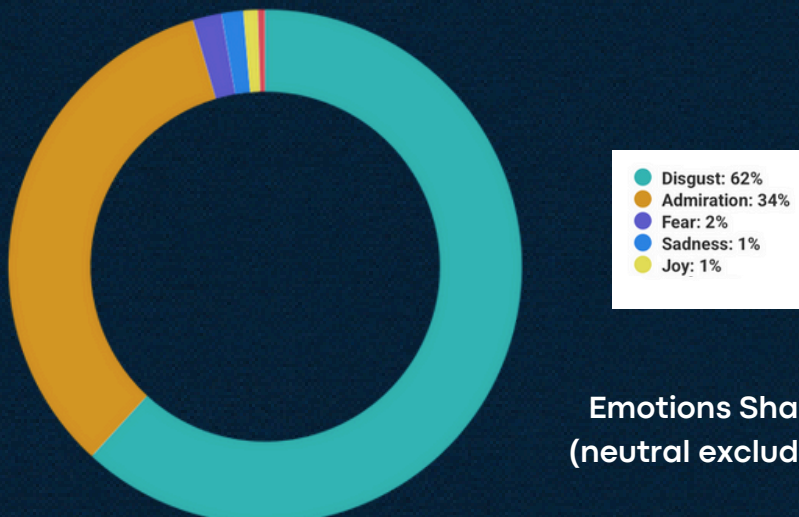
Content intent

## Export Control Policies

Discussions focused on regulations in semiconductor and AI industries. Notable mentions include implementation challenges and strategic implications of export controls, particularly affecting companies like Nvidia and relationships between major economies.



Word Cloud



Emotions Share  
(neutral excluded)









# Export Control Topic

## Key Audience Profile

### Demographics & psychographics

- 82% male
- Above-baseline concentration in Australia, UK, Canada
  - Australian cities; Perth, Melbourne, Sydney

### Personality signals

- Analytical,
- Assertive,
- Conscientious,
- Open to new ideas
- Calm under pressure
- Driven by efficiency & personal success
- Brand-name leaning but less peer-influenced.

### Interests & affinities

- Highest interest: Energy, Investment, Financial advice.
- Influencers/brands: Benchmark Mineral Intelligence / Simon Moores, Javier Blas.
- Media: Bloomberg, FT Commodities, Oil & Gas Journal, TED.
- Platforms: Most active on YouTube, Facebook, LinkedIn; primarily desktop users.

### Behaviour

- Strong amplification (posts can perform 100× better when seeded in-network)
- Weekday 12:00–17:00 peaks

### Best Performing content

- Lead with clear, applied analysis
- Make it skimmable on desktop
- Shareable visuals that professionals feel safe to forward.
- Emojis 🌟 and ✅.

# LinkedIn Performance

## ECAG Profile - July to September (vs prior quarter)

- Impressions: 36,728 (+152%)
- Reactions: 1,025 (+233.9%)
- Comments: 16 (+128.6%)
- Reposts: 23 (+76.9%)
- Engagement Rate: 11.2% (+70%)

Visibility is accelerating and impressions have more than doubled, indicating content is being surfaced to wider networks. Engagement is improving with reactions having more than tripled and comments growing by 129%, suggesting the content is prompting more dialogue.

## What's working

Top-Performing Posts (ER - Engagement Rate, CTR - Click Through Rate)

The highest engagement posts (Engagement Rate %) were:

1. Section 10A overview (26 Sep) → 58.5% ER, 53.7% CTR
2. Top 5 Australian AI technologies on the control list (18 Jul) → 27.0% ER, 23.7% CTR
3. ECAG AGM 2025 Recap & Key Takeaways (7 Jul) → 24.6% ER, 21.8% CTR
4. Sanctions compared (8 Aug) → 17.5% ER, 12.6% CTR
5. ECAG AGM 2025 Recap & Key Takeaways (alt cut) (7 Sep) → 14.5% ER, 11.7% CTR

Insight: Carousel explainers and recap visuals consistently drive the highest engagement and click-through.

Format Performance (average engagement rate across all posts)

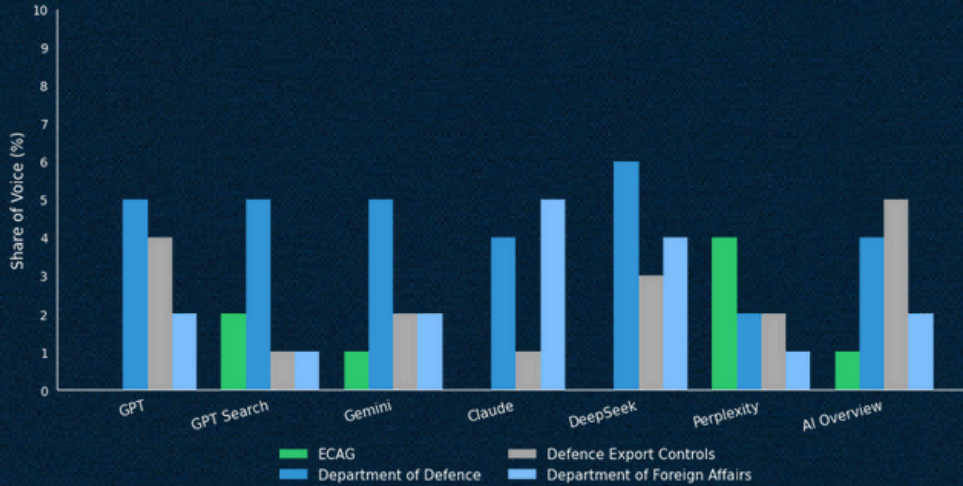
- Carousels - 31.1%
- Side-by-side visuals - 17.5%
- Infographics - 10.1%
- Video - 9.2%
- Blogs - 7.5%
- Short form updates - 6.3%
- Share of other content (resharing) - 6.1%

Carousels are the strongest format by a large margin with reshares underperforming. Posts tied to compliance frameworks and practical tools performed better than commentary with event recaps and visual explainers provided the best mix of engagement and CTR.

## Recommendations

1. Prioritise carousels as the flagship LinkedIn format, maintaining a consistent cadence.
2. Re-purpose carousels into short YouTube clips and Navigator Journal posts with schema and LLM-friendly hooks.
3. Reduce reliance on short form updates unless tied to major live policy cycles.
4. Keep videos short and always paired with a visual asset.
5. Anchor every post to a practical takeaway asset (checklist, visual, or clear definition).

# Large Language Model Presence Monitoring



Share of Voice across LLMs

## What the data's saying

- Visibility is respectable but early signs show more work to be done.
- Share of Voice is strongest on Perplexity
- Growth needed across GPT/Gemini/Claude/DeepSeek has informed creation of other channels and podcast (with transcripts)

## Why Perplexity is important

- High adoption in this space and is becoming the go-to LLM for policy, compliance, and technical research because it surfaces authoritative, citable answers.
- Citation advantage: Unlike ChatGPT and Gemini, Perplexity emphasises linking back to sources. If ECAG consistently appears in its answers, we are not only influencing the LLMs but also becoming a trusted reference point for professionals.
- Early mover benefit as few industry bodies are optimising for Perplexity. Being visible here positions ECAG as ahead of the curve in LLM presence.

## Best performing prompt

"What body in Australia helps industry with export controls?"

## Suggested next steps

1. Add schema + Q&A hub to website
2. Publish podcast transcripts.
3. Push every Journal post via LinkedIn carousel + X thread.
4. Content cadence: Journal (2x/mo), X (3-4/wk), YouTube/Podcast (1-2/mo).

# Q4 Delivery Plan

## Objective

Consolidate ECAG's position as the default industry reference point for Australian export controls by strengthening LLM presence, deepening authority cues, and sustaining social engagement momentum.

## Immediate Actions (0–30 days)

- "Who We Are" page refreshed with new board members
- Publish a citation-ready definition of ECAG (mission, NFP status, membership, governance, activities).
- Add FAQ page to website with high-intent queries.
- Continue Section 10 rollout
- Continue Navigator Journal and Podcast rollout
- Stand up "Training & Events" section with Event schema.

## Mid-Term (30–60 days)

- LLM Snippet Library
  - Create 5 question-aligned pages (Training & Certification, Influencers, Events Calendar, DTCA/DSGL explainer, Section 10 A, B, C).
- Glossary A–Z
- Seek co-citations with through industry engagement with ANU, AIDN, Defence, DFAT, and leading legal firms.

## Ongoing Cadence (60–90 days)

- Weekly Round-up: Neutral summaries of DEC/DFAT releases, legal updates, and global export-control developments.
- Monthly Deep Dive: Neutral explainer or policy analysis (include in Navigator Journal with accompanying carousel on LinkedIn and Podcast episode).

## Social Mix

- LinkedIn: 3–4 posts/week (carousels lead format).
- YouTube: 60–90s explainers, repurposed from carousels.

## Measurement & Monitoring

- Increase share of voice across GPT, Gemini, Claude and Perplexity
- Growth in visits to.gov/.edu links, FAQ impressions (GSC), Event rich results & glossary page
- Maintain >10% average engagement rate on LinkedIn, double X followers
- Track CTR improvements on carousels and policy explainers for future call to action methods



THANK YOU  
FOR YOUR TIME



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