Social Listening

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What is social listening and why is it valuable

- Social listening is the process of identifying and assessing what is being said about a company, individual, product or brand across the Internet. It allows organizations to monitor social channels and conversations, respond to social signals and synthesize social data points into meaningful trends and analysis

- Social listening is a key tool to measure and understand sentiment and feelings about brands, products, and services — yours and your competitors — to derive essential customer experience, motivation and market positioning data:

    - What people feel when they engage with your brand

    - How they talk about their experiences and feelings with your brand and the path to purchase

    - What factors drive satisfaction, motivation and intent

    - Emerging issues- early warnings

    - Leading indicators, anomalies and trends

    - Public voices- your own and competitors as well as prospective customers, lapsed customers and employees' voices

    - Personas, market segments, affinity groups / communities and influencer networks

- The outputs of social listening inform a firm's competitive strategy, and drive a wide range of marketing, product development and customer service initiatives

What is the social media listening process

Millions of data points are collected from unstructured social media

Insights collected from unstructured social media data are grouped and measured in three categories that address customer's brand perceptions, future predictions and next best actions for the client

Descriptive:

How are users behaving and how do they perceive your brand?

Predictive:

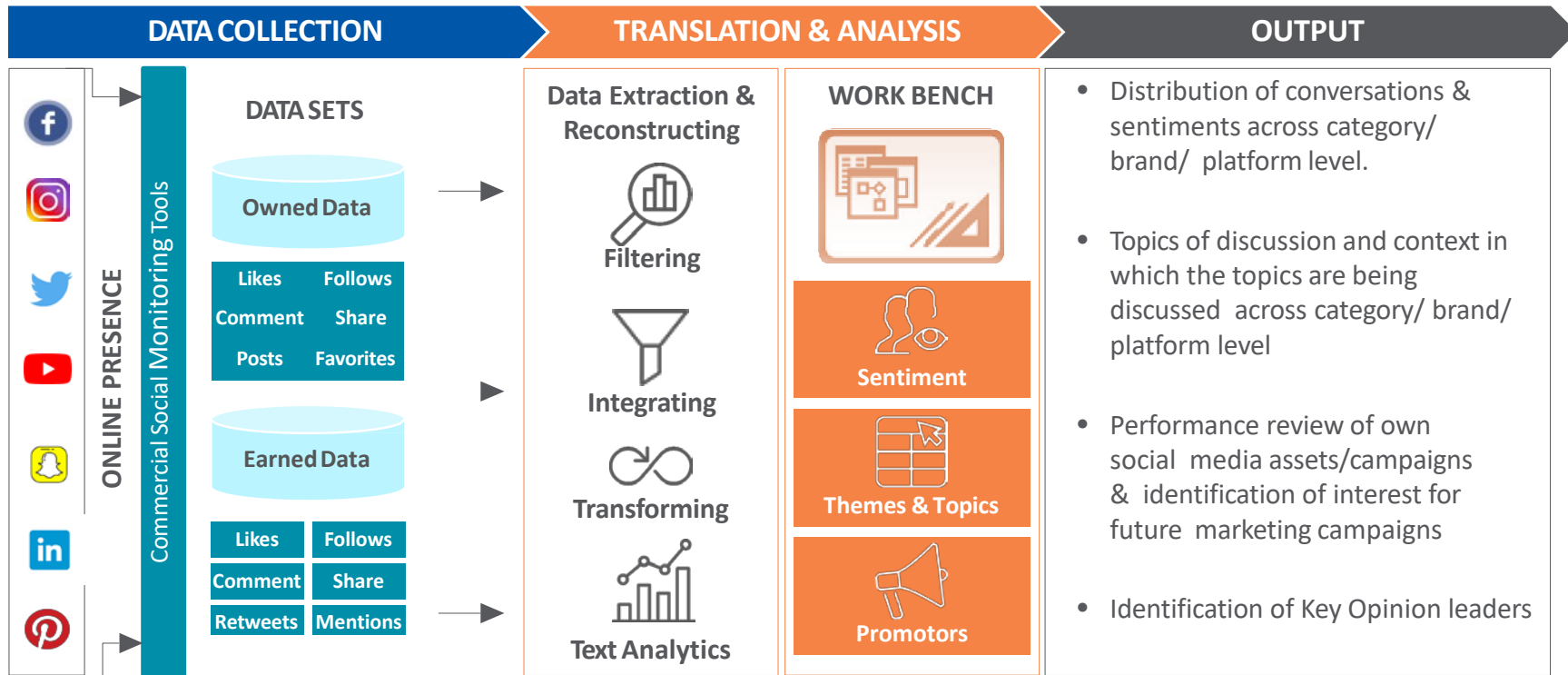How will users respond to current campaigns and product initiatives based on past actions?

Prescriptive:

Offering strategic, data-driven recommendations for brand and campaign success
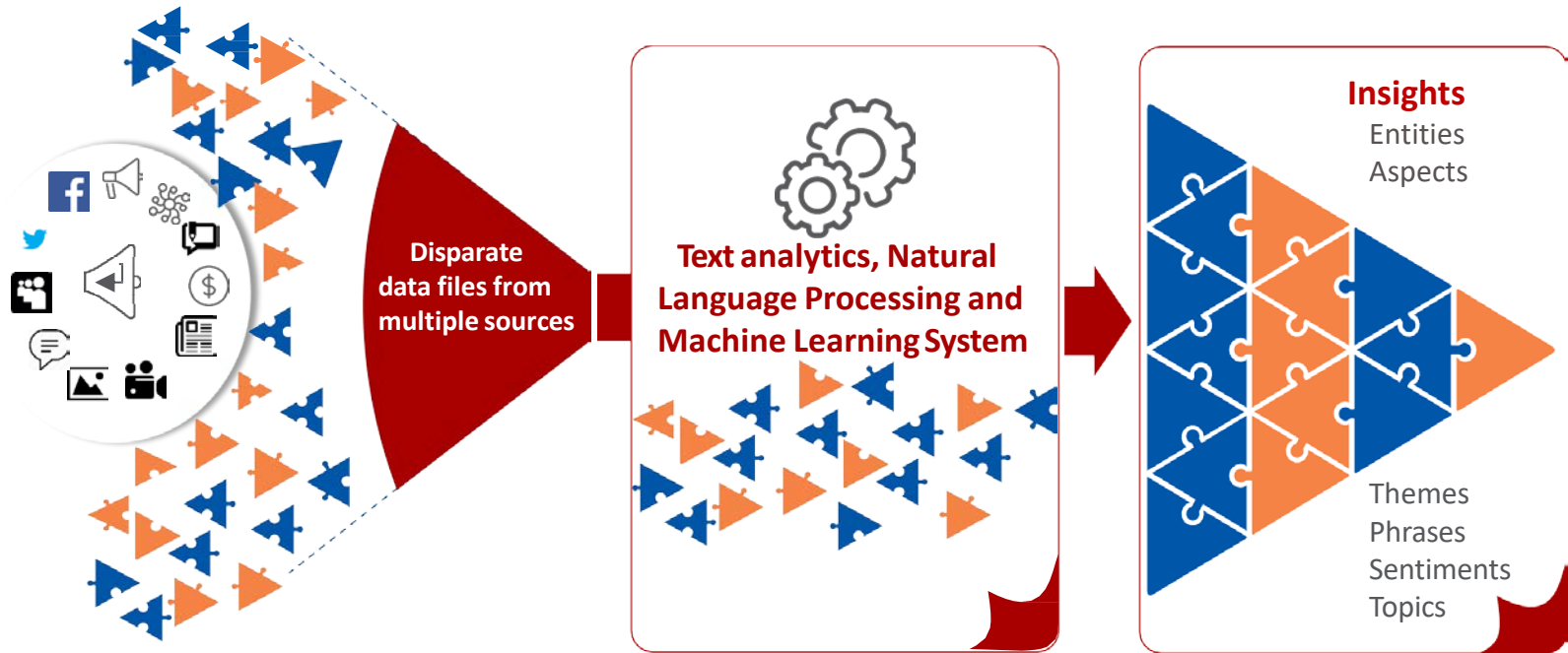
What are the social media listening project steps?

Collection, Translation, Analysis and Output

DATA COLLECTION | **TRANSLATION & ANALYSIS** | **OUTPUT**

ONLINE PRESENCE

Commercial Social Monitoring Tools

DATA SETS

Owned Data

Likes	Follows
Comment	Share
Posts	Favorites

Earned Data

Likes	Follows
Comment	Share
Retweets	Mentions

Data Extraction & Reconstructing

Filtering

Integrating

Transforming

Text Analytics

WORK BENCH

Sentiment

Themes & Topics

Promotors

- Distribution of conversations & sentiments across category/ brand/ platform level.

- Topics of discussion and context in which the topics are being discussed across category/ brand/ platform level

- Performance review of own social media assets/campaigns & identification of interest for future marketing campaigns

- Identification of Key Opinion leaders

Text analytics and insights

Text analytics powered by AI allows the extraction of meaningful insights from unstructured text in social media

Disparate data files from multiple sources

Text analytics, Natural Language Processing and Machine Learning System

Insights
Entities
Aspects

Themes
Phrases
Sentiments
Topics

Social media listening analytics

Analysis of Conversations, Themes, Sentiments and Key Opinion Leaders

	1 Analysis of Conversions	**2** Theme Analysis	**3** Sentiment Analysis	**4** KOL
Key Business Questions	How many users are talking about my brand ? What are my competitors doing ? What is my share of Voice ?	What are the major themes that authors are relating my brand to?	What are the negative things being talked about my brand?	Who are the most influential authors talking about my brands?
Description of Analysis	• Distribution of conversations by platform, time, day, age, gender • Competitive Analysis • # Tag Analysis • Facebook reports	• Emerging and Existing Themes that people are talking about • In depth Analysis of what people are talking in each theme	• Sentiment score for each • theme • Analysis on major changes in sentiment score across time Reasons and Example of positive and negative sentiments	• Key Opinion Leaders for the Brand along with their profile and relevant conversations Social Influencer Score for each of the author which will relate to their social media popularity and relevance to our brand
Technique	Exploratory Data Analysis, Web Search, Segmentation	A range of descriptive and inferential statistical analysis techniques	Deep Learning Algorithm Dictionary Based Approach Dictionary Based Approach with Lexicons-SentiWordNet	Empirical Formulae based on Reach, Relevance and Scale of Activity

Output examples:

Overall sentiment of "brand mentions" on social media globally, "most talked about" words, key opinion leaders and most popular themes*

*Output example includes only basic general keywords, keywords can be expanded to capture a wider range of themes and sentiments
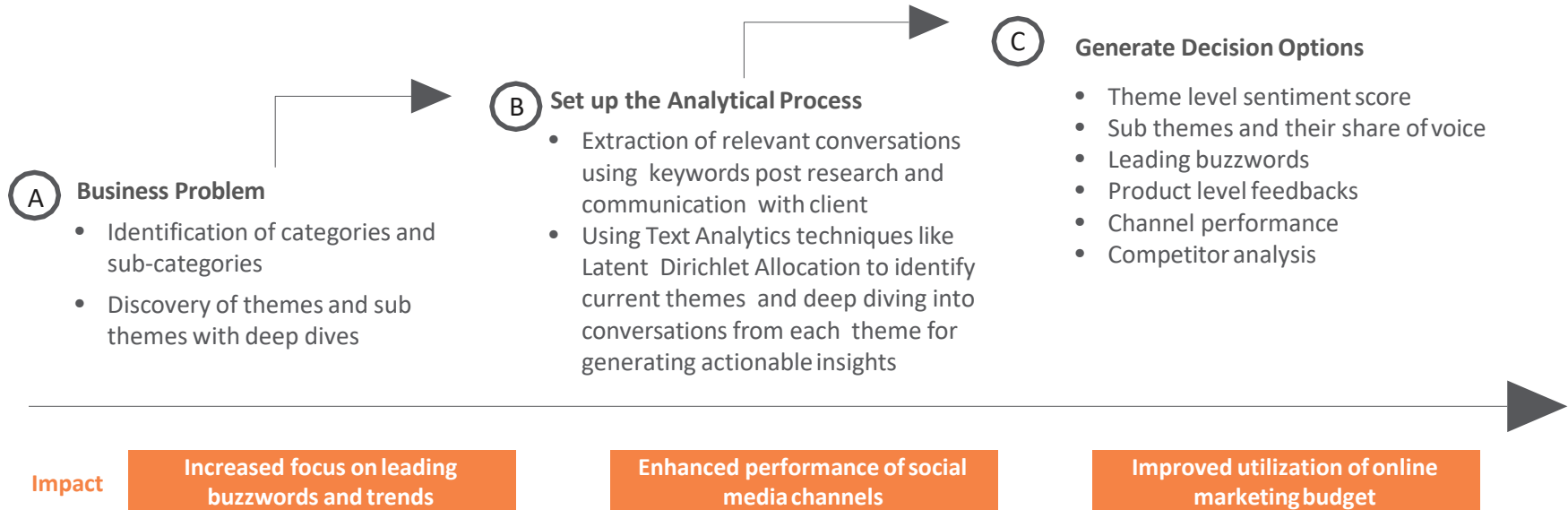
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Cosmetic company case study: Social listening

A leading cosmetics company wished to identify key trends across various product categories to better align their social media campaigns for higher engagement and impact.

1 **Business Context –** Assessment of performance and optimization of Social Media content across various platforms to achieve higher impact

Client Situation

Develop online marketing plan	Aiming for better traction through online marketing	Need to assess effectiveness of social media content	Too much competition in the market

2 **Our Approach –** How we identified themes and sub-themes using advanced statistical techniques and deep dive analyses

C **Generate Decision Options**

B **Set up the Analytical Process**

A **Business Problem**

- Theme level sentiment score
- Sub themes and their share of voice
- Leading buzzwords
- Product level feedbacks
- Channel performance
- Competitor analysis

- Extraction of relevant conversations using keywords post research and communication with client
- Using Text Analytics techniques like Latent Dirichlet Allocation to identify current themes and deep diving into conversations from each theme for generating actionable insights

- Identification of categories and sub-categories
- Discovery of themes and sub themes with deep dives

Impact

Increased focus on leading buzzwords and trends	Enhanced performance of social media channels	Improved utilization of online marketing budget

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Cosmetic company case study: "Theme" deep dives

By identifying the major "themes", social media authors were communicating about the brand, the client effectively modified their digital media campaign

	Make up	**Skin**	**Nail**
Share of Voice	58% Tutorials, Hacks & Trends · 8% Celebrity Conversations · 9% Offers & Promotion	54% Skincare Remedies · 11% Skin Issues · 7% Skin care products · 6% Others · 5% Skin Tone Debate	56% Hacks/Tutorials/DIY videos · 53% Nail Color and Shades · 12% Others
Net Sentiment Score	40% Positive	34% Positive	31% Positive

Summary of Findings

Make up:
While overall Net Sentiment Score is 40% positive, **Offers and promotion** enjoy the highest sentiment score of **59%**

Eye make up and **theme based make up** are the top two categories of tutorials

Conversations were around usage of foundation, highlighter & blusher on Face

Content around **celebrity looks**, either belonging to party, event or movies are shared on social media

Offers & promotions shared by salons, makeup artist & other deal sites

Skin:
While overall Net Sentiment Score is 34% positive, **Skin care remedies** have a **net sentiment positive score** of 69%

Most talked skin care remedy topics:
– Ayurvedic skin remedies
– Healthy diet to beautiful skin
– Home remedies for skin care

Wrinkles and fine lines is the most discussed skin issue

Conversations centered around skin care products is dominated by **Herbal product manufacturers**

Dark and beautiful campaign created buzz and debate on skin tone importance

Nail:
Majority of content is around Tutorials, Nail colors, Nail art and shades of nail polish

Users share experiences of trying out different **nail art designs.**

Content around experimentation with **Multi-tone Nail paint**

Occasion based nail art tutorials and DIYs are shared

Tutorials around Nail Polish removal and avoiding nail related issues

Deals on Nail Paints offered by various websites and also **manicure packages** offered by salons and spas

Net Sentiment Score = Positive Sentiment – Negative Sentiment Above data points are for illustrative purposes only

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