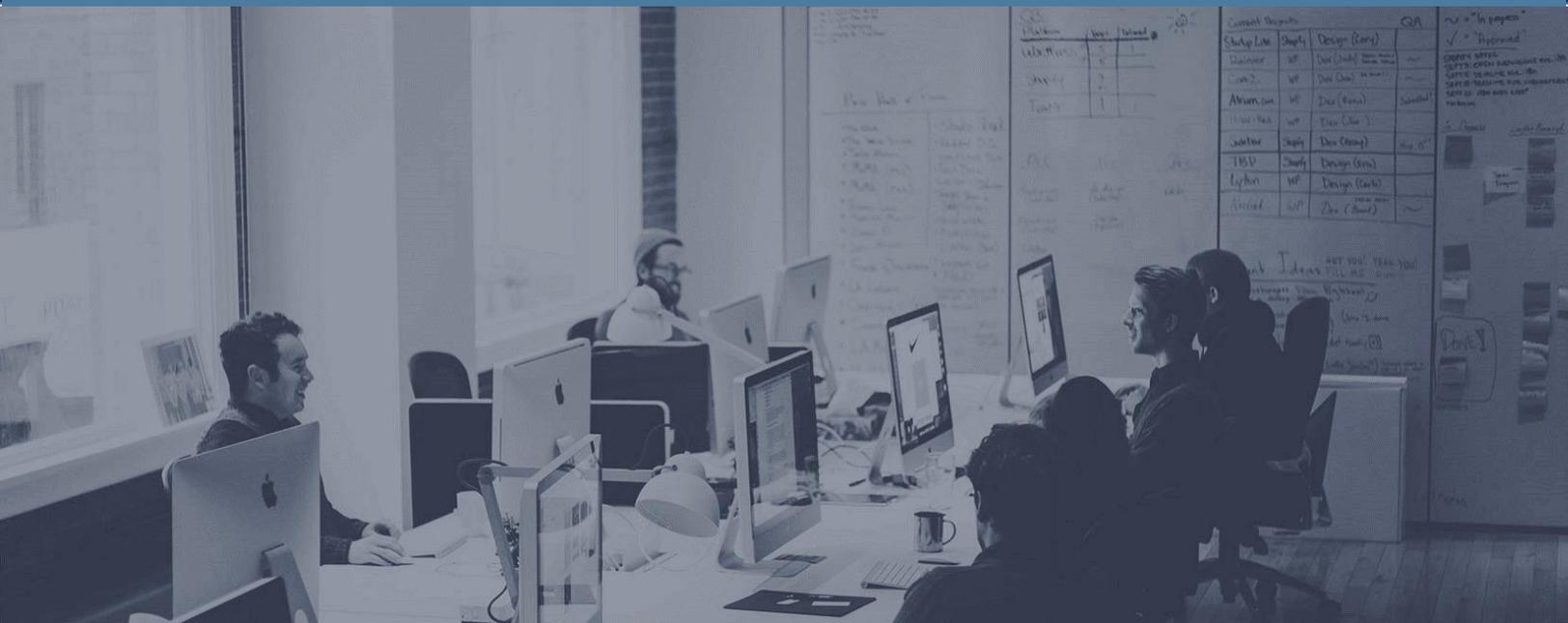




Social Media Intelligence





Social media has changed the way our consumer society works. When it comes to discussing brands and services - everyone has an equal voice and immediate access to vast networks of friends and followers.

This way, social media has become a platform for purchaser's decision making process, and modern companies are already aware of it. But this doesn't change the fact that 84 percent of global brand executives feel their brand's sociability is not up to world-class brand standards. However, admitting the problem does not solve it, but undeniably brings you closer to doing so.

Companies need a certain set of information to stay competitive. This information is moving quickly from traditional proprietary sources to the open, unstructured world of social networks. That's where Social Media Intelligence comes to the rescue bringing insights.

Social media is changing the rules of retail. Social Media Intelligence helps you stay on top of the game.



What is Social Media Intelligence?

Talking about Social Media Intelligence we imply a set of tools that allow organizations to monitor social channels and conversations, respond to social signals and synthesize social data points into meaningful trends.

Social Media Intelligence Stack

Social listening - identifying and assessing information being said about a company, individual, product or brand on the social web.

Data management - filtering, categorizing and customizing data for further analysis.

Advanced analytics - Natural language processing, social patterns detection, automated influencer identification and other processes.

Distribution - alerts, reports and open API's to ensure necessary insights being delivered to the right person at the right time.





Why exactly is Social Media Intelligence essential for your business success?

The average consumer attention span is a mere 8 seconds. In that time, retailers need to prove they truly understand their customer's needs in a way that is personal, relevant and consistent across channels and devices.

With the ability to collect, analyze, and track big data including social media posts, it's becoming easier than ever to manage your online presence. This offers businesses useful information about the market, customer sentiments, competitors and more. For SMEs the use of social media intelligence can be a

guiding factor in future strategic business decisions.

Social media intelligence delivers multi-dimensional insight on a company and its products, promotions, clients and influencers. These result in deeper trend analysis, behavior tracking and overall understanding.

To succeed at gathering social media intelligence, you need the right tools and knowledge of how to use the information you have gained.

Companies can only benefit from these insights if they are delivered in a clear way, to the right people, at the right time.



4 Use Cases. How to Use Social Media Intelligence

Gain competitive advantage

In many cases competitors are companies' biggest motivators. Whether you're a small business or a large corporation, having competitive intelligence is key to staying ahead of the game. For example, if you and your competitor launched a product around the same time, you can track and compare the sentiments of all the mentions on social media.

Identify room for improvement

Social media has become the most convenient place for customers to share their opinions on various topics. Some of the popular topics include customer service and product feedback. Tracking customer sentiment allows companies to learn about what their customers like and don't like, as well as to identify small problems and issues that can be improved upon.

Geo-locate your audience

Geo-location insights allow companies to take advantage of location-based targeting. Social Media provides geo-social information that brings understanding of where your customers are located, what they are worried about and what they may be attracted by. This data helps to better personalize your offers, get higher customer engagement and eventually get higher ROMI (return on marketing investment).

Discover your audience demographics

This kind of social media intelligence will allow you to focus your social media campaigns on the right age and gender groups.

You can also control your business objectives with this kind of information. Sometimes you define a particular target group for a new product, but the data from social media shows that someone different is more engaged. And this is also a helpful insight that allows to adjust your marketing initiatives to speak to the right audience.

About InData Labs

InData Labs is a data science company that provides data strategy consulting, engineering & predictive analytics services. We are here to arm you with strategy, technology and expertise that will move your business towards better data-driven decision-making.

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