



SOCIAL LISTENING, SOCIAL INTELLIGENCE ...SO WHAT?

A HOW-TO GUIDE

How to find actionable business
insights in social media data



INTRODUCTION

There's a lot of terminology when it comes to building social media strategies—Social Listening, Social Analytics, Social Intelligence, Social Media Monitoring — but it all starts with the data. To take the first step toward building successful social programs, brands have to start listening to the data. Social listening, specifically listening with the intent to understand and make smarter decisions with better data, is the backbone to any successful social program for any organization, brand or business.

People are gathering and listening to Social Data, but now they are struggling to prove the value and ultimate success of their social program to their management and higher-ups. In some cases, it has reached the point where top-level management has really started to wonder if there is any value, or if it's time to put an end to the program in lieu of a new tactic. In other words:



IN THIS HOW-TO GUIDE...

We'll teach you how to move past the **"So What?"** moment, with Social Intelligence strategies that will help uncover and streamline valuable social data for:

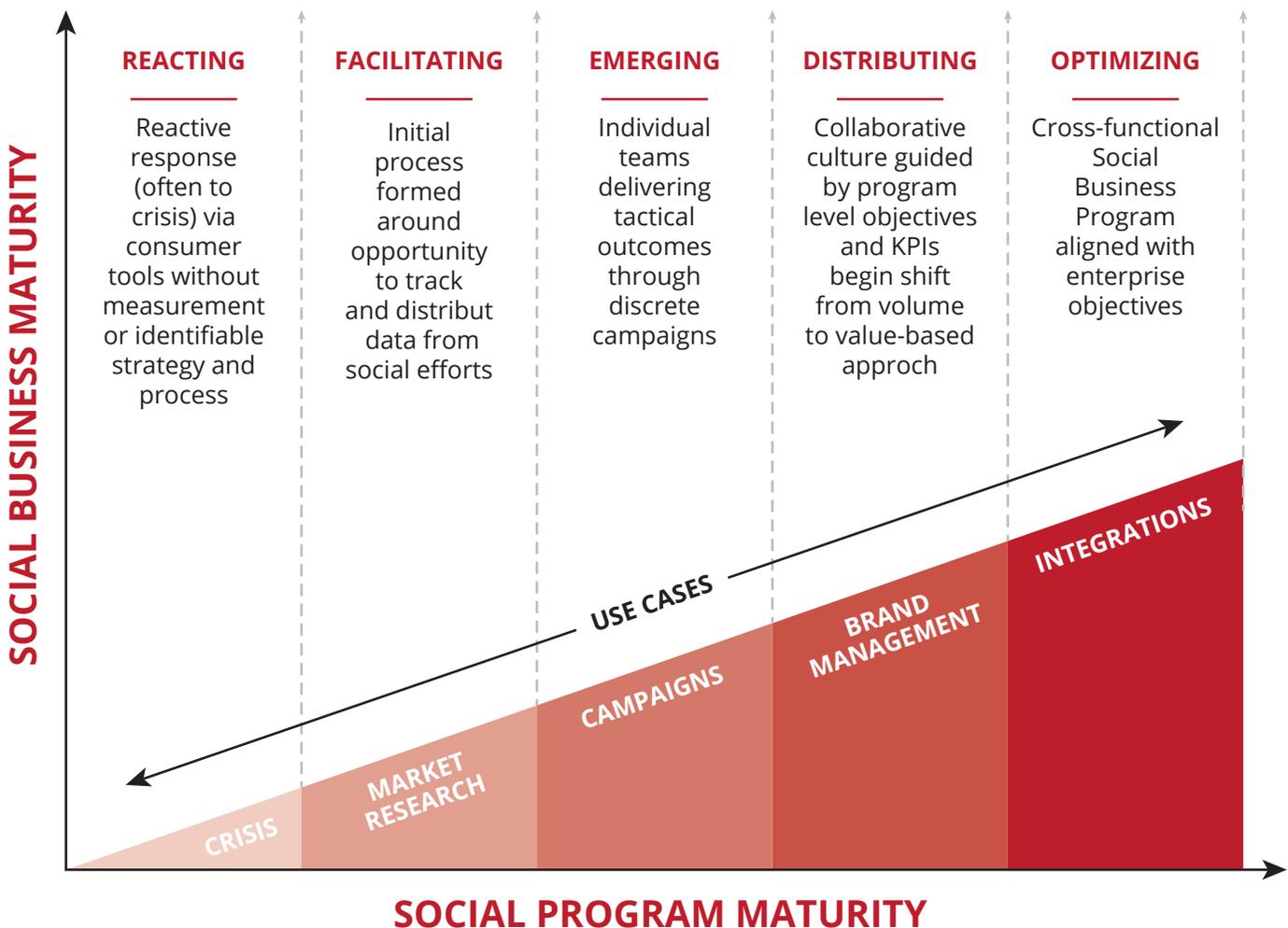
- **Crisis Management**
- **Market Research**
- **Campaign Management**
- **Brand Health**
- **Building an Integrated Ecosystem**

MOVING FROM SOCIAL LISTENING TO SOCIAL INTELLIGENCE

Social Intelligence as a practice means acting on social insights and connecting social media data to business impact. In other words, while you have access to valuable social media data and you have started to pull interesting insights; it's time to take it a step further. It's time to move beyond that and analyze the data into meaningful, actionable insights and distribute those insights to the right parts of the organization, to in turn make smarter, strategic and impactful business decisions.

We see this progression, or the movement from Social Listening to Social Intelligence, as a maturity model that is often based on adoption through use cases, and can be used as a map for your program. an end to the program in lieu of a new tactic. In other words: "Social Listening...So What?"

BUILDING SOCIAL PROGRAMS BEYOND THE "SO WHAT?" MOMENT

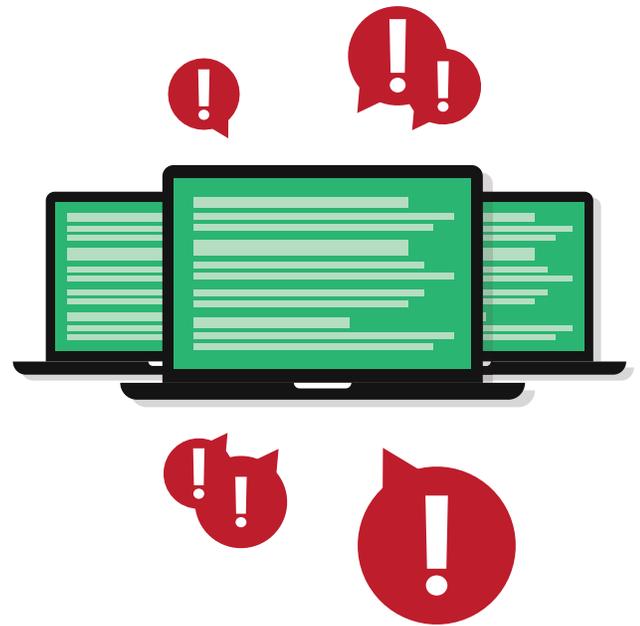


CRISIS MANAGEMENT

Companies must have the tools in place to respond promptly, accurately and confidently during an online emergency. If history tells us anything, the image of your company can be positively or negatively impacted by the way you publicly handle a negative incident on social media.

An unusual amount of information on one topic is one possible tip-off to a coming crisis. This is why understanding and organizing your data is so important. If mentions coming in are grouped into topics, you can quickly and easily see that one topic (such as price, environmental impact, product name, etc.) is receiving far more comments than usual.

Setting up alerts based on sensitive keywords is also a must for any company hoping to detect and manage crises. Pharmaceutical brands, for example, can easily fall prey to attacks online. For brands launching new products, keeping an eye on those keywords is essential to ensuring that the launch goes smoothly.



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“Social Listening...So What?”

MARKET RESEARCH

In Market Research strategies, companies traditionally have employed methods such as consumer surveys, focus groups, expert interviews or feedback forms. These tactics are now considered outdated, yet still being followed for overall, long-term data. Social Listening tools, such as Synthesio, provide market researchers with a broader, more comprehensive and unsolicited real-time view of customer sentiment.

Social media makes it easier than ever before for brands to find and segment targeted groups to participate in existing research streams. Market researchers can use Social Listening to breakdown their audience by age, gender, language and interests.

Also, qualitative insights gathered from social media over a significant amount of time, could be quantified to measure the impact of key market events (like event sponsorship, competitor’s product launch, a new marketing channel, shifting loyalty towards your brand ambassador, etc.) on your brand.

CAMPAIGN MANAGEMENT

Launching a social campaign without conducting a thorough social analysis of your target markets, segments, consumers and past campaigns can lead to subpar results. It's critical to use Social Listening and Social Analytics to really understand the data and, in turn, fuel campaign creative and strategy, which will boost the performance of your campaigns.

Measure total conversation volume and share of voice around certain topics in real-time. Use data to conduct a thorough social analysis of your target markets, segments, consumers and past campaigns to drive the right messages to the right audiences. Then define true metrics to measure the success of campaigns that go beyond just volumes.



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BRAND HEALTH

Track the long-term positioning of your products and sub-brands versus competitors, and measure social reputation and satisfaction by audience. Use Social Listening to rank your brand's health against major competitors to identify strengths and areas for improvement.

Synthesio's brand health tool-set revolves around our proprietary Social Reputation Score™ (SRS). With this, Synthesio computes a health score for each competitor, brand, product line or product an organization wishes to measure, and an SRS is derived from the distribution of sentiment (positive, negative and neutral) around a given topic, along with a proprietary algorithm that confines the score to a 0-100 range.



DEVELOPING A SOCIAL INTELLIGENCE ECOSYSTEM

A key step for success is to tie social feedback to non-social data and make sure that social media does not live in its own silo. It's important to manage your data as a whole, creating an equipped reporting system. Integrations could be with your customer relationship management and sales tools, your business intelligence platform, your customer-care platforms and/or any of your other social marketing platforms.

Once formerly siloed teams across your business are finally connected by data, people and systems, you'll be able to use integrated tools and metrics to map value and drive smarter decisions. Understanding your goals and accessing the metrics of multiple practice areas throughout your company will allow your team to be able to fine-tune your social strategy and key performance indicators, ensuring that you're bringing valuable insights back to the organization.

Always look beyond the “so what” of social data, and connect your efforts to business impact. The “So What?” moment can be distressing, but once you follow the program through the stages and start mapping value back to the business, adoption will follow.

ABOUT SYNTHESIO

Synthesio, named the **Global Leader** by an independent analyst in two reports in Q1 2016 and an Editor's Choice by PC Mag, is a global Social Intelligence platform used by some of the world's top brands, and the agencies that support them. Synthesio is the framework for building social intelligence that provides real business results.

Whether an organization's social team is built within Marketing or crosses multiple departments, business units or geographies, Synthesio helps teams listen to, and analyze, consumer conversations across social and mainstream media within one platform.

Founded in 2006, Synthesio has offices in New York, Paris, London, and Singapore. www.synthesio.com

