



Report

# Transform your brands using social media intelligence

10 essential techniques to use conversational intelligence to transform your business.

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**Talkwalker**

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# Introduction

Social media intelligence, when used the right way, has the potential to unlock many growth opportunities across your business.

Social media listening tools provide brands with the power to understand conversations at scale by analysing social media, traditional media, consumer and customer data sources in one place. Typically, this information is kept within marketing teams, who manage the brand's social media presence. Insights are used to plan and measure marketing campaigns, or to develop relevant content. These are great uses of social media intelligence, but if this data were to be shared across different departments, rather than managed in silos, companies would be able to make much more informed and connected strategic decisions.

Using Talkwalker's 'Protect, Manage, Promote' (PMP) framework, brands can identify the use cases that can maximise the performance of each department. For instance, PR and communications teams can track the sentiment of live conversations in order to step in before a crisis develops. Consumer insights teams can gather data on key customer groups and the industry landscape. Product teams can discover customer pain points or recommendations in order to develop more relevant products in future. These are just some of the ways that sharing data gathered from social media intelligence can benefit the business as a whole.

This report will take you, step-by-step, through an approach to breaking down data silos within your business, and identifying the opportunities that can be gained by including social media intelligence within all department functions. If you want to learn how social media intelligence can benefit your brand specifically, sign up for a [free Talkwalker demo](#) today.

**Sophie Clark**

Digital Communications - UK & Nordics

Talkwalker

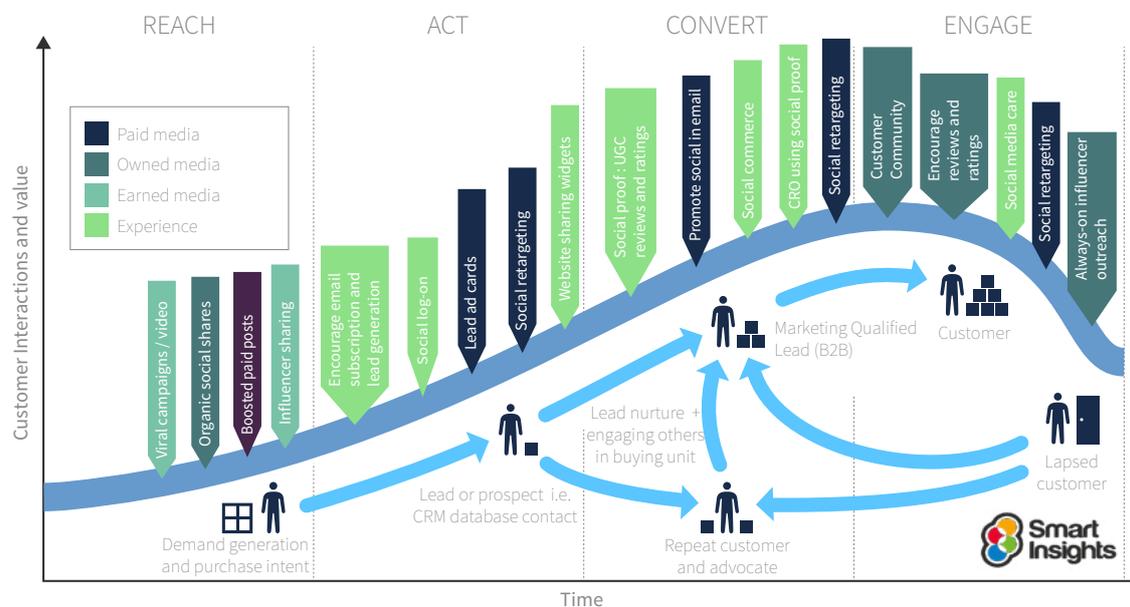


# Transform your brands using social media intelligence

## What is Social Media Intelligence?

Social media marketing is a vital marketing channel since it can influence the full range of brand outcomes, from brand awareness through to brand familiarity and purchase intent. On top of that, social media intelligence provides consumer insights on conversations that are vital to reviewing brand perception and improving products and service delivery, leading to increased satisfaction and loyalty.

Social media has a pivotal role in shaping and monitoring brand perceptions via touchpoints across the customer lifecycle. As a result, it warrants a strategic approach to managing and sharing consumer insight so that it is shared with key decision-makers.



*How social media communications drive value across the customer lifecycle*

In this guide, we recommend taking a structured approach when you review how you use social media communications insight to enhance your brand and fuel sales growth. This guide will help you:

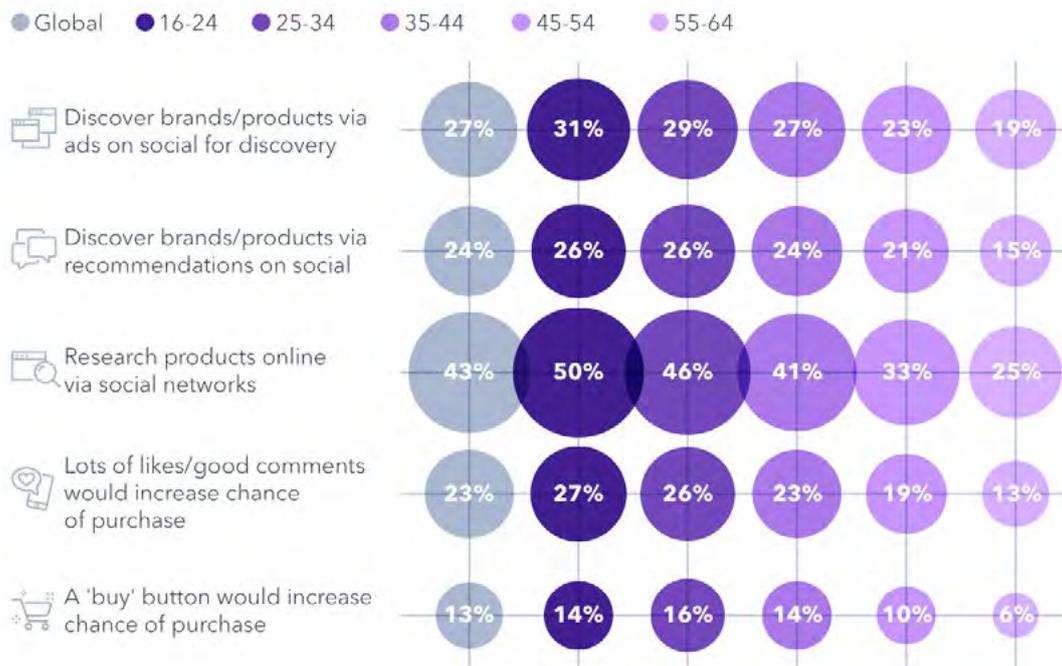
- Review your use of conversational intelligence to support marketing transformation
- Put in place 'quick wins' to improve audience engagement, leads and sales
- Improve sharing and use of consumer insight across the business

# The power of conversational intelligence

Research shows that younger age groups are particularly keen on researching products online via social networks. As these groups become older, the importance of social media recommendations will increase further. To inform new product development and brand positioning, it's important to assess the sentiment that is expressed in social recommendations.

## THE SOCIAL PATH TO PURCHASE

% who say they do the following applies to them



GlobalWebIndex research shows how social media informs purchase decisions

Given the importance of social media in shaping how brands are perceived, using social media listening to monitor the interests and opinions of consumers is a common practice. However, in our experience, the insights from social media listening are often not fully utilized across the business, since they are restricted to one silo within marketing.

**Social media intelligence** and **conversational intelligence** have emerged as an important category of business and marketing technology in recognition of the need to share insights, integrate data sources and apply intelligence to surface the most relevant insights.

## What is it?

# Social media intelligence and conversational intelligence

Approaches to leveraging the consumer insight available in social media and other sales, marketing and customer service interactions. This insight will be used to inform both real-time response to conversations around brands, as well as strategic developments to brand communications and new product development. Intelligence features create value in organizations as they move from static reporting to insight-driven decisions.

In the following sections, we'll highlight strategic and practical recommendations to help transform a business and its brands using conversational intelligence.



# Step 1. Review current use of consumer insights and changes needed

The recommendation from analysts for an increased focus on conversational intelligence is based on a recognition that the impact of social media listening is too important to the future of the business to be kept within a social media silo. These diverse insights need to be integrated and shared throughout the business.

## Conversational intelligence - Break down the data silos across your entire organization

Unleash the value of **conversational intelligence** to enhance products, improve communication, create more targeted marketing, and drive customer loyalty



*How conversational intelligence integrates different types of insights*

## Strategy Recommendation: Audit your use of different insight to show the knowledge gap

Key insights types to consider are:

- Brand insights on relative brand strength and sentiment compared to competitors
- Category and audience insights into the positioning and relative awareness of brands compared to competitors
- Trends research showing changes in consumer interests in products, categories and information through time

# Step 2. Improving your social media listening process

We recommend that every organization should use a social media listening process. However, the process is only as good as the amount of time put into deciding which keywords to listen for across different platforms based on different organizational goals.

Note that some social media listening platforms are limited in the platforms they cover and the timeframes for which keywords can be analyzed. This means you need to evaluate which media types and platforms your tool reports.

## What is it? Social media listening

Social listening, or social media listening, is a process aimed at reputation management and market research in which relevant content and conversations, identified from social media sites such as blogs, social networks and forums are gathered to provide real world insights that inform customer engagement, collaboration and new product development.



QuickSearch

## Strategy Recommendation: Ensure your keyword list is refined to inform social insights across the business

Approaching social listening, analysis and action reviews with a more holistic, cross-organizational approach will improve their quality.

This visual from social media listening expert Joe Edwards shows the importance of refining keywords to improve insight and action.



# Step 3. Set vision and goals

To maximize the use of social media intelligence within an organization it is useful to make a statement of intent to paint a picture of how more effective usage will help transform different parts of your business. A vision statement can help here.

When Telecom brand Orange recently began to look for a new social listening tool, it was part of a vision to continue their [transformation into a truly data-driven organization](#). They wanted to have a tool that could be used at all levels and empower employees to make data-driven decisions. They wanted a tool that was both accessible and easy to use but was also robust enough to provide comprehensive consumer insights into the global markets where Orange operates.

Nathalie Charbonniaud, Social Data Studies Director at Orange, summarizes their goal simply:

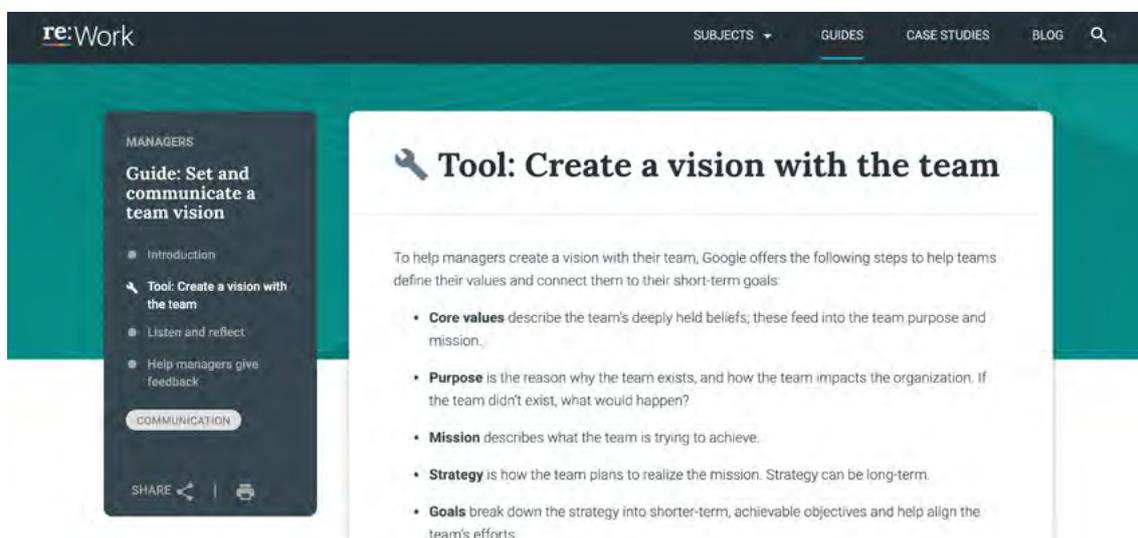
***“To have more Orange Employees adopting social data and use that data to make data-driven decisions in their day-to-day work”.***

Since launch, Orange has trained 800+ employees in social listening practices. Nearly 1,300 employees are already using the tool regularly. 70+ projects are managed from the Talkwalker platform (from a total of nearly 150 dashboards, including automated reports and real-time alert systems).



# Strategy Recommendation: Define a team vision for conversational intelligence to encourage adoption

One approach to encourage the integration of intelligence throughout an organization is to create a dedicated team with representatives from different parts of the company to support the adoption and roll-out of a new technology. Google recommends developing a team vision which helps clarify the mission of the project.



Google guidance on team vision

At a practical level, you can show how social media intelligence supports the goals of the different activities or tasks within the business by mapping activities to teams and the insight they should make use of. The social media intelligence team can then work with different parts of the organization to build in a process for regularly reviewing and responding to this insight.

Business activity	Team	Insight
Organic social media	Social media team	Reach, channel performance and engagement
Post campaign review	Marketing team	Campaign engagement, channel performance
Influencer management	Public relations	Influencer value
Reputation monitoring and analysis	Corporate communications	Sentiment analysis
Market research of consumer trends	New product development	Category interest e.g. conversation maps
Brand tracking	Brand	Brand share of voice and sentiment

# Step 4. Define strategy for improved consumer insight integration

In the context of social media intelligence, strategy relates to prioritizing the use of people’s resources to trial new approaches for sharing consumer insights within an organization. This includes [defining and tracking the main metrics and KPIs](#) to help you know when and how your goals are achieved. This builds on the goals for different ‘use-cases’ identified in the previous section. The output should be a roadmap for launching improvements to social media intelligence in different parts of the business.

In each area of business, the change management involved will need to be considered, so it’s best if the team coordinating social media intelligence defines a standard, repeatable process for these areas.



Opportunity	Strategy	Action
<ul style="list-style-type: none"> <li>Review existing capabilities</li> <li>Review potential of new capabilities</li> </ul>	<ul style="list-style-type: none"> <li>Prioritize activities to be supported by Social Media Intelligence</li> <li>Define insight review process</li> </ul>	<ul style="list-style-type: none"> <li>Identify pilots</li> <li>Define data integration needed</li> </ul>



# Strategy Recommendation: Define the pillars of your conversational intelligence programme

This will help highlight the success factors for implementing conversational intelligence.

For example, Altimeter recommend the 5Ms as a useful framework for reviewing strategy implementation, they are:

- 1. Monitoring:** Reviewing the method of social listening and deriving insights from these.
- 2. Mapping:** Finding relationships between an individual customer or grouped segments using different social platforms, e.g. Facebook and Instagram or LinkedIn
- 3. Management:** Processes for implementing and reviewing strategy. More detail on campaign management would be helpful here.
- 4. Middleware:** The software tools and APIs used to monitor and gather insight.
- 5. Measurement.** The measures used to assess social marketing effectiveness and ROI.



*The 5Ms: How social media insight supports innovation and service quality across an organization - Altimeter*

In the next steps, we will recommend practical actions to be taken in different parts of an organization to improve use of social media insight. We will recommend best practices for making social media intelligence more effective using examples.

# Step 5. Benchmark brand sentiment

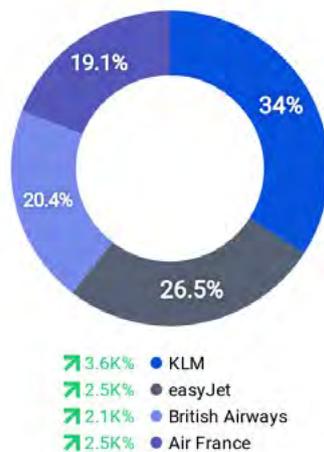
Reviewing brand sentiment is a natural starting point for social media monitoring. Brand marketers will want to understand how engagement with the brand varies through time, including seasonal trends and how this compares to competitors.

International brands will need to consider how sentiment is expressed in different languages. For example, Talkwalker's AI-Engine enables Orange to train the tool to better understand the sentiment in different languages, such as Romanian and Arabic, in which previously it was difficult to assess sentiment accurately.

## Strategy Recommendation: Put in place a regular brand tracking and competitor monitoring process

Putting in place monitoring of the share of voice is essential - as in this example. Sentiment can then be overlaid onto this to give an understanding of brand perception.

SHARE OF TOPICS



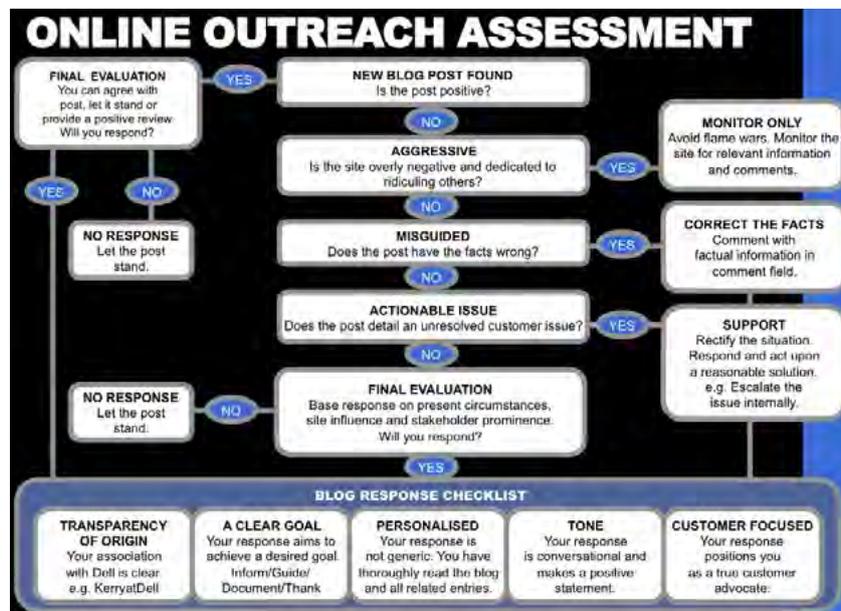
*Using Talkwalker to review share of topics*

# Step 6. Improve social customer care and reputation management

Delivering high quality social media customer service can positively affect brand sentiment. So, it's useful to use social media monitoring to support your review process and reply to consumer comments and questions. Similarly, [a business needs to monitor its reputation](#) based on comments in the media and blogs. A workflow process is also needed to support reputation management.

## Strategy Recommendation: Define a workflow for review and actioning articles or social media comments about a brand

An example of the type of workflow you can develop in an organization has been shared by Dell. This process can combine both customer comments on social media and comments on larger reach media sites.



Workflow for reputation management and social media customer care response

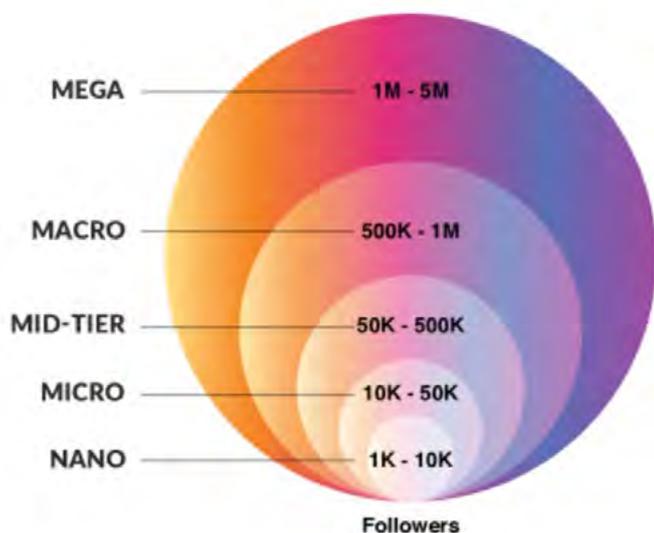


# Step 7. Review influencer power

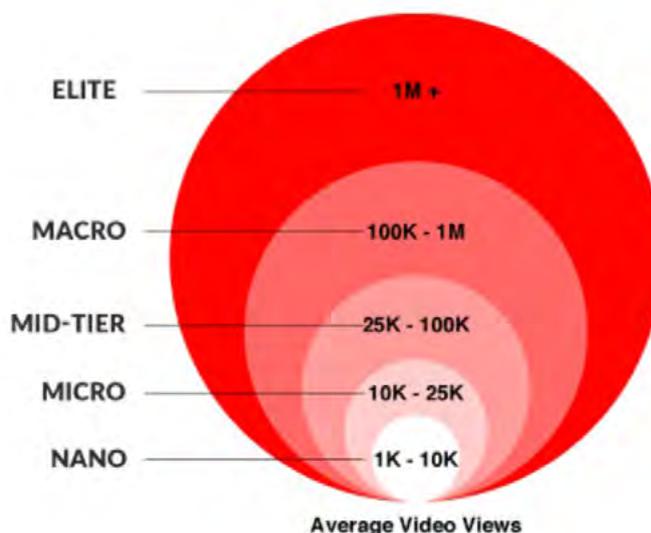
Influencers vary widely in their ability to... influence. [This analysis](#) shows that, despite the chatter about nano and micro-influencers, many of these are needed to match the reach of other influencers.

## Influencer Tiers - Standard Terminology

### Instagram Influencer Tiers



### YouTube Influencer Tiers



*Mediakix: Influencer tiers*



## Strategy Recommendation: Boost your influencer relationship management through social media intelligence

Social media intelligence can help support an influencer relationship management programme by identifying the best influencers to work with based on their reach, engagement and category fit.

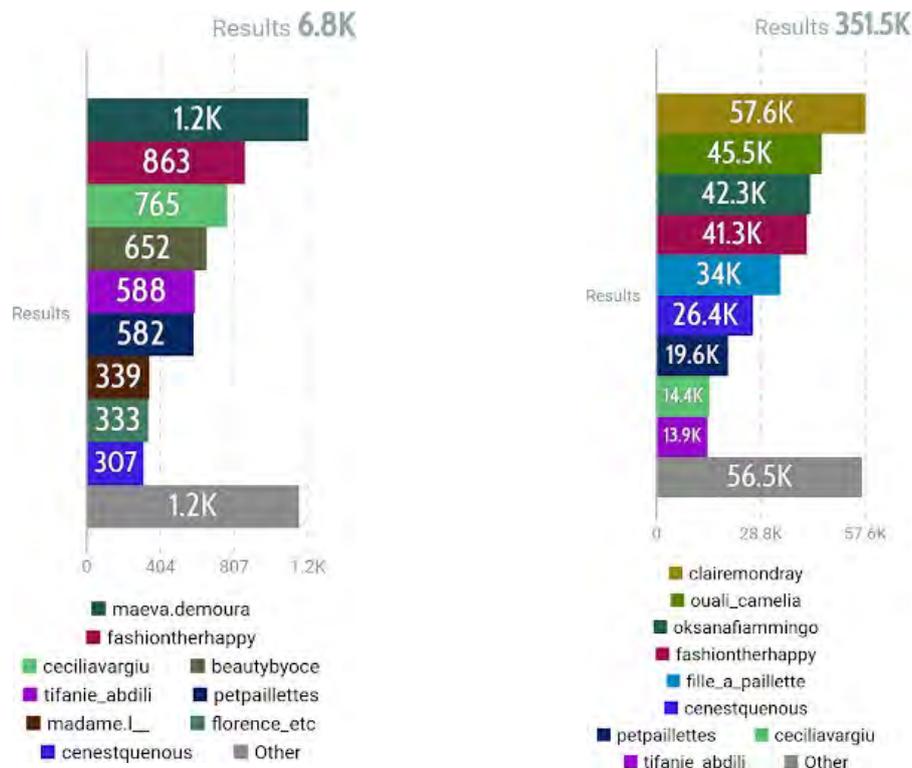
However, a pure reach-based approach to influence may be ineffective, since smaller influencers may have a greater connection and engagement with their followers.

For example, Natural Beauty and Skincare brand L'Occitane en Provence has chosen to collaborate with micro-influencers on Instagram because it also allows the brand to target a younger clientele compared to their in-store demographics. A strategy with a long-term vision as well as the activation of a network of several micro-influencers also allows L'Occitane en Provence to increase the frequency of product views thanks to the numerous publications.

Working with influencer agency Hivency and Talkwalker, a launch campaign for a new skincare product, the Reset Eyes Serum, used 14 selected micro-influencers, operating mainly on Instagram, with a campaign duration of 30 days.

During this period, these influencers gained 6,270 likes and 671 comments with a 2% engagement rate. The engagement rate is used to measure the engagement of the consumers with a brand on social networks, blogs and videos. Micro and nano influencers generally have a higher engagement rate than macro influencers or stars.

In this campaign, the Earned Media Value (EMV) is 1,881€.



*The engagement and reach of each influencer can be tracked using Talkwalker Analytics*

# Step 8. Improve campaign effectiveness

- Build in listening to your campaign and public relations process
- Real-time response
- Post campaign review

In our [campaign marketing template](#), we define a standard campaign planning and agency briefing process. Consider how you can use social media intelligence to support your campaign process:

- **Campaign goals and tracking:** Set goals for social media reach and engagement
- **Key campaign messages and offers:** Define campaign name and hashtags to be monitored as keywords
- **Campaign media plan and budget:** Plan reach based on organic social media
- **Campaign content asset production:** Create appropriate content assets of varying types to support the campaign
- **Campaign execution:** Use real-time monitoring to focus on most effective messages, creative and influencers
- **Post campaign review:** Identify learnings for the future

## Strategy Recommendation: Create a standard post-campaign review process to consolidate learnings

It's useful to build in a process at the end of the campaign to learn refinements for future campaigns and to share within teams. One popular approach is to openly share the [Mad, Sad, Glad](#) feelings within the team. Social media interactions can be made part of this process by reviewing which types of content consumers engaged with and to review its subsequent impact.

# Step 9. Informing new product development

Harnessing the opinions of customers to feed into new product development is another application of social media beyond marketing, sales or service. One of the most effective methods is using a customer panel to make suggestions about new product features. This is usually a controlled group which is often password protected. However, tools for lexical and sentiment analysis used in social media intelligence can potentially be used.

## Strategy Recommendation: Integrate social media insights into your NPD process

To make this effective, a process and relevant keywords need to be in place. Keywords can be used for applications including:

- Understanding trends within product categories, in particular new product concepts
- Reviewing comments about existing products for details about features including unmet needs (from social media customer service comments)
- Analysis of reviews and ratings on a brand site or retailers sites
- Comparing a brand's own product comments to comments about competitors

# Step 10. Sharing content to break down data silos

Bonduelle, a major French FMCG brand gives a good example of breaking down data silos. They use social media intelligence across the business - including within marketing, customer service and for reputation management. They have created a data hub which enables sharing of insight including:

- Number of brand mentions
- Topics being discussed
- Images associated with your brand
- Principal influencers
- Content generating most engagement

David Llanes, Head of Business Intelligence, Crisis Management and Communication, Bonduelle explains it this way:

***“In our bid for tenders for a monitoring tool, the number one criterion was the ability to build synthetic dashboards, in order to be able to share information with the different areas of the business. To generate added value, you need to be able to model and share information in a simple and targeted way.”***

## Strategy Recommendation: Create a central hub for sharing social media insight

Integrating systems and processes will help maximize the insight available from social media monitoring.



# Conclusion

We hope you have found this report useful to help you assess the value you gain from social media insights. If you have any questions or comments, do get in touch with us via our contact pages at [SmartInsights.com](https://SmartInsights.com) and [Talkwalker.com](https://Talkwalker.com).

Through working through the ten steps you will be able to assess the maturity of your social media listening and opportunities to make improvements to how consumer insights can be integrated across different teams in a business. Consider these types of improvements within different business operations by asking these questions:

- Maturity: what are you your current capabilities?
- Goals and strategy: what value can you deliver through improved social media listening? Which priorities should be on your transformation roadmap?
- Evaluation and reporting: Do you have the right listening and reporting tools?
- Data integration: How can you improve sharing of actionable insights?
- Process: How can existing processes to monitor, review and action be improved?



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