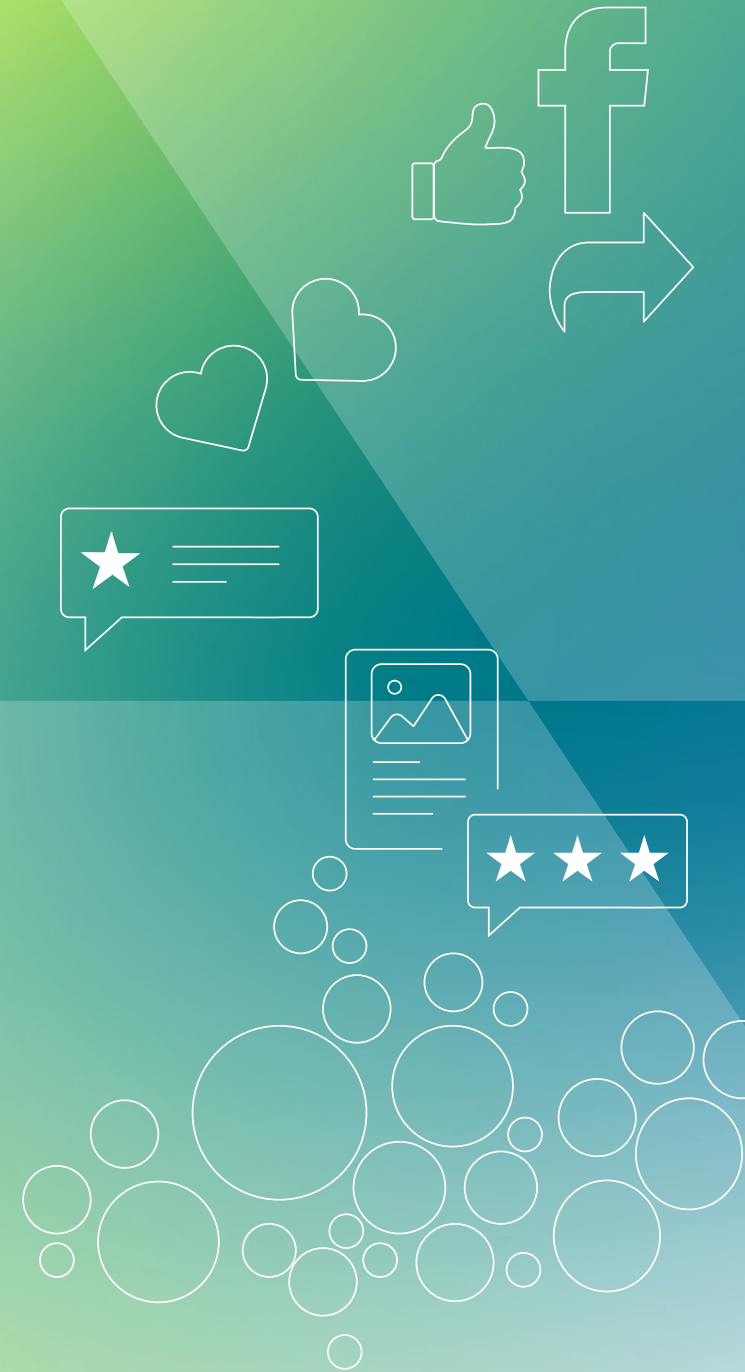


GUIDE

Turn Intent into Intelligence:

A Guide to Unlocking the Power of Social Listening

 Reputation



Turn Intent into Intelligence: A Guide to Unlocking the Power of Social Listening

Your customers are talking about you online. Do you know what they're saying?

Customers are sharing their opinions, both positive and negative, about your business. From comments on your Facebook posts to untagged tweets, every interaction matters. Without the right tools, you risk missing out on valuable insights into your customer journey.

That's where social listening comes in. This powerful strategy leverages real-time data to transform how your brand engages with customers and adapts to their needs. Through social listening, your business can gain a deep understanding of customer sentiment and measure your performance against competitors.

But how do you get started? Our comprehensive guide to social listening gives tips and best practices for implementing a successful strategy and highlights the benefits it can bring to your organization.

In this guide, we'll share the tools you need to implement a social listening strategy:

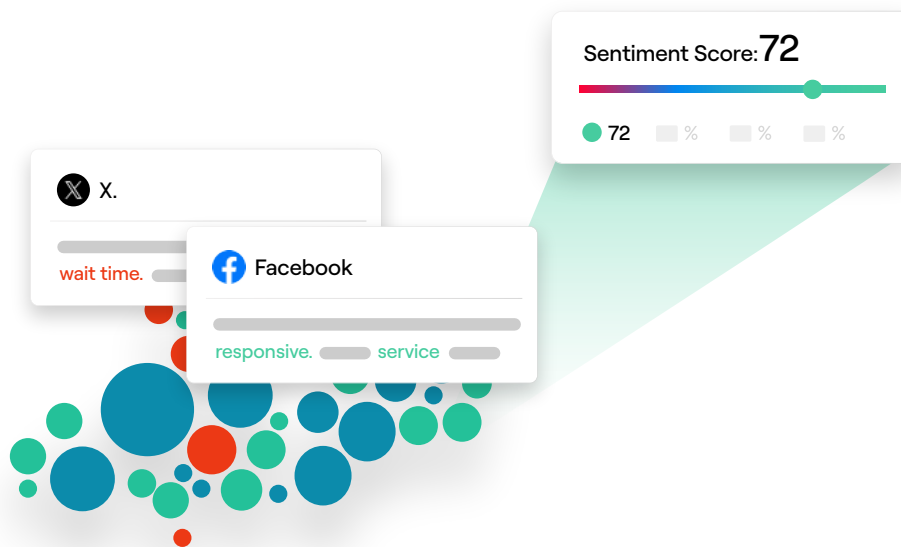
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01

The Benefits of Social Listening

Social listening isn't merely about tracking keywords or tracking online conversations. It's about leveraging the actionable insights that emerge from those conversations to drive informed decisions and eliminate blind spots that could be affecting your growth.

Social listening gives you an unfiltered view of the conversations happening about your brand, competitors, and industry.



The insights gained from **social listening** are like a compass guiding your business towards success

1. **Competitor Analysis:** Use social listening as a tool to benchmark your performance against competitors, and learn from their triumphs and mistakes.
2. **Customer Sentiment Understanding:** Gain a deeper understanding of how your customers perceive your brand by monitoring their conversations and reactions to your online activity.
3. **Real-time Event Monitoring:** Stay ahead of the curve by tracking events as they unfold, putting you in a position to proactively mitigate a crisis.
4. **Lead Identification:** Develop organic relationships with potential customers by offering valuable insights and solutions to problems they discuss online.

02

How to Craft a Social Listening Strategy

A well-executed social listening strategy requires four key steps:

1. **Define Your Goals:** goals you want to achieve with a social listening program.
2. **Choose Your Tool:** You want a solution that's not only easy to use, but will deliver the deep insights you need to reach your goals. Be sure to choose a tool that will adapt as you grow your social listening strategy.
3. **Select Keywords to Track:** Your goals will inform the choice of keywords, phrases - even hashtags - to monitor.
4. **Act on Insights Gained:** Regularly review your social listening insights to discover trends, analyze sentiment and make data-driven decisions that drive business strategies, improve the customer experience and boost your bottom line.



03

The Difference Between Social Listening and Social Media Monitoring

Although similar, social media monitoring and social listening serve different purposes:

Social monitoring focuses on what's being said. It's very reactive and tactical, with few insights to help make business decisions.

Social listening adds context to what's being said, explaining *why* people are saying what they're saying. Social listening is very strategic and proactive, offering insights that can improve performance.

Difference at a Glance

Social Media Monitoring

Social Media Listening

What people are saying

Why people are saying it

Gather social media data to interact

Gather social media data to analyze

Connect with individuals

Understanding the group

Great for support teams

Great for marketing/analytics teams

Short-term strategy

Long-term strategy

Can be manual process with authentic human responses

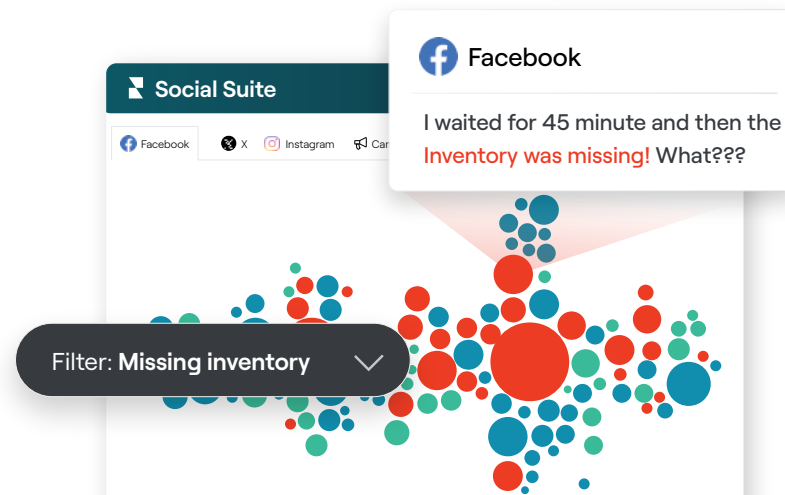
Mostly automated process built on AI

04

The Advantages of Reputation's Social Listening Suite

Reputation offers a robust social listening suite that allows you to take full control of your online presence. Our advanced natural language processor (NLP) and A.I. technology surface actionable insights that help you outpace the competition, increase audience engagement, and achieve positive business outcomes.

We analyze social media interactions at scale, with human emotion in mind, to help you understand your audience better. This insight allows you to mitigate problems quickly and identify successes effectively.



Key Features of Reputation's Social Listening Suite

Our advanced social listening capabilities surface real-time insights across major social networks:

- 1. Instant Alerts:** Get notified when negative sentiment around your brand reaches a certain threshold, enabling you to take immediate control of the narrative.
- 2. Real-time Reports:** Track audience discussions and sentiments around crises as they unfold.
- 3. Real-Time Engagement:** Manage the influx of incoming messages efficiently, even during a crisis, ensuring your team stays on top of every situation.

How to Take Control of Your Online Narrative

In today's ever-connected, ever-changing digital landscape, staying attuned to your customers' sentiments and conversations is no longer a luxury, it's a necessity.

With Reputation's Social Listening, you're not just responding to the conversation; you're ahead of it, armed with actionable insights to drive your brand strategy. We invite you to discover firsthand the power of our advanced social listening features.

GET A DEMO: Harness the full potential of social listening with Reputation. **Connect with us** and set your brand on the path to success. Let's transform customer conversations into actionable insights, together.

About Reputation

Reputation is the only platform that manages consumer feedback from acquisition to loyalty. Functioning as a business' eyes and ears in the spaces where customers talk, post, review, and recommend, Reputation analyzes vast amounts of public and private feedback data to uncover predictive insights for companies to act on and improve the customer experience. Backed by Marlin Equity Partners, Bessemer Ventures, and Kleiner Perkins, Reputation turns consumer feedback into fuel to grow businesses around the world. Visit reputation.com to learn more.



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