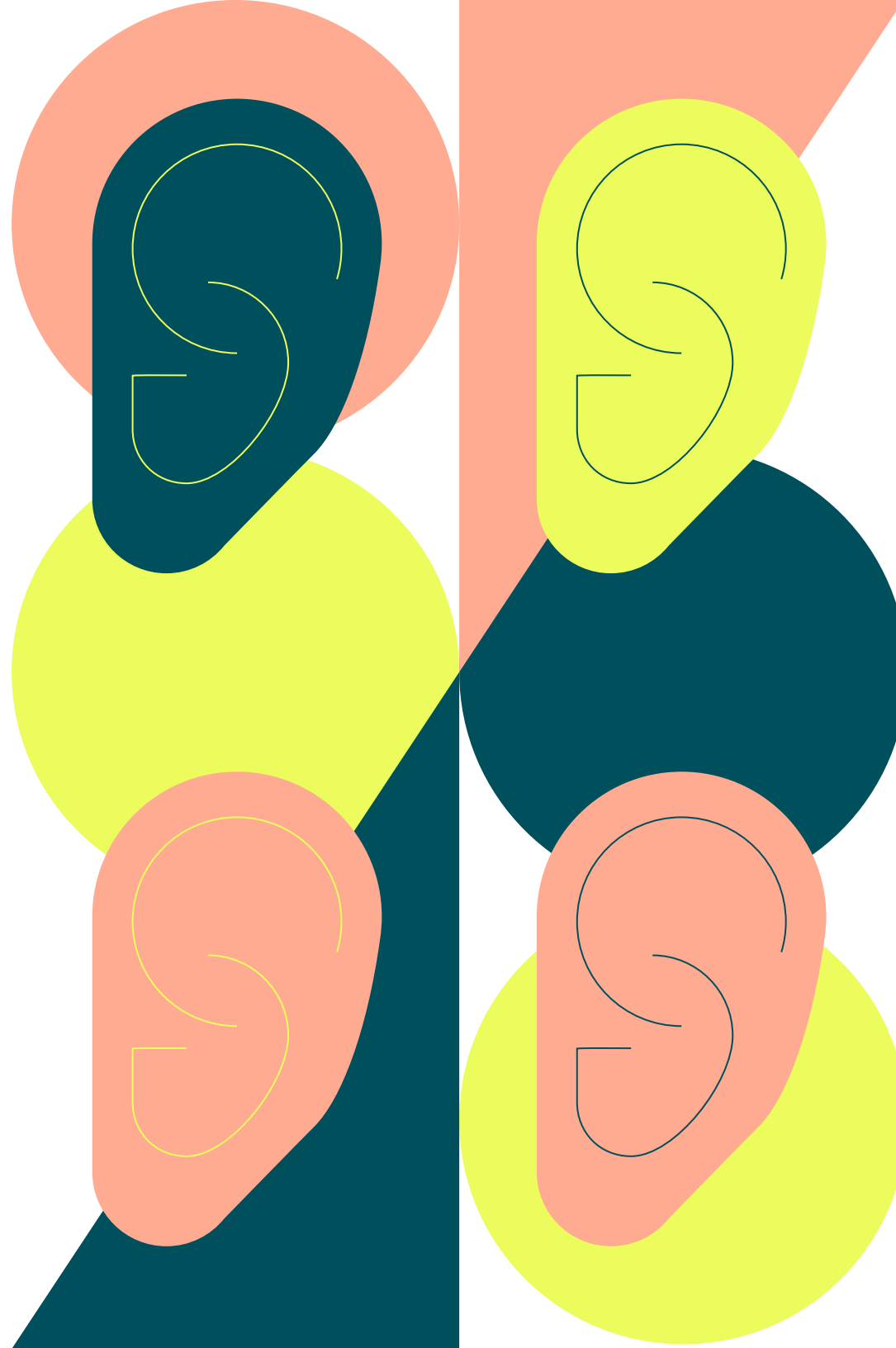


What is Social Listening?

Your Guide to Getting Started



What we'll cover

If you want to connect to your customers on the most granular level possible, your business needs to implement social listening. But first you need to develop a thorough understanding and strategy before you can begin.

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

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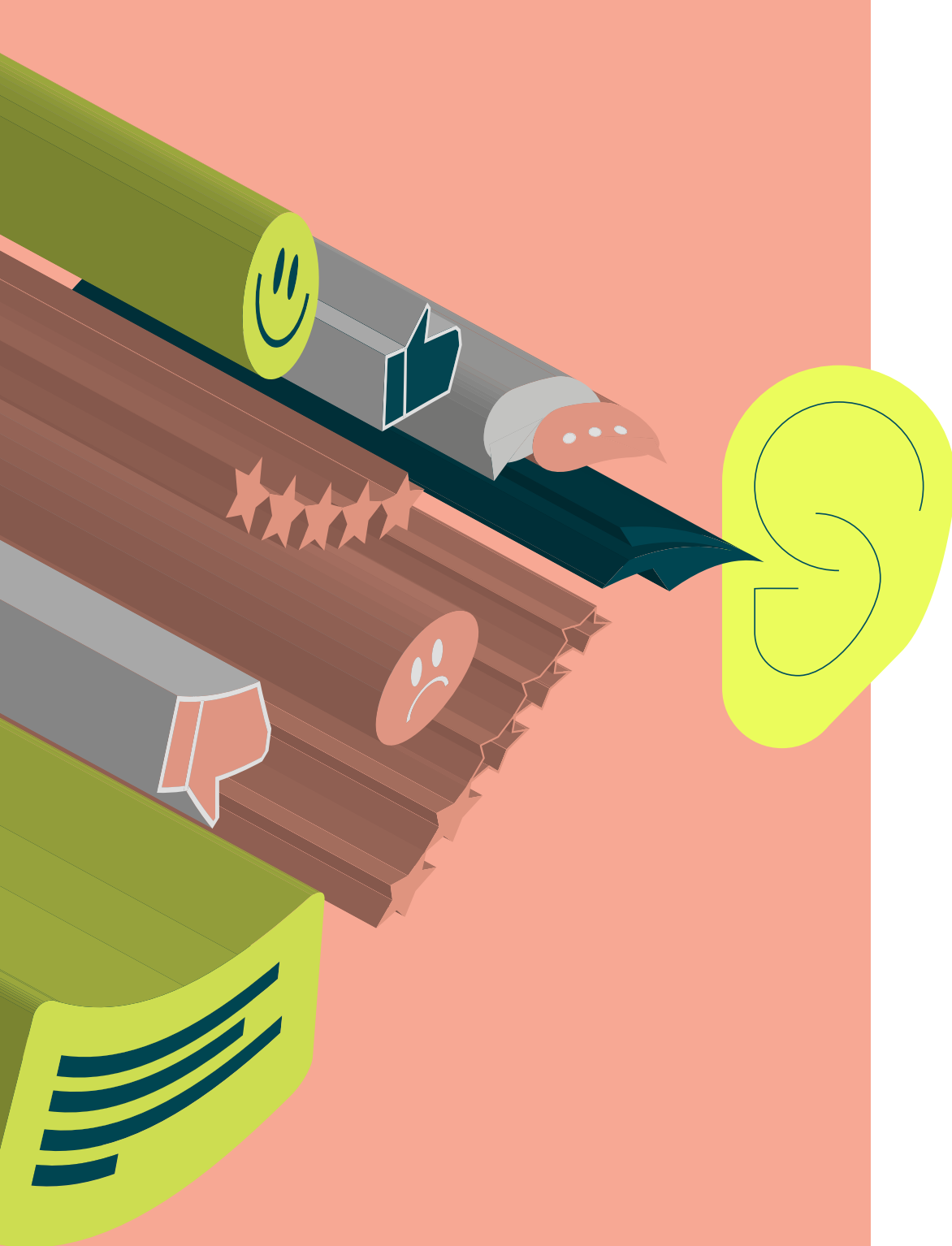
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What is Social Listening?

Social listening refers to the process of monitoring significant social media channels for mentions of your brand's name, competitors, and other related keywords.

Those online conversations include relevant and actionable data that your business can use to make informed decisions. That data is drawn from your competitors' and customers' actions and conversations online. It's an easy way for your company to stay in control of the narrative while leading your company toward a successful future.


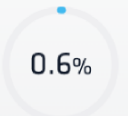
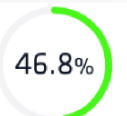
What are the Benefits of Social Listening?

Social listening for business grants you unbiased and raw insight into nearly everything about your customers. That data can benefit nearly every aspect of your business in the following ways:

- Competitor Analysis
- Understand customer sentiment
- Spot trends
- Monitor events in real time
- Identify leads

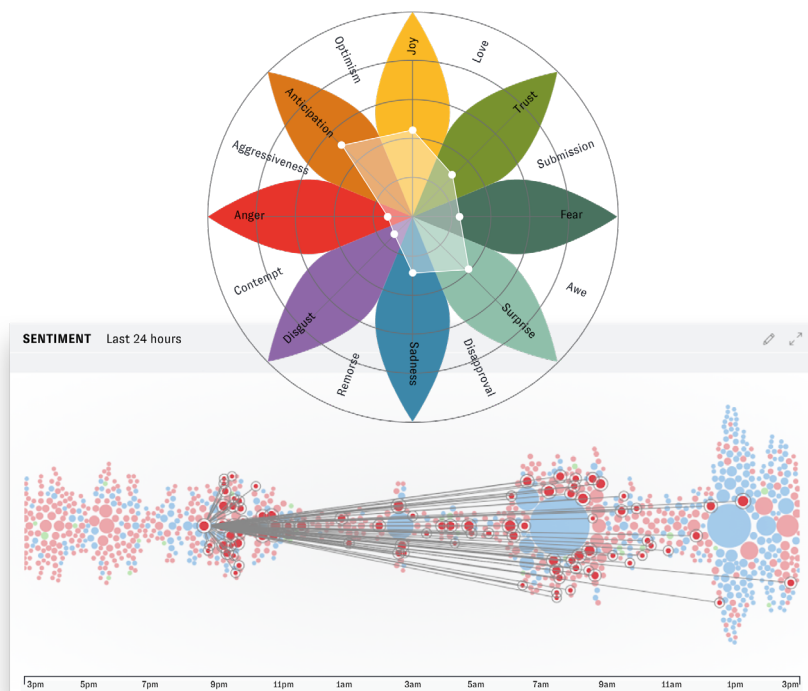
→ Competitor analysis

Social listening can easily enable you to check out competitors' campaigns and see what their customers like or dislike about them. Monitoring the successes and failures of your competition ensures that you aren't measuring your business's own performance in a silo. Analyzing the number of times your competitors mentioned online, the sentiments of their mentions, and audience demographic will provide the insights that allow you to optimize your own campaigns to produce even better results.

	Total	Competitor A NO SEGMENT	Competitor B NO SEGMENT	Competitor C NO SEGMENT
TOTAL MENTIONS	624.9k	 40.1%	 0.6%	 46.8%
ORIGINAL	441.2k	35.1%	0.8%	48.6%
AUTHORS	156.7k	38.1%	0.7%	57.5%
SHARES	183.8k	52.0%	0.2%	42.5%

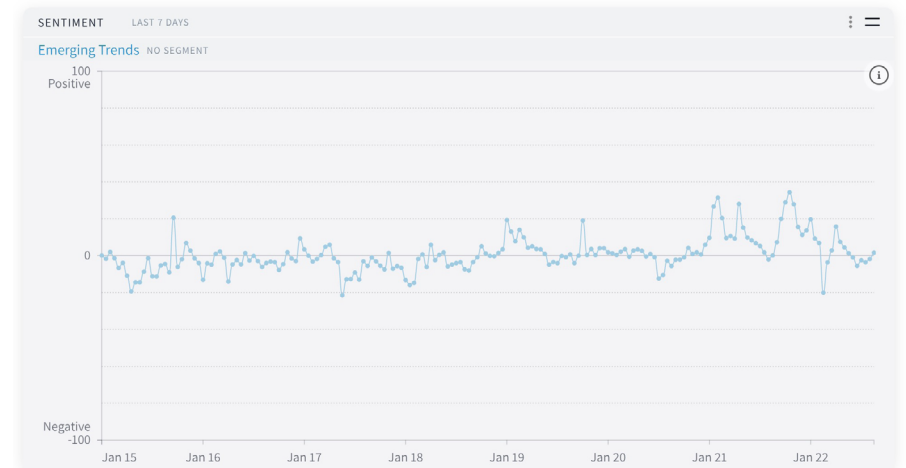
→ Understand customer sentiment

After implementing social listening, you'll gain a precise understanding of customer sentiment towards your brand's behavior online. For example, you can not only know how customers regard your brand in a crisis situation but also if your posts, responses, PR and actions are meeting the issue with an adequate response.



→ Spot trends

As you can track specific keywords with social listening, you'll be able to see what topics are trending with your customer base. You can note trends in your industry overall as well. If your customers or competition is discussing something happening in your industry, you can leverage that information to create content or other related campaigns.



→ Monitor events in real time

Social listening allows you to follow what's happening in real time and the sentiment around it. That might be a product launch or a conference. But more importantly, you can get ahead of a crisis before it happens. These tools will enable you to improve reaction time and deploy service recovery measures. Those actions may include showing empathy to an disgruntled customer or delivering the necessary post-mortem communication after the crisis has been solved.



→ Identify Leads

Social listening is a great avenue to developing a natural relationship with potential B2B customers, making it a great segue into social selling. This refers to the practice of leveraging social media activity as part of the sales process. When you see a potential lead discussing something within your industry on Twitter, Facebook, or any other social media software for business, you can reach out directly with helpful information.

The interface includes an 'AUTO-TAGGING' section with a '+ Create Rule' button and a grid of tags: MINECRAFT, CRISIS, CUST SERV, SOFTWARE, NINTENDO, SPANISH, EQUIPMENT, and INFLUENCER. Below this is a tweet from @jogobarato: 'WEDNESDAY, MAY 08, 2020 | 9:00AM MST Minecraft: Nintendo Switch Edition para Nintendo Switch for R\$ 197.9 https://t.co/1Fc3n80qvJ'. The tweet is tagged with MINECRAFT and NINTENDO. The interface also shows a profile picture, a name, a bio, and a list of emojis.

How to Develop a Social Listening Strategy

Effective social listening requires a well-thought-out strategy that will likely touch multiple parts of your organization.

Follow these four steps to build a plan that's right for your business and will help guide you toward success:

1 Define your business goals.

Social listening can support a number of business goals. So before you get started, you need to decide which you are working toward. The specific goal you select will dictate which words or phrases you should be tracking across social media. With that understanding, your team can be more strategic and nimble with the way they listen and how they respond to customers.

2 Set up your tool.

You can't carry out a social listening strategy without a tool designated for that purpose. Reputation has you covered. With our acquisition of Nuvi, we now provide deep social listening capabilities with hyper-target brand and competitor mentions through keyword rules and filters. Nuvi has taken our social suite to the next level.

3 Decide on keywords to track.

Deciding on the end goal of your social listening strategy will help you to inform the words and phrases you should be tracking.

4 Act on the insight you learn.

Social listening opens the door to a wealth of knowledge, but it's up to you and your team to act on it. You should be taking that customer feedback back to your executives on a regular basis in order to make necessary changes and data-driven decisions for your business.

What's the Difference Between Social Media Monitoring and Social Listening?

While they may seem to serve the same purposes, social listening and monitoring are two completely separate marketing strategies. Social monitoring is the “what” that people are saying and social listening is the context around the “why.” They’re both equally beneficial, but there is a time and place for both in your business initiatives.

Social listening is the process of collecting your brand’s social media mentions, shares, comments, and other data. The final step of the process is to analyze that data. That way, you can learn how to make better business decisions and ultimately improve your customer experience. Social media monitoring is identifying your business’s mentions on social media sites so you can respond quickly.

The long-term strategy of social listening involves taking the information learned from everything on various platforms. You can subsequently use it to build business plans around innovation and improvement. This data will give you a clear idea of why customers engaged with your brand in the way that they did. You can take the feedback from those social media interactions to continue to refine your customer journey and overall user experience.



Differences at a glance

Social Monitoring

What people are saying

Gather social media data to interact

Connecting with individuals

Great for support teams

Short-term strategy

Can be manual process with authentic human responses

Social Listening

Why people are saying it

Gather social media data to analyze

Understanding the group

Great for marketing / analytics teams

Long-term strategy

Mostly automated process built on AI


On the other hand, businesses can leverage social monitoring as part of a more short-term strategy. This process is all about connecting with individual customers or prospects.

Your social monitoring tool of choice will notify you whenever someone directly contacts your business on one of your profiles. You can then respond in a timely manner right in that tool. This makes social monitoring an excellent option for customer support teams.

It should also be noted that social listening is largely an automated process. With our tool, you can set up dashboards to monitor for the keywords you're interested in. They can also track the sentiment around those particular phrases. Reputation Listen will then do the work for you and send you instant alerts when something changes.

Social media monitoring is more of a manual process. Your tool of choice will still monitor all social media mentions and send you notifications when a new one comes in. At that point, a live person needs to take over to respond.

When it comes to social monitoring, every response to a customer needs to be authentic and customized to the current situation. This isn't a situation where you should schedule posts as a response.



How Reputation Can Help You Get Started With Social Listening

Reputation provides a Social Suite that offers you complete ownership over your online presence — one place for all of your critical experiences. Our tools are quick to scale and easy to launch marketing campaigns and engage with your target audience.

Reputation's Social Listening delivers into important and most highly used social sources such as Facebook, Instagram, Twitter, Reddit — as well as video sites like Youtube, Dailymotion, and Vimeo — and top news and essential RSS feeds and more. Our advanced A.I. surfaces valuable, actionable insights that help you gain audiences, overstep the competition, and achieve positive business outcomes.

We can help you turn a negative comment into a follow, and a follower into an advocate. The Reputation difference means that we can help you do this in the same platform. That's right — leverage solutions like our Review Booster, Surveys, and more with our advanced Social Suite. We use the live data gathered from your social media data in order to transform the way your brand interacts with customers and

adapts based on that information. We can analyze those mentions and interactions at scale with human emotion in mind to make sure you understand your audience. The better you understand them, the quicker you'll be able to get ahead of problems and identify your successes.

Our tool can help you create, build, launch, and track messages across all of your social media channels. Our tool allows you to save time by giving you the ability to schedule content like photos and videos. We can also help you to post directly to channels and analyze metrics from all social media posts. We offer an all-in-one platform that enables you to have a single view of all activity across Facebook, Twitter and Instagram for each business

Key Features

Our stellar social listening for business capabilities means that Reputation can now allow you to see what customers are saying in real-time across major social networks. That real-time capability means we can help you get ahead of a social media crisis in the following ways:



Instant Alerts

With our instant alerts, you can be notified whenever your company's negative sentiment gets to a certain percentage. Or if you already find yourself in a crisis, you can specifically monitor for terms related to the issue, get alerts moments after related content is published, then jump in and take control of the narrative. That way, you can see major discussions and trends, who the main contributors are, and why the crisis occurs.



Real-time Reports

Track the audience discussion and sentiment around the crisis as often as you like — daily, hourly, or even minute-by-minute.



Real-Time Engagement

We can help your team keep track of incoming messages with ease, even in times of increasing volume during a crisis. Messages from Facebook, Twitter, and Instagram will come into queues you can set up to work with your existing customer engagement workflow and team organization.

YOUR SEGMENTS

Customer Service

Crisis

Blogs, News RSS ONLY

Canada

Competitor A

Competitor B

Competitor C

Competitors- ALL

+ Create New Segment



MESSAGES

New Mention based on listening filters!
View Post: <https://t.co/cMk1091xYhBV>



Monitor Alert [APP] 8:00 AM
New Mention based on listening filters!
View Post: <https://t.co/cMk1091xYhBV>

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Cover

Overview

Volume

Sentiment

Influencers

Location: World

Location: USA

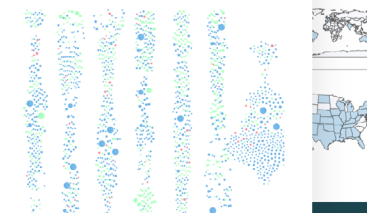
Conversation

Mentions

Sample Mentions

Universal Healthcare

Monitor Report: Universal Healthcare



About Reputation

Reputation (formerly Reputation.com), creator of the Reputation Experience Management category, is changing the way companies gather and act on customer feedback to drive decision making and enhance Customer Experience (CX) programs. Reputation's interaction-to-action platform translates vast amounts of solicited and unsolicited feedback data into prescriptive insights that companies use to learn from and grow. Thousands of global organizations rely on the patented algorithms behind Reputation Score X™ to provide a reliable index of brand performance in order to make targeted business improvements. Backed by Bessemer Ventures and Kleiner Perkins, and trusted by over 250 integration partners, including Google, Facebook, Salesforce, J.D. Power, Amazon and Web.com, Reputation turns feedback into the fuel to grow businesses around the world. Visit reputation.com to learn more.

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Reputation

Feedback Fuels Growth.