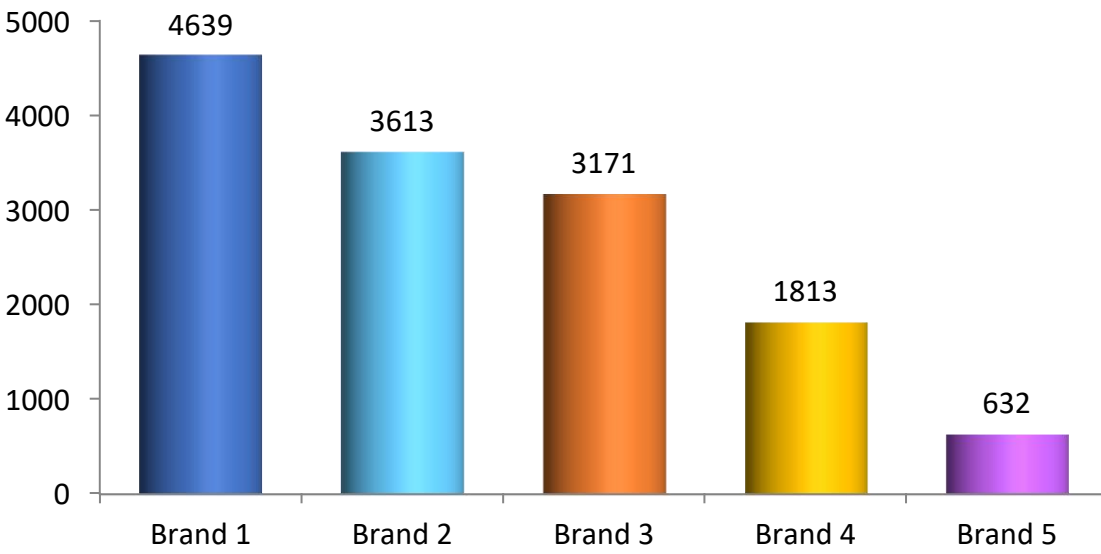


Social Listening Reporting Example

Brand Presence

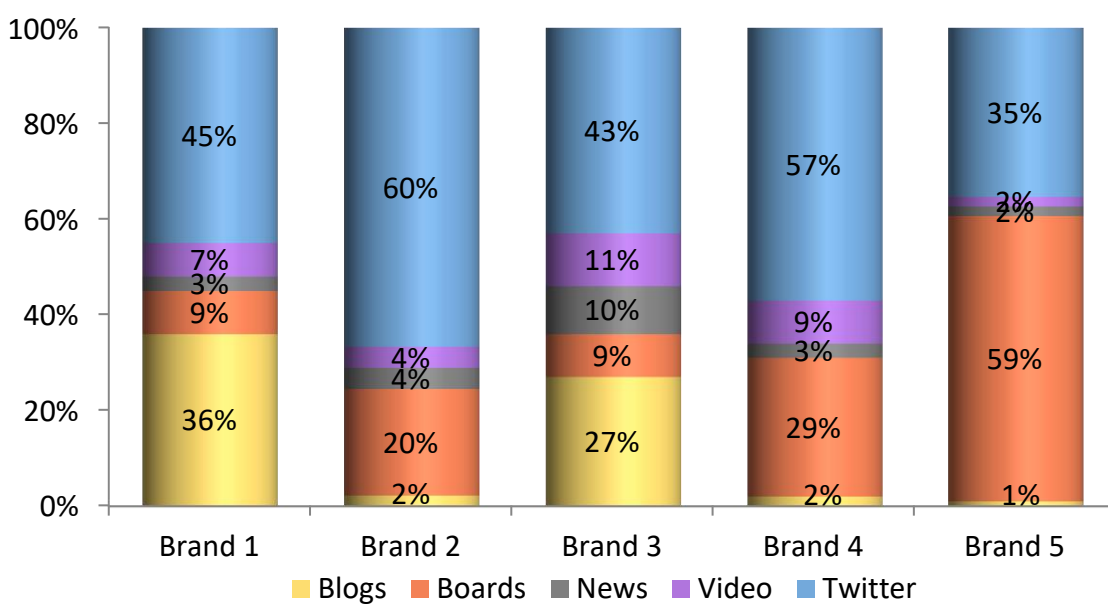
Number of Posts by Brand



Number of posts mentioning each brand for the entire time period

Brand 4 (client brand) has a smaller number of posts than all its competitors apart from one, and could stand to improve its presence on social media.

Source Share by Brand



% of posts coming from various source types for each brand

Brand 4 (client brand) appears mostly on Twitter, followed by Boards. It should aim to increase its presence on Blogs where competitors such as Brand 1 and Brand 3 are being mentioned.

Examples of Posts

“Boycott Brand 4!
The company has absolutely no regard or respect for the environment. Maybe if we stop buying their products they will start caring....”

“So our friends at @Brand4 are giving away 1,000 free Product Y to charity! Well done!”

“Does anyone here have something to say about Brand 4’s products?”

“@Brand4 just bought Product X to find out it has nothing to do with the Product X I have known and used for years without a problem! [#whychange??](#)”

Examples of posts about Brand 4 (client brand)

Brand 4 (client brand) should aim to rectify mistakes that are mentioned about them and perhaps even reach out to some consumers to apologise and discuss on a personal level. Positive attributes brought up by consumers could be leveraged by sharing further to promote the brand and improve its image.

“Brand 4, the UK’s No.1 in my opinion. If you disagree you’re simply wrong 😊”

“Just got Product Z from Brand 4, now let’s see if it works!”

Conclusions & Recommendations

Does it make sense for the client to invest in Social Listening & Analytics moving forward?

Yes it does. Despite the client brand (Brand 4) having a low number of posts in this time period it is beneficial to know that, and to be able to see which competitors are ahead in terms of mentions. That in turn enables the client to investigate and figure out the reason behind the competitors’ success in order to catch up.

It is also beneficial to be able to see which channels are preferred when consumers talk about your brand and the competition, in order to target less popular channels or boost popular channels even further through marketing activities.

Not knowing what the situation is like could result in being left behind while competitors advance further.