

Paige Leidig, NetBase

Social Media Monitoring



The Social Shake-Up
May 22-24, 2017 | Atlanta

www.socialshakeupshow.com

#shakeupshow
@paigeleidg

FAST, ACCURATE AND DEEP SOCIAL ANALYTICS TO DRIVE YOUR BUSINESS

FIND OUT **WHAT**

- Share of Buzz
- Net Sentiment
- Passion
- Over Time
- Versus Competition

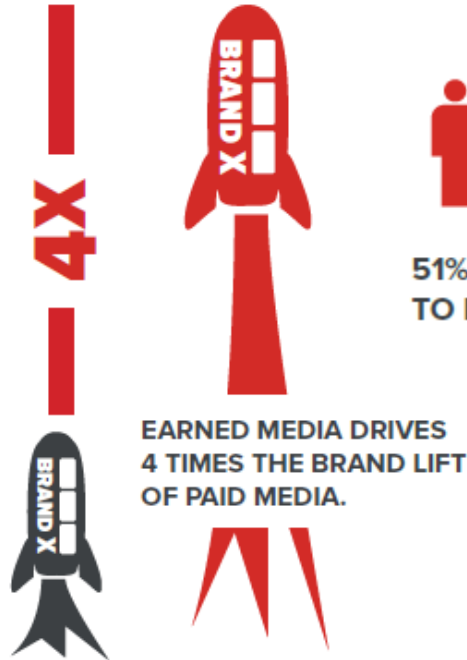
FIND OUT **WHY**

- Understand Consumers
- Opinions
- Emotions
- Behaviors
- Themes

Hottest Trends in Social Media

#1

Focus is on Earned Channels, Understand Your Reach

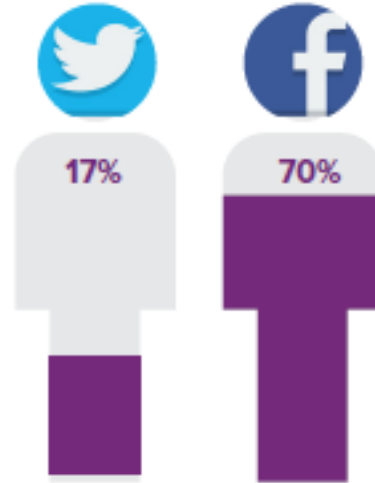


51% OF MILLENNIALS ARE MORE LIKELY TO BE INFLUENCED BY EARNED MEDIA.

Hottest Trends in Social Media

#2

Facebook aggregated and anonymized insights into Facebook users, helping businesses complete the social picture of their brand.



70 PERCENT OF CUSTOMERS COMPLAIN ON FACEBOOK WHILE JUST 17 PERCENT COMPLAIN ON TWITTER.

Hottest Trends in Social Media

#3

Social media is shifting from “tell” to “show” with brand mentions increasingly found in images rather than hashtags

350 MILLION PHOTOS
ARE UPLOADED PER DAY
ON FACEBOOK

85 MILLION PHOTOS
ARE UPLOADED EVERYDAY
ON INSTAGRAM



Social Media Analytics Can Drive



Boost Campaign
Performance



Improve Brand
Health



Lower Customer Care
Costs



Respond to Crises
in Real Time

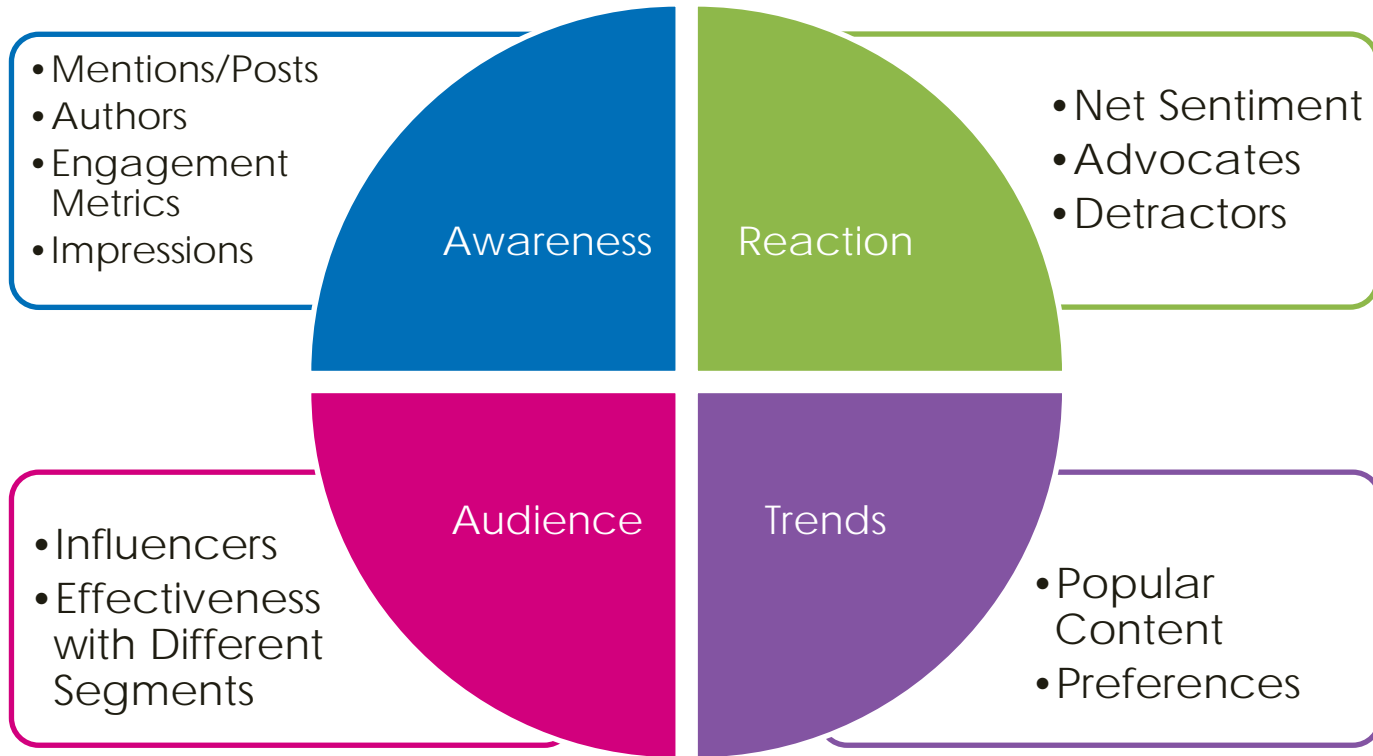


Maximize Product Launch
Results



Drive Customer Acquisition
and Retention

Key Measurement Criteria



Cuisinart Increases Engagement with Video Content

- Video is becoming the core of cooking conversation
- Gained insight into what consumers wanted to see
- Promoted more visual and video content
- Received positive feedback and better reach than previous content

Cuisinart

Cuisinart
Published by Joe Plotsker [?] · August 31 · 🌐

Don't have access to a gas or coal-fired grill? You can still celebrate with our Griddler® Deluxe, giving you complete control over the reversible grill and griddle plates to make sizzling burgers!
<https://www.cuisinart.com/products/grills/gr-150/>
#yum #burgers #homemadeburgers #grilling #food #bbq #healthy

Grilled Burgers
00:35

Get More Likes, Comments and Shares
Boost this post for \$5 to reach up to 1,200 people.

30,844 people reached **Boost Post**

50 **2 Comments 16 Shares**

30,844 People Reached

9,736 Video Views

104 Reactions, Comments & Shares

77 Like	45 On Post	32 On Shares
5 Love	4 On Post	1 On Shares
1 Wow	1 On Post	0 On Shares
4 Comments	2 On Post	2 On Shares
17 Shares	16 On Post	1 On Shares

1,162 Post Clicks

278 Clicks to Play 🎵	210 Link Clicks	674 Other Clicks
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NEGATIVE FEEDBACK

11 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

UGG Gains 30M Impressions for Cost of Slippers

- Identified 200 potential influencers
- Evaluated them on social activity, reach, and brand conflicts
- Sent 10 potential influencers personalized UGG slippers
- 2 posted videos/pictures – including Dwayne Wade



Stance Punks and Poets Captures #1 Share of Voice



Stance Socks Gains #1 Share of Voice & Improves Brand Health



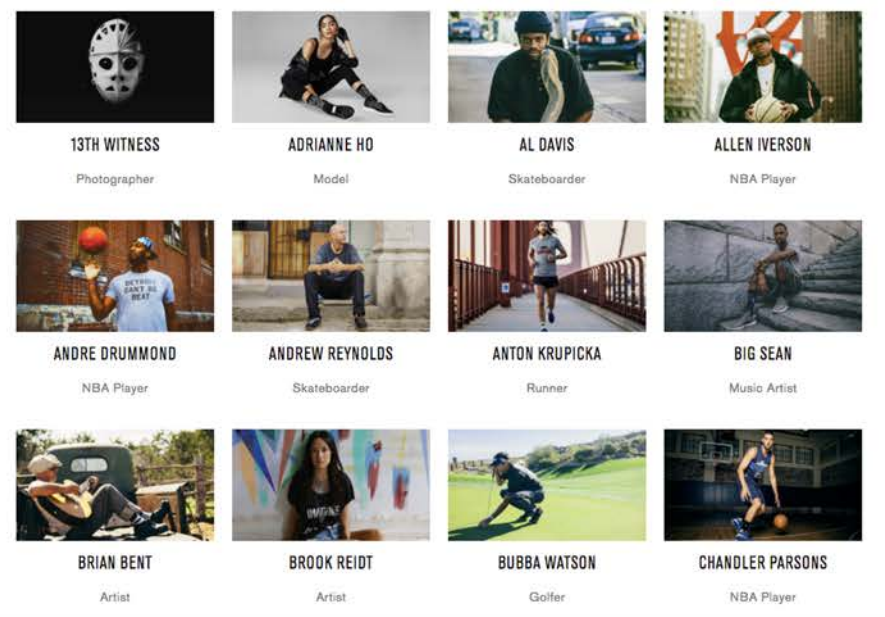
#1 share of voice



800K Instagram followers



90% brand sentiment



Recommendations

- ^ Social analytics gives you the who, what, and where of your target audience and your brand conversations
- ^ Find creative inspiration and cultivate passionate followers to maximize brand reach and engagement
- ^ Best of breed social analytics delivers measurable results with less time and effort



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