

## Social Listening: Are You Hearing?

-White Paper



## Integrated Approach to Business

Smarketing | Digital Marketing | Frameworks

**Change in Context:**

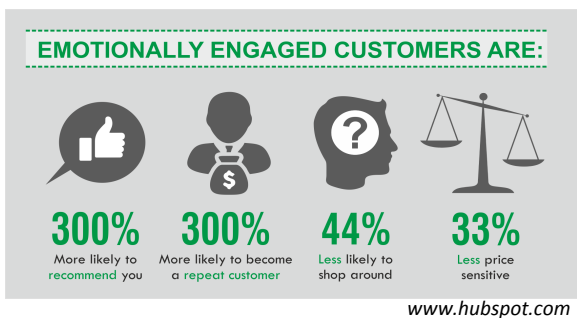
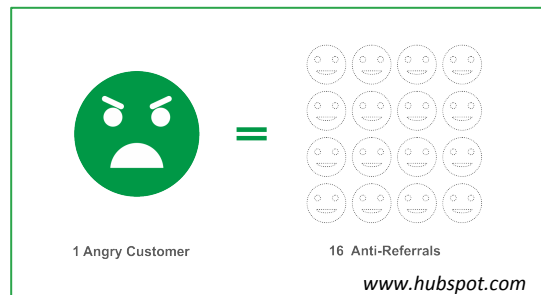
Recollect the times when the source of information was : Broadcast. Marketing companies effectively used these times by shouting loud and making promises to customers (Not really worried about whether they are able to deliver it or not!) Televisions, Newspapers etc. (Read all broadcast channels) were used to conveying message(s) to the recipients.

I am pretty sure that during those days good and bad experiences with regards to a product or service were shared by people at a local level and even if the companies wanted to know about them, there was no way.



- Today customers have the power to talk about their experiences (Good or Bad) to others over what we all know as Social Media!

- Brands have the power to listen to customer conversations and get insights that help them take corrective actions immediately.

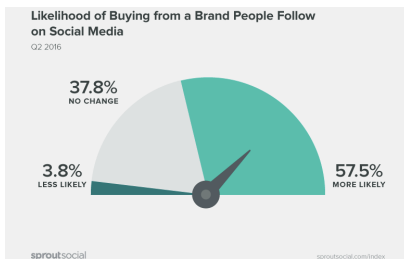


- Engaging a customer directly on social media germinates an emotional connect.
- If nurtured correctly this customer is most likely to stay with the brand forever.

*“Data pack on my mobile phone was siphoned off within 24 hours. A business user, I never understood as to how I may have used 11GB within 24 hours? I took normal action of calling up the call center, however was asked to wait till the bill gets generated. The wait was long and agonising. Finally I received an email from customer care department that I had consumed the data as per the usage records. Perplexed I went to social media and shared my experience. I even contemplated to switch to another operator. Luckily they were listening, socially! Not only I got my lost bytes but extra pack for full one year for all my connections”.*

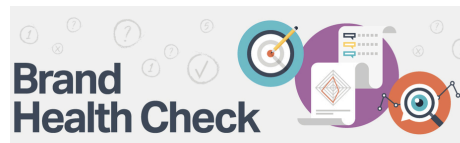
### Why is Social Listening Imperative:

**Conversation Knowledge is Business Intelligence:** By listening to the crowd and what they are talking, business discover feedback and needs of customers that have not been met with.



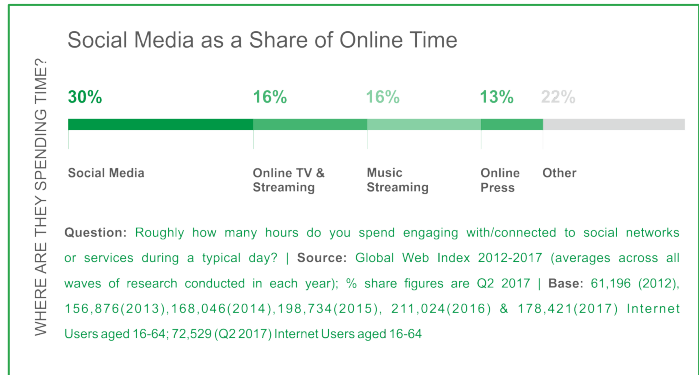
**Make Consumer part of Business Strategy Team:** Consumers mindset was always in dark for businesses for a long time. Listening to them with an intent to make them a part of Business Strategy Team boosts the feeling of belonging.

**Positive Brand Health:** Brands that are excellent social listeners experience an overall boost in Brand Reputation and Health.



**Positive Customer Experience:** Social listening gives the brands a tactical advantage. They can react fast and professionally. This leads to overall improvement in customer service experience.

- At least **2:15 Hours** on Social Media Each Day.
- Spend up to **40%** more time with brands that interact on social media with them.
- Approx. **60%** of consumers that post a complaint online expect response within **60 minutes**.
- About **88%** of them are unlikely to buy or recommend if not responded to.



## Social Listening Ver. 1.0

### Excited? Where do I start from?

Google Alerts is the most simple and free of cost tool to start. The only leg work you will have to put in is putting the data in a perspective to get a meaningful outcome.

- Set Up Email Notifications.
- Search by words or phrases.
- Determine Alert Frequency.
- Select by Geo, Sources, Region and More.



### Drawback:

Google Alerts will give you notifications and that's it. You need to study the content fully and make sense of it.

*Google Alerts will set you up for "Big Data Challenge". Once you have reached this stage it is time for you to crunch data and make sense of the Data to get precise "Business Insights".*

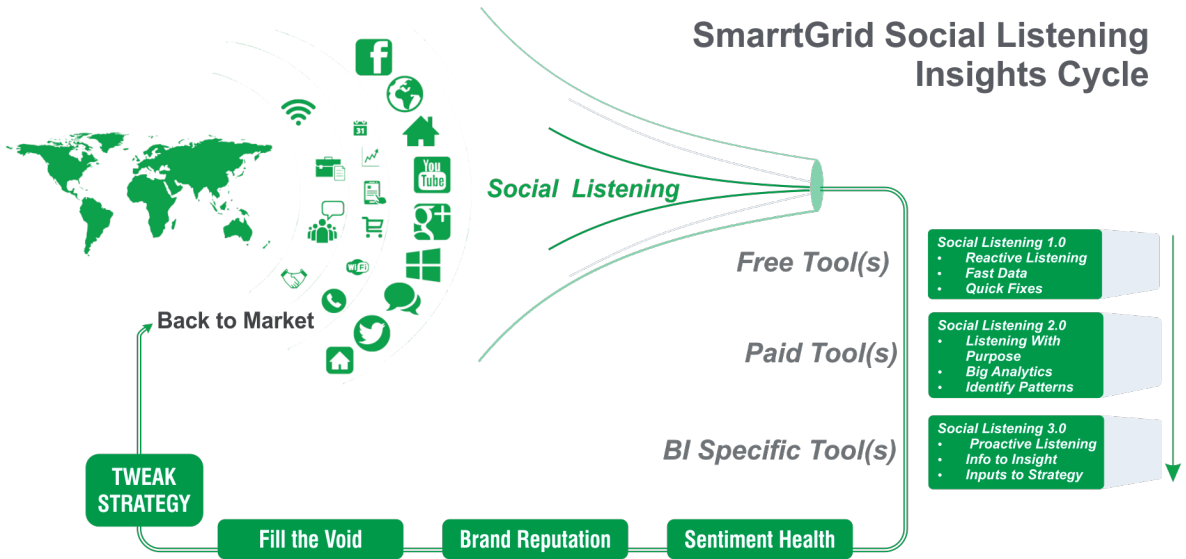
## Social Listening Ver. 2.0

### How to overcome "Big Data Challenge"?

There are several social listening tools available today that help you overcome the "Big Data Challenge". These tools help you to listen with a purpose and also enable you track your competitors. However you still have to deduce the insights.



Some Popular Social Listening Tools: No Specific Recommendations by SmarrtGrid



**Conclusion:**

Here are the top 6 Essentials you should look for when you get on with Social Listening:

Volume → Reach → Engagement → Influence → Share of Voice → Brand Sentiment

*The tools will only give you data, well that is what they are capable of! Insights still have to be done by you. Insights will enable you to take corrective actions as well as optimise your actions as you go along.*



By  
Harmet Singh Bahra