

## RESOURCE GUIDE



The case for

# Social Listening

SOCIAL MEDIA PLATFORMS OWNED EARNED  
 # HASHTAGS BLOGS FORUMS NEWS IMAGES  
 CUSTOMERS PROSPECTS USER GENERATED CONTENT  
 BRAND REPUTATION RELEVANCE CONVERSATIONS  
 INSIGHTS PAIN-POINTS MESSAGING RESULTS

Building a brand on Social Media is a long-term effort. It takes commitment, consistency and dedicated resources. For the greatest chance of success, be sure you're engaged and posting in all the right places.

Before committing to, or doubling-down on this tactic, it pays to find out:

- ▶ Where the audience is.
- ▶ Who the dominant players in your space are.
- ▶ What the full social landscape looks like.

## If you want the competitive advantage you need access to Competitive Intelligence.

Understanding what your competitors are doing has always been a time-intensive and costly undertaking that put it out of reach of many companies and brands. Today those barriers have fallen, bringing valuable real-time business insights through online user conversations.

While there is much that can be learned, here are 4 must-have benefits:

### Share of Voice.

Regionally or globally, how big is your online presence relative to your competitors? Are some products or services getting all the attention?

### Brand Perception.

As customer service departments embrace social media, discovering the issues their customers have can influence your marketing strategy.

### Social Activity.

How active and responsive are your 'competitors'? How involved is their audience? What type of content do they prefer?

### Positioning.

Know where your competitors are focusing their efforts and how that's being received, so you can adjust your brand positioning.

The following example was 'discovered' on a discussion forum that was not owned, managed, or monitored by the company.

**Person #1:** I'm conducting research and am looking for feedback...

**Person #6:** If you go to [Company], go directly to 10. Don't fuck around with 9. 9 still has the progress layer between the apps and the SQL server. Just go to 10.

**Person #1:** Thanks for the input!

**Person #9:** Expect [Company] 10 to be chock full of bugs initially. [Company] seem to push out a new version every 3-5 years and they don't seem to preserve an upgrade path that allows their sites to perform the upgrade without investing to pull it off. So budget for them to continue this model of revenue generation into the future.

## What's your takeaway from this exchange?

A lost sale?

An opportunity to improve customer satisfaction, acquisition and retention?

## 4 reasons why every organization should be practicing Social Listening.

### #1. Crisis management.

Your brand reputation is your most valuable asset and it needs protecting. When problems arise, people vent.

Whether it's a long line at the ticket desk or something more dramatic caught on video and shared online. Brands need to know what's happening, when it happens so corrective action can be taken.

### #2. You don't control your brand.

Your customers and prospects do. At least they can significantly influence perception of your brand, service and reputation. They can cast doubt in the mind of anyone considering shortlisting your product/service and they have the power to influence purchase decisions—all of which you may never be aware of.

### #3. Real-time, in-market research.

All your marketing efforts are based on understanding your market's pain-points. Social listening provides the ability to adjust your marketing messaging each quarter, month, or week, based on the learning and insights you get from listening to real and un-filtered conversations, wherever they take place.

### #4. Potential for identifying new opportunities.

Your competitors won't tell you they're discontinuing product support but their customers might. This new group of hot leads will be looking at their options. Discover their interest when the need arises, so you can constructively engage with them—and perhaps displace a competitor.

## To learn how you can better understand your social landscape, call us at 612 349 2711.

Check out our blog on [Social Marketing](#) and learn more at [indigo-one.com](#)

### Challenged to reach your ideal customer and grow your market share?

Having worked with global marketing agencies and national and international B2B and B2C clients, the team at indigoOne helps marketers and organizations connect to their customers and prospects in meaningful ways — turning your advertising and marketing investment into increased sales and revenue.

Whether Brand Awareness, Demand Generation, Lead Generation or Customer Retention, we have helped clients valued between \$20 million to \$2 billion grow their customer base and sales through smart marketing. [How can we help you?](#)