

Social Media Monitoring

Know what they're saying.

These days, brands and markets largely define themselves through communications. Millions of customers and investors increasingly communicate online about brands, products and offers. The more important the internet becomes to daily communication, the more important it is to follow the “conversations” that take place there and to understand their effects.

Social media monitoring can achieve precisely that. It encompasses the identification, observation and analysis of user-generated content on particular topics in all online and social networks.

Knowing more is a priceless advantage.

Social media monitoring offers flexible new reporting options, opening up opportunities for the investigation of relevant areas in accordance with a company's information needs. A variety of tools are available to work with a broad spectrum of questions. The capabilities of social media monitoring include the following:

- Market knowledge and trend reporting
- Identification of market and competition trends
- Company positioning with regard to competition
- Insight into own market, internet and social media positioning compared with the competition
- Customer profile analysis
- Knowledge about your customers' needs, level of satisfaction, decision-making processes, internet behavior and communication style
- Product screening
- Analyses of product awareness, experiences, and acceptance, including comparisons with competing products
- Campaign and communications reporting
- Reports on perception and effects of online and offline campaigns and other internet-based marketing/communications steps
- Ongoing risk and crisis monitoring
- Early warning system for PR and IR departments with regard to negative communications

Answering open questions.

Social media monitoring gives product managers and marketing managers detailed analyses of both their communications campaigns and their overall brand positioning. The success rates of different strategies can be measured and continuously improved.

PR and IR managers can then better judge the effect of their PR and IR activities. Risks that originate in digital communications can be identified and countered much faster; influential opinion-makers can be identified.

Managers receive a quick, efficient overview of their company's market positioning and even of themselves. In addition to observing their own online reputation, they are kept constantly informed of any approaching market risks and opportunities.

Key account managers and CRM officers can take targeted measures to increase customer satisfaction and customer loyalty, based on product awareness information.

Sales managers discover new customer acquisition channels and can use an analysis of requirements and motivations to better adapt their pitches and offers to a target group's needs.

Market researchers are equipped with new, professional reports that provide them with real and current insights into the market, the target group and the competition.

A solid foundation.

Pepper's "social media monitoring" process accompanies you from information gathering to strategy development to implementation of social media communications activities.

We work with leading social media monitoring tools to "trawl" the internet and gather all relevant content about your company.

This ensures a solid foundation that reveals what is being said about your company and who is saying or thinking it. In addition, we offer a number of different reporting options: from real-time dashboards to risk monitoring, using brief management summaries and detailed analyses, depending on your individual requirements.

As a subsidiary of the Computershare financial services group, Pepper places the highest value on data privacy. We guarantee that your information will be treated confidentially at all times.

One step at a time

1. Definition:

Defining the customer's starting situation with regard to social media monitoring and internet marketing. Detailed definition of monitoring goals and topics.

2. Analysis:

Configuration of analysis software. Identification of relevant internet sources and content using web trawling and web mining. Optimization and validation of results.

3. Reporting/Interpretation:

Preparation and functional interpretation of results, exposure of core statements and most important inter-relationships. Preparation of report (either one-time report or ongoing analysis).

4. Planning and execution of next steps:

Compile results with strategic goals. Develop recommendations for action and communications planning and execution.

Discover social media monitoring.

It's never been easier to find out what social media monitoring can do for your company. In order to introduce this marketing innovation to you, we have developed a "quick check" that shows you our tool's potential. It's completely non-binding but nevertheless interesting.

Packet 1: Quick check

- Brief analysis and report in pdf format provides you with a preliminary assessment of the scale and feasibility of any additional analysis packets as well as the initial results regarding sources and search volumes.
- A prerequisite for all additional packets.

Packet 2: Basic analysis

- Basic report on relevant social media activities concerning your company, your products, and your competitors, including analyses of contribution volume, sources, authors, relevant topics and trends, origin and initial indication of the tone of the content.
- The report's parameters are saved and additional reports can be delivered to you at regular intervals so that you can analyze trends and developments over time.
- You receive a pdf report with all search results in an xls format.

Packet 3: Complete analysis

- Complete report on all relevant social media activities concerning your company, your products, and competitors.
- The analyses contain assessments of contribution volume, sources, brand recognition, authors, relevant topics and trends, selected relevant customer feedback, and the origin and tone of the content.
- The results can pertain to your company, your competitors or specific topics (e.g., product introduction or specific campaign launch).
- The report parameters are saved and additional reports can be delivered to you at regular intervals to show trends and developments over time.
- In addition, we can set up a read-only dashboard for you for recurring analyses.
- You receive a comprehensive pdf report with all search results in an xls format.

Answers to your questions.

As a global agency, Pepper can offer you a knowledgeable social media monitoring partner at a location near you. In other words, we'd like to hear from you, wherever you may be. We can meet your special requirements, regionally, nationally or internationally. Try us out.

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