

I'm not robot!





















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Visit for free additional online resources related to this chapter. 474 475 Part 4 Social Media Data Management and Measurement 476 10 Social Media Analytics 477 Learning Objectives When you finish reading this chapter, you will be able to answer these questions: 1. How do companies utilize social media data and research to inform marketing decisions? What are the primary approaches to social media research? 2. What is the research process for collecting, processing, and analyzing residual social media data used in social listening and monitoring? 3. What are the common errors and biases associated with social media research? 4. How do brands develop social intelligence systems? 5. What is the process for netnographic research in social media communities? 478 The Role of Social Media in Research To plan a social media marketing strategy that will meet objectives, marketers need to understand their target audiences and their environment. They need to know the answers to questions about consumer personalities and past experiences, motives and fears, brand loyalties, and media usage. They may need to listen to consumer complaints and identify potential public relations crises. They may need to assess the effectiveness of a marketing campaign. Why? Because every decision we make as marketers is based on what we know about the target audience and the marketing environment. From the product benefits to the brand image to the creative strategies used in the campaign to the media placement of the message, we make decisions based on what we know. And, we make better decisions when we understand the environment within which we compete. Gathering market insight and competitive intelligence are critical steps to develop a marketing strategy. It may be internal, published publicly, or available via syndicated sources. Secondary data might include background on the market, industry, competitors, and the brand's history. In contrast, primary research collects data for the research purposes at hand. Primary data can help marketers to understand consumers in the market, including psychological makeup, spending and media consumption patterns, and responsiveness to message appeals and offers. We conduct primary research via exploratory, qualitative methods such as observation, focus groups, and in-depth interviews; descriptive techniques such as surveys; or with experimental techniques such as simulations and test markets. Social media provides new sources of data and information that were once difficult to collect or altogether unavailable. Social media has expanded the outlets for consumer expression; they have shifted the importance of utilizing user-generated content to a higher level. Content is shared by many users across many forms of social media communities. The content includes opinions, experiences, and facts expressed in text, audio, and video. Conversations are built around the content. As conversation has increased in quantity, quality, location, and format, it has also become more useful and significant to marketers. Every piece of content shared socially online is data. As we discussed in Chapter 2, the residual data can be collected and analyzed to help marketers provide customer service and service recovery (social customer care solutions), insight for developing marketing strategies, and assessments of the effectiveness of past marketing choices in meeting marketing objectives. What's more, the data can be combined with other data sources to create an even more powerful dataset. In this chapter, we discuss the developing area of social media research and how social 479 media marketers can utilize social content as a valuable source of marketing information. Social media research is the application of scientific marketing research principles to the collection and analysis of social media data that valid online results are produced by a social media research company that passes any form of research that uses data derived from social media sources. The most prevalent among these is data mining and subsequent analysis of natural language processing. The social media research channels, but social media research, can also encompass research on the activity and content of social media itself through ethnographic (called netnography) and other qualitative methods. In addition, we can utilize social media channels and communities as modes for data collection in primary research studies, conducting interviews, focus groups, surveys, and experiments. We're not going to go into detail about the foundations of marketing research in this chapter (are you relieved?). However, we will highlight the basic process for social media listening as well as some of the tools that improve an organization's ability to understand what its customers want and how they relate to its offerings. Companies can utilize these social data by strategically using social listening and monitoring. Social monitoring and listening go hand in hand. Social monitoring is the process of tracking mentions of specific words or phrases on social media sites. Monitoring enables companies to be notified when a social mention warrants a reaction. The monitoring process acts like a trigger. Social listening also identifies and collects information shared on social media sites, but for listening applications, the data collected is analyzed for insights to inform strategic marketing decisions. Though both activities mine social data, monitoring is reactive while listening is proactive. Dan Neely, CEO of Networked Insights, described the difference like this: "Monitoring sees trees; listening sees the forest." 2 What are the top applications for social monitoring and listening? According to Forrester's study on Global Enterprise Social Listening, social listening is used for brand monitoring, measuring the effectiveness of specific campaigns, understanding customers, providing customer service, gathering ideas for future campaigns, identifying risks that could lead to public relations crises, gathering competitive intelligence, and identifying ideas for new product development or product improvements. 3 Let's take a closer look. 480 Social Customer Care Brand mentions can be used to identify service satisfaction and customer care issues. For example, a 30-minute customer care phone call can be replaced by a 30-second tweet. 481 "Did you know that 75% of customer care requests are resolved online?" *Customer Care*, (accessed July 20, 2017). 482 "Did you know that 75% of customer care requests are resolved online?" *Customer Care*, (accessed July 20, 2017). 483 "Did you know that 75% of customer care requests are resolved online?" *Customer Care*, (accessed July 20, 2017). 484 "Did you know that 75% of customer care requests are resolved online?" *Customer Care*, (accessed July 20, 2017). 485 "Did you know that 75% of customer care requests are resolved online?" *Customer Care*, (accessed July 20, 2017). 486 "Did you know that 75% of customer care requests are resolved online?" *Customer Care*, (accessed July 20, 2017). 487 "Did you know that 75% of customer care requests are resolved online?" *Customer Care*, (accessed July 20, 2017). 488 "Did you know that 75% of customer care requests are resolved online?" *Customer 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