

[REDACTED]

Date: 11/11/2018 5:51:03 PM

Subject: Week 45 learnings- Social listening

---

Dear All

[REDACTED]

What is social listening?

Social listening is masses of unstructured data on the internet, it is essentially things people are saying about an individual, brand, company or an issue. This is possibly the best set of comments to gather consumer intelligence.

How can social listening be used?

At one level social listening tells you how people are perceiving the brand and the company. It will tell you peoples comments on new advertising or new innovations or new initiatives. This will tell you whether what we intended is the same as what is being perceived. A company can then fine tune its approach. Social listening typically produces a word cloud, with distinctive words being highlighted with attachment to the company or brand.

We will also get an update on how consumers perceive us vs the competition. This is useful in seeing where we win and where we lag behind competition.

Consumers also tend to provide insights on how service levels are in a company. Service levels in trade as well as well as from the company. This can help set better service levels in an organization and monitor them. The key is to be responsive here and when a company is responsive, then consumers and society give them full marks.

Employees also tend to give their points of view. We will have comments from an acquired company employees on how they are being treated and how they would like to be treated. Policy changes also come up for discussion like ESI etc.

In every category there are influencers and then there are people who are influencers across life. Social listening tells us who these emerging influencers are and how we can use them.

Insights from social listening can also be used to create innovation. P & G used social listening to understand that there is a concept possible called assisted shaving, ie shaving help from the elderly. They then developed a product for that called Gillette Treo. Please go to You tube and see the Gillette Treo advertisement. It is one of the most celebrated ads of the last two years.

[REDACTED]

Feedback welcome

Wr

shiv