# CHATTER
# Social Media Listening

Want to listen to social media buzz about your B2B brand? Across multiple platforms? Analyze the data, uncover patterns, and report them as a one-time exercise? Or do you use social listening tools like HootSuite, Mention, or Sprout Social but want custom analysis on the data?

## What can we do?
Our Insight Partners are well equipped to assist you in doing this and more.

## What is the methodology?
First, we understand the social media platforms of interest to you. Some would be open for listening, while some could be restricted or closed. Based on your objectives, our Insight Partners suggest data types for analysis. The data is then acquired by scraping the web, APIs in software tools, or readymade packages in certain programming languages. This is then prepped for analysis. That involves analyzing and classifying text in different ways for a quantitative analysis. Like Topic Modelling and Sentiment Analysis.

Topic Modelling finds word groups that represent a large amount of textual information. Latent Dirichlet Allocation can be used. Sentiment Analysis identifies and classifies large amounts of text based on the sentiment or emotional tone. For example, identifying statements as positive, neutral, or negative. Another example is classifying customer intent based on the text. For example, are they looking for customer service or offering a suggestion or asking for a salesperson to call them? Such techniques can be used one-time or the system can be programmed for automatic future analysis using Machine Learning.

You probably already use software for social media listening. In such cases, you may want to perform advanced customized analysis on the data to prove/disprove your hypotheses.

| 01 Data Acquisition | 02 Data Cleaning |
|---|---|
| 04 Reporting / Presentation | 03 Data Analysis |

**How can you use the output?**
You can understand customer sentiment about your brand versus competition, make business decisions on product or service improvements, or introduce new products etc.

**For more details and a time and cost estimate, get a free no-obligation 30-minute consultation with InsightGig! Click here to get started, or send an email to contact@insightgig.com.**

"If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends."
**Jeff Bezos**

Insight gig

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