



Building Social Relationships

The importance of
Monitoring and Listening

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The Definitions

Social Media Monitoring

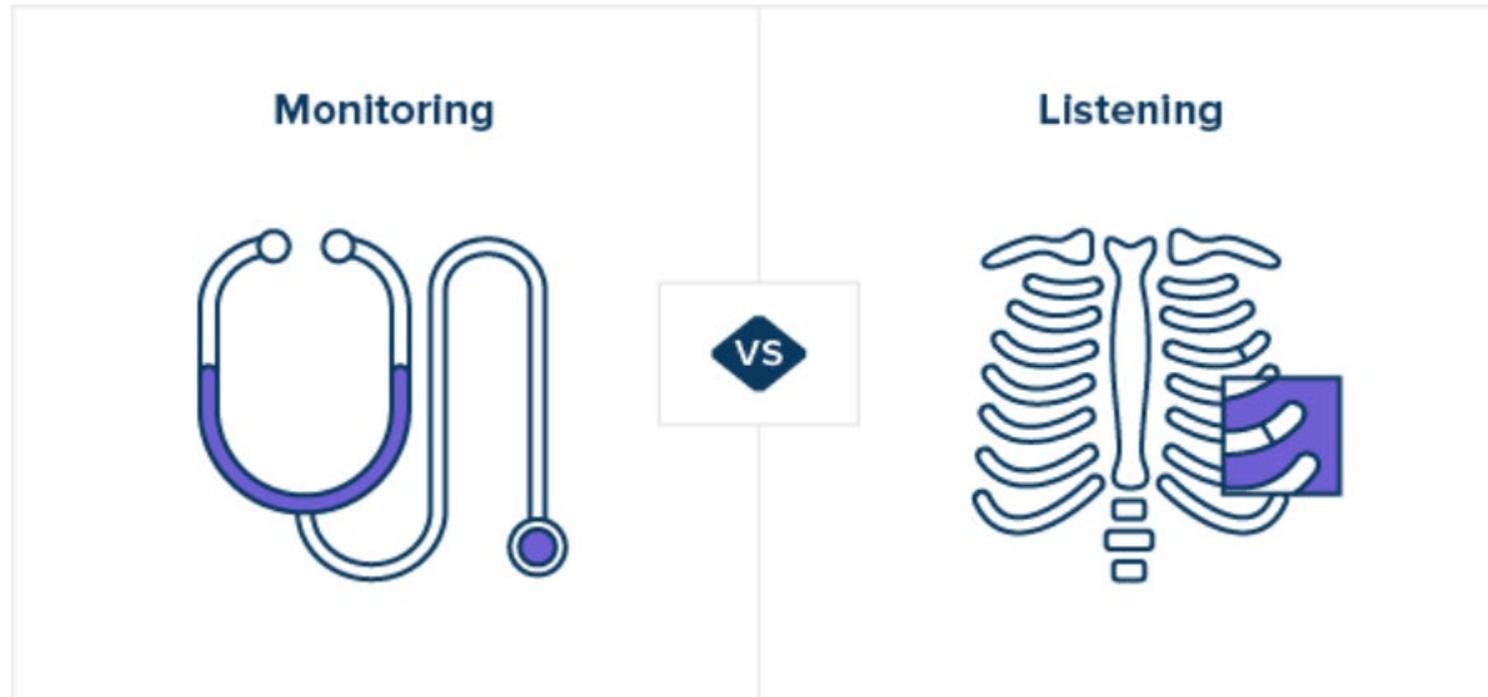
The act of using a tool to identify and respond to individual mentions directly related to your brand on social media.

Social Media Listening

Understanding your audience and improving campaign strategy by accessing the full spectrum of conversation around your industry, brand, and any topics relevant to your brand. Exploring real discussions and turning them into opportunities that will engage and attract people, build brand awareness and improve brand reputation.

It's all about reaching the people...

Why do it



Monitoring tells you what



Monitoring addresses the symptoms



The customer makes the first move and reaches out to the brand on social media.



So you are Reactive



Monitoring refers to searching and collecting data



Your brand name and common misspellings.



Your product names and common misspellings.

Mentions of your main competitor.



People searching products in the area your serve.

Listening tells you why



Listening reveals the root cause.



listening is all about analyzing the data



Social listening allows brands to take the short-term interactions from the entry point of monitoring and build them to glean insights for a long-term strategy



So you are proactive



It takes a macro look at how customers discuss your brand on social media

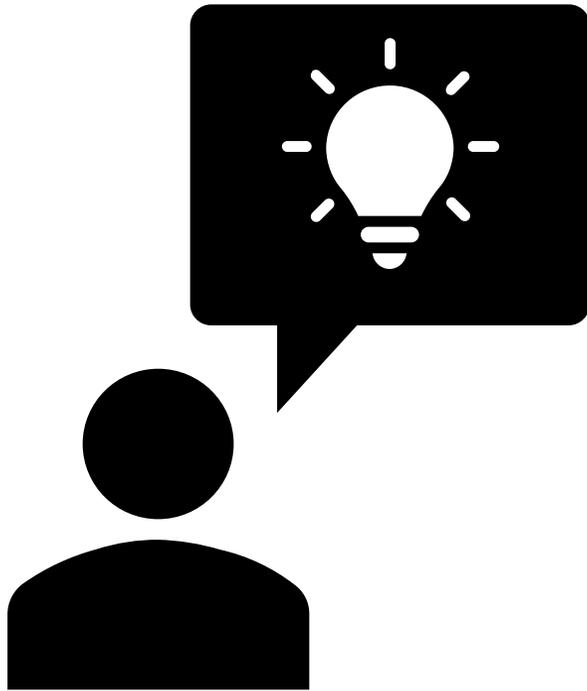


Helps you understand why, where and how these conversations are happening, and what people think—not just when they're tagging or mentioning your brand.



It helps you unearth trends among your industry, competitors, and consumer experiences.

Just Listen ...



“One of the most sincere forms of respect is actually listening to what another has to say.”

Bryant H. McGill
8 Jan 2014 6:33 am



'Monitoring sees the Tree
Listening sees the Forest'

"Building **Strong** Social Relationships"

Building Strong Social Relationships If you know the Data



What people think of your product or company



The tone and sentiment they use about you



Whether they read and enjoy your articles



If they think you are useful to them



What the recruitment process is like



What they think about the industry you are in and what their real needs are



What are their recommendations when product related questions are raised and straightforward opinions

Building Strong Social Relationships You can see the forest



Understand the overall sentiment towards your brand



Identify the perception of your brand and contrast these numbers to your competitor



Measure Campaign Impact for Brand Awareness



Improve your Content Strategy



Scale up your Business or Develop your Product



Improve Customer Relationships & Achieve long-term customer loyalty

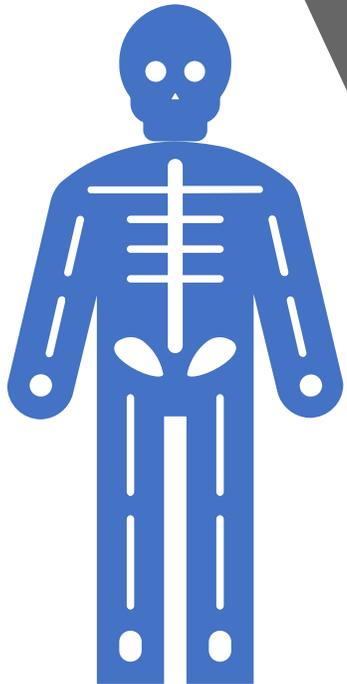


Identify Influencers



Be aware of the new trends that will help you understand the changes that affect your target audience and your industry

The tools



- Brand24
- YouScan
- Buzzsumo
- Sprout Social
- Hootsuite Insights
- Agora Pulse
- Brandwatch
- BrandMentions
- Meltwater
- NetBase
- Digimind Social
- Synthesio
- Cyfe
- Keyhole
- Mention
- Awario
- Reputology
- ReviewInc
- 76Insights
- Sprinklr
- Meltwater
- Mention
- SumAll

Hope to “cross” again Thank you

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