



Social Listening

Understanding social listening data
and how it creates value



What is Social Listening?

Social listening is a powerful means of helping brands tap into global social conversations across social media platforms. Using a comprehensive view of keywords, hashtags, brands, topics, industries, and multimedia content, marketers can uncover trends, pick up on new behaviour and analyse sentiment.

How does it create value?

Social Listening can help brands understand their customer better, resulting in more targeted marketing to improve customer engagement, resulting in stronger customer loyalty and an increase in ROI. We can help you with:



Better Customer Insight

- How do your customers feel about your brand?
- What are their interests?
- What else are they engaged with?



Competitor Insight

- What are your competitors doing?
- Who is following them?



Lead Generation

- Gather insight on keywords and brand observed behaviour



Triggered Marketing Activity

- Highly targeted marketing based on observed behaviour

Our Social Listening Data

Using unique access to real-time social data, we can connect data from multiple social platforms in varying ways, including tracking hashtags and collecting data regarding followers. We collect and host vast amounts of unstructured data and turn it into meaningful insight.

We derive behaviours from over 4,000 social data attributes. We don't use 1 to 1 matched data but rather a modelled cohort of behavioural nodes derived from our social data attributes; this includes brands followed, topics, and how individuals post on social media.

This data is delivered via our data products, but we can also collect and deliver bespoke behaviours for you by understanding what is essential to your businesses and what matters most to your customers, including interests, emotions, and values. We can collect specific keywords and brand followers and pick up on sentiment.

By combining our social data with our other data assets, we can provide far broader insights than social listening alone. Where contact permissions permit, we can reach these audiences through Direct Mail, Email, Telephone/Mobile, and digitally.

Understand the nuances around customer and prospect behaviour

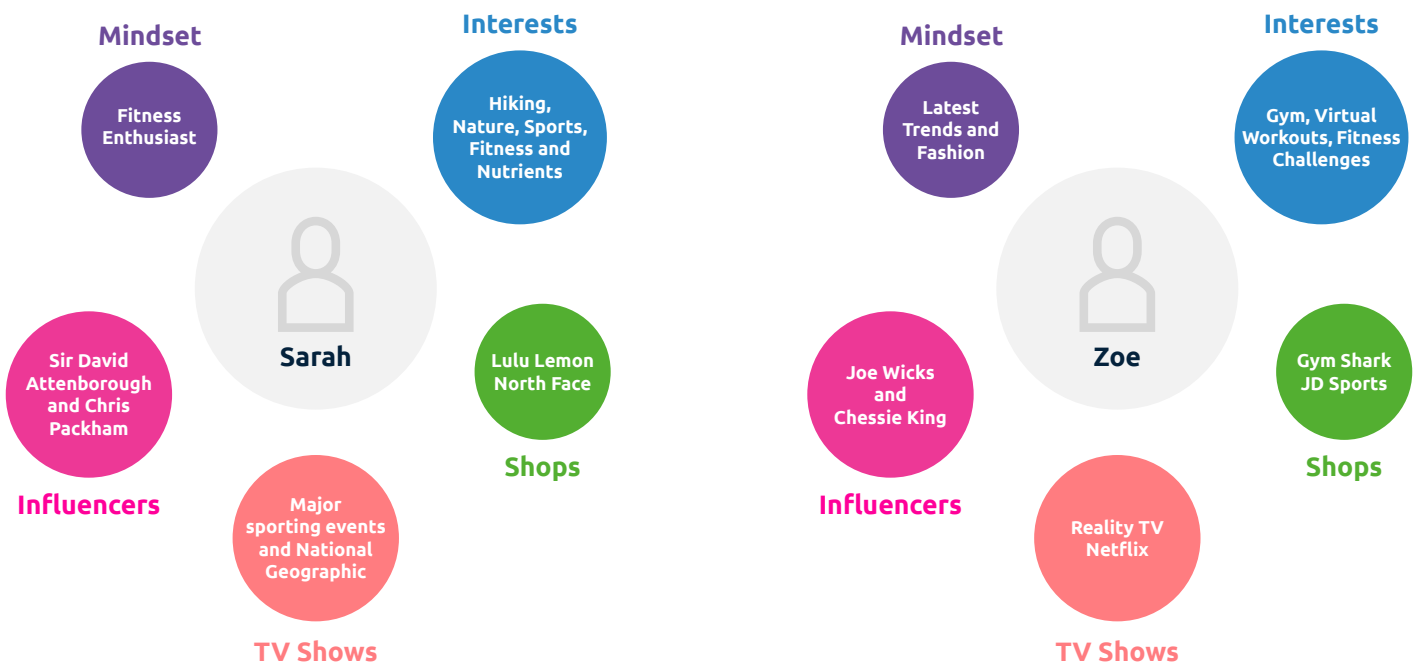
By enriching your customers with our mindset data, you can see these customers have different reasons to buy.

What our data reveals about customers:

- Customers Mindsets
- Teams (Football Teams)
- Top Interests
- Causes (Charities supported)
- Favourite brands
- TV Shows
- Media they follow
- Influencers & Trends
- Sentiment on competitors

This data is used to deliver the right content, to the right customers, via the right channel.

Two women, both aged 36 living in London with differing motivation drivers for purchasing running shoes



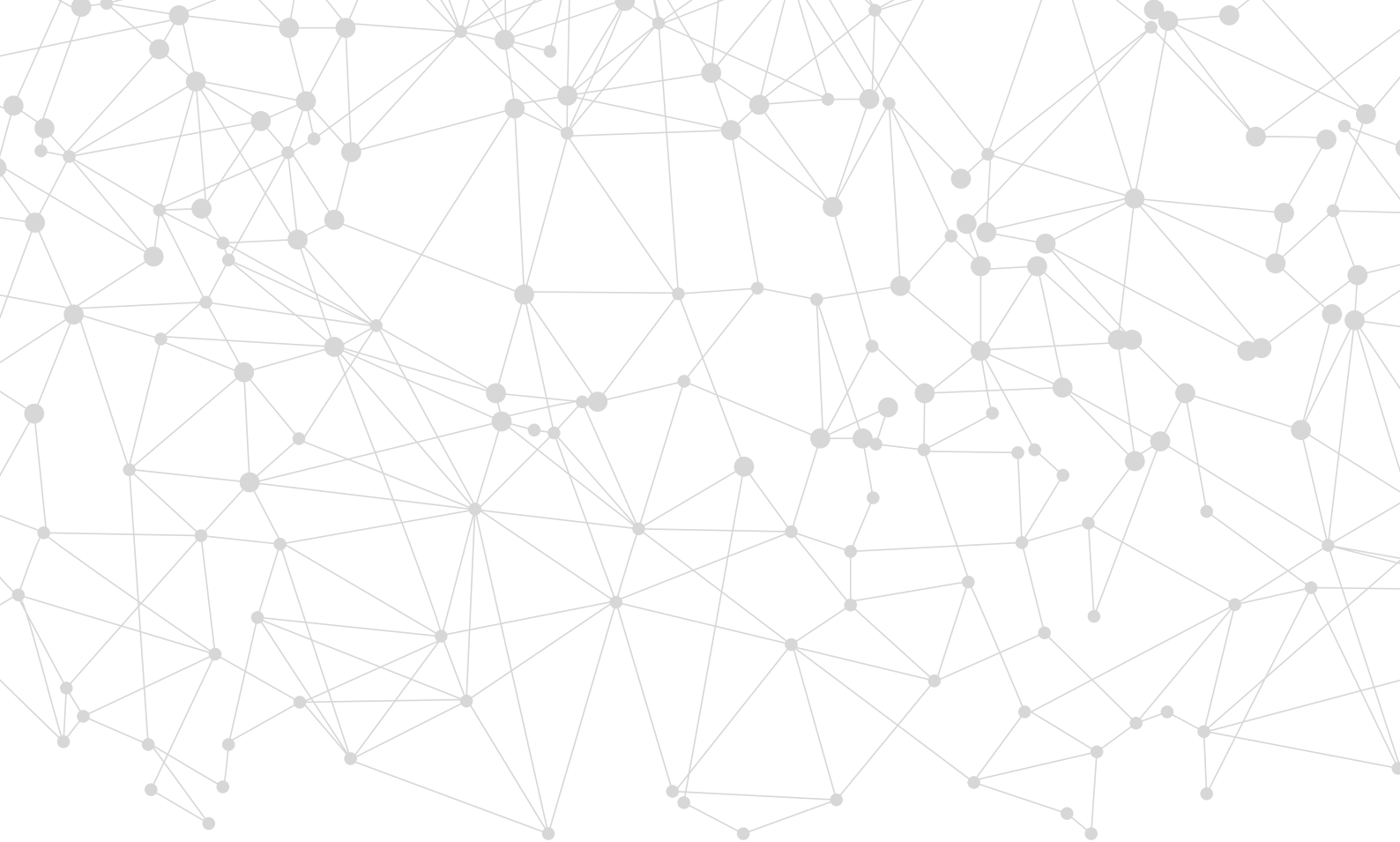
You can identify behaviours that are relevant and timely including:

- Divorce
- Charity Donation Causes
- Gamers
- Subscription services
- Recycling & Plastic Free
- Personality type
- Style Conscious
- Mobile provider
- Online news sites
- Travel lovers
- Climate & Green issues

Indication of platform usage

We can indicate which platforms your customers are using and how they are using it.





Sagacity

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