



Monitor

Your Brand and Campaign Effectiveness

Social Listening Quick Start

Real people – current and potential customers – are talking about your brand online. You want to know what they are saying, and they want you to listen. If you're not using social listening, your marketing strategy has significant blind spots. While most companies are monitoring their social media pages for feedback and relevant mentions of their services or products, not every person that engages with your content online, or mentions your brand, will tag you online. It's this non-tagged chatter that's most important to listen for, gather insights, and take action.

Through social listening analysis, you can leverage tagged and non-tagged chatter to differentiate your brand. It enables you to gain meaningful data and insights from all these conversations. Blast can help you develop a social listening strategy based on your business goals that will help you better understand what's being said about your brand – and how you can use it to **EVOLVE** your customer experience.

Benefits



Understand your brand health and sentiment



Know your competitors' pain points and successes



Discover more opportunities to engage with your customers



Deliver great customer experiences when faced with negative feedback



Never miss a brand or industry-relevant message



Measure and monitor your campaigns and public relations



Ensure engagement with your brand advocates and key customers



Start Your Social Listening Journey With Us

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Scope

- **Kickoff Meeting**
- **Social Listening Platform Audit**
- **Campaign Tracking Strategy Review**
- **Social Listening Strategy Development**
- **Keyword Queries Creation** – In social listening tools
- **Social Media Intelligence Scorecard** – Provide analysis of your social media efforts based on your goals

Deliverables

- **Social Listening Strategy** – Includes defining your goals, determining which keywords to focus on, and which platform you will be listening to
- **Campaign Tracking Strategy** – Provides you with a standardized and campaign tagging structure to make future analysis easier and more effective
- **Social Media Intelligence Scorecard** – Delivers key insights based on your social media program, including analysis on content conversations, keywords, sentiment, and demographics; also includes a summary analysis with further recommendations

Top Companies Hire Us



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Common Supported Tools



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