

# SOCIAL MEDIA CONVERSATION MINING

Right now, consumers and other stakeholders are having live, passionate, online conversations about your company's products and services that will impact your brand image and revenue – both positively and negatively. By one estimate, user-generated content influences the decisions of more than **80 percent of consumers** who read them.

As a marketer, you need to understand and be part of these conversations.

Welcome to the world of Social Media and Conversation Mining.

## HOW IT WORKS

Through identifying and mining vast amounts of “conversations” (blogs, videos, message boards, social communities, micro-blogs, etc.) **FD kinesis** offers clients the tools and analysis needed to navigate the ever-changing social media landscape, and to deliver the insights required for better business decisions.

We combine integrated marketing capabilities with proven public relations expertise to generate high-impact, measurable business connections with online communities.

## CONVERSATION MINING

Conversation Mining is the critical first step in an effective communications strategy to join and influence the digital conversation.

“Listen mode” enables the monitoring of conversations to identify topics, measure consumer sentiment and influence. This process lays the groundwork for understanding where and when your brand (as well as your competitor's) are being discussed and what is being said.

“Proactive mode” takes you from being an observer to an active participant. We create social media strategies and content to help start (not just react to) conversations between consumers and your brand.

## GETTING STARTED

### Kick-Off

- Establish scope, set expectations and develop timeline
- 2-3 day set-up required from approval to live

### Measurement

- Develop tangible Key Performance Indicators (KPI's) and ROI metrics
- Set expectations for utilizing and leveraging gathered intelligence

### Mining Protocol

- Identify specific topics, keywords and phrases to mine

### Best Practices

- Establish protocol on how to embrace the medium, and begin participating in the process (reactively and proactively)

## DELIVERABLES




Detailed Reporting & Analytics on what consumers are saying and recommendation for reacting

### Reporting & Analytics:

- Weekly snapshot reports provide in-depth analysis of topics & conversations taking place
- Daily summary of the day's events
- Intra-day updates highlighting key posts

See Figure 1.1

Figure 1.1

-  Green icon signifies a positive post  
Finance Board - [Financeboardlink.com](http://Financeboardlink.com)
-  Yellow icon signifies a mixed/neutral post  
Blog - [Servicebloglink.com](http://Servicebloglink.com)
-  Red icon signifies a negative post  
Blog Name - [Can we Improve? Sciencebloglink.com](http://Can we Improve? Sciencebloglink.com)

## DELIVERABLES CONTINUED

### Key Insights

- Who's talking and where? Are they influential? How might they impact your business?
- How consumers & customers feel about your brand
- How your brand is positioned vs. competitors
- Provide early warning signs about brands and specific products
- Respond in near real-time to consumer concerns
- Understand the influential topics & venues
- Mobilize allies and evangelists
- Measure effectiveness of communications and advertising efforts. (For example, "Did the marketing messages engage & resonate with consumers?")
- Understand brand and product perceptions/reputations.
- What topics are discussed most frequently, and how inter-related are they to one another

See Figures 1.2, 1.3 & 1.4

Figure 1.2

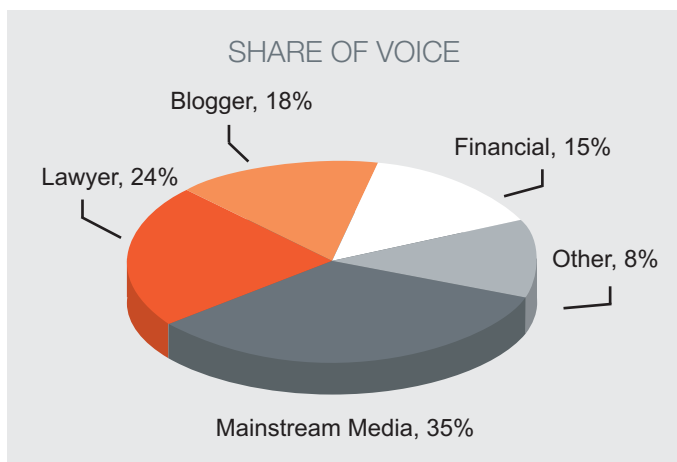


Figure 1.3

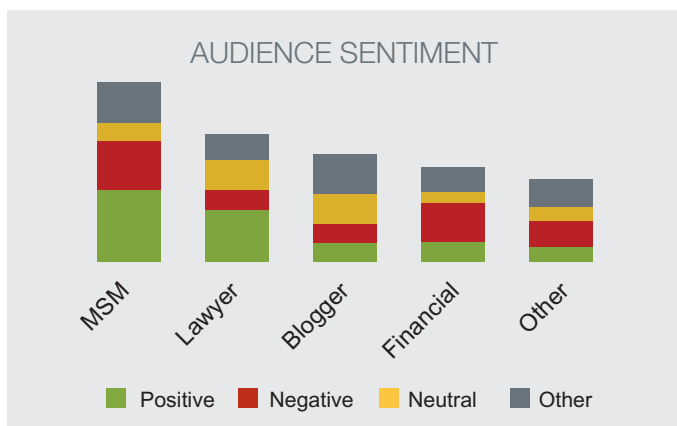


Figure 1.4



### Action Items & Recommendations

- How should you engage (or not) to influence the conversation?
- What technologies and approaches should you consider?
- How can you maximize your activity and spark visibility/influence?
- How can you support and integrate with other marketing initiatives?
- What influential people should you cooperate with?
- What kind of content should you be creating?

### LEVELS OF SUPPORT

- LEVEL I – Act as a media monitoring service for blogs, communities, boards, etc. Does not include detailed analysis of data, such as user sentiment, influence, etc.
- LEVEL II – Provide daily flash reports, detailed analysis, full access to dashboard results if requested, etc.
- LEVEL III – Activities included in Levels I & II, as well as recommendations for, and execution of, enterprise-wide media solutions