



Webinar

Conquering the Query/ Getting the most from SMM

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www.brandwatch.com | www.dragonsearchmarketing.com

Today's Presenters



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Getting Started/ We'd love your participation

Social media is about **engaging & sharing ideas**... so feel free to join the conversation today:

- **Ask questions** in the session chat
- Tweet us **@brandwatch** or **@dragonsearch**
- Tweet about our discussion using **#smm** and **#boolean**
- We also know some of you will prefer to **just listen in**; that works too

After the session

If you'd like a copy of the presentation or webinar recording, we'll make it available within 1-2 days

Agenda

- Introduction
- Why are Queries important?
- DragonSearch white paper: A case study
- Top tips for writing great Queries
- Q&A

Brandwatch/ Company Overview

700+

Clients in
15 Markets

High Satisfaction

94% Customer Satisfaction

**Rapidly Growing
Client Base**

137% YoY

**Supporting
Clients in
25 Languages**

**International
Presence**

New York | Chicago | Brighton | Berlin



World Class

Development &
Services Team

130 Employees

50 Product Developers
7 PhD Staff Members

**Twitter
Certified
Partner**

DragonSearch/ About

Founded

2007

Offices

New York, NY

Kingston, NY



- Social Media Marketing
- Search Engine Optimization
- Digital Advertising
- Conversion Rate Optimization
- Training Workshops





Why are
(good) Queries
important?

What are Queries?

- The search strings used in social media monitoring tools to collect 'mentions' of a brand, topic, author, etc.
- Often constructed using keywords and Boolean operators

Boolean operators/

- Boolean operators are terms used in order to tell the system how to match mentions to the search string.
- Some common Boolean operators include:

Operator	Function	Example
AND	Will find mentions where both words are found	apple AND juice
OR	Will find mention where one or other of the words if found	apple OR juice
NOT	Will find mentions where one word is found, only if the other word is not found	apple NOT juice
Brackets ()	A way of grouping strings using other operators	(apple AND juice) OR (apple AND sauce)
Quotes ""	Will find mentions of an exact phrase made up of multiple words	"apple juice"


Boolean operators

- And some slightly more advanced ones:

Operator	Function	Example
NEAR/n	Will find mentions when words are within n number of words of each other	(apple OR orange) NEAR/5 (smartphone OR phone)
Raw:	Will find mentions when a word or phrase is written exactly in the way specified, with the same symbols and case	Raw:Google+
Wildcard*	Will find mentions with the root word e.g. complain, complaints, complained etc.	Complain*
Replacement/wildcard ?	Will find mentions where ? can be replaced by another letter, e.g. customise, customize	customi?e

Why are accurate Queries important?

- Well written Query = good quality data
- Much easier to work with clean data – lower volumes and less irrelevancy
- Analysing inaccurate data is pointless and misleading
- You may be charged according to data volumes/have limits



Queries

A case study

White Paper/ Background

- DragonSearch have clients with tricky/variable names
- Tool reviews gloss over the Query functionality
- Found many social media monitoring tools have limited Query functionality
- User interface limitations, parentheses/ordering not supported
- Support for additional Query operators missing
- Lack of understanding on how to create complex Queries

At least **one** of
these words

All of
these words

None of
these words

White Paper/ Content

The White Paper:

- Why / what to monitor
- What's a Boolean Search?
- Tool inadequacies
- Case study
- Refining results
- Other features to consider

www.dragonsearchmarketing.com

The screenshot shows the DragonSearch website. The header includes the DragonSearch logo and navigation links: Home, Digital Marketing Services, Consulting & Training, and About. The main heading is 'The Importance of the Boolean Search Query in Social Media Monitoring Tools'. Below this, there is a section titled 'Click below to view more' with a list of parts: Part 1 (What Social Media Monitoring Tools Are Used For and How They Facilitate Your Social Media Objectives), Part 2 (The Social Media Monitoring Query and Boolean Search Operators), Part 3 (Why Many Social Media Monitoring Tools Are Inadequate), Part 4 (Social Media Monitoring Tools Comparison Case Study), Part 5 (Refining the Social Mentions Results), and Part 6 (Other Social Media Monitoring Software Features to Consider and Our Conclusions). To the right of this list, there is a section titled 'A WHITE PAPER BY DRAGONSEARCH' with a brief introduction and a 'DOWNLOAD PDF' button. Below this, there is a section titled 'For More Information' with a paragraph of text and another 'DOWNLOAD PDF' button. The bottom of the page features social media sharing icons for Twitter, Facebook, LinkedIn, and Google+.

DragonSEARCH

Home Digital Marketing Services Consulting & Training About

The Importance of the Boolean Search Query^{IN} Social Media Monitoring Tools

Click below to view more

- Boolean Search Query in Social Media Monitoring Tools
- Part 1 What Social Media Monitoring Tools Are Used For and How They Facilitate Your Social Media Objectives
- Part 2 The Social Media Monitoring Query and Boolean Search Operators
- Part 3 Why Many Social Media Monitoring Tools Are Inadequate
- Part 4 Social Media Monitoring Tools Comparison Case Study
- Part 5 Refining the Social Mentions Results
- Part 6 Other Social Media Monitoring Software Features to Consider and Our Conclusions

A WHITE PAPER BY DRAGONSEARCH

Are you shopping for a social media monitoring tool? Are you dissatisfied with a tool you're already using? Pay close attention to what you need to monitor and the way that the tool allows you to specify what to monitor in order to get results that you need to succeed.

There are many social media monitoring tools available and it is hard to choose software that will best fit your needs. One feature that is often overlooked in product data sheets or reviews of social monitoring tools is how robust the functionality is that sets the criteria for exactly which social mentions to collect and monitor. A tool with a powerful Boolean search query feature will provide not only flexibility for varied types of monitoring, but allows precision that saves time and money. No one wants to waste effort weeding through irrelevant results or paying for more data than what you really need.

We wrote this white paper to help you understand Boolean search terms. We will show some social media monitoring tool comparisons of how they implement their query of social mentions, and how important they are to effective social media monitoring.

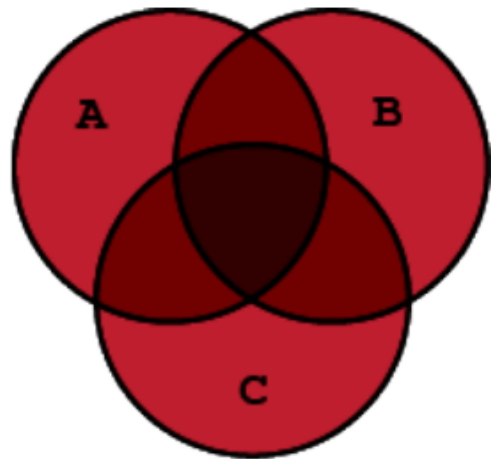
DOWNLOAD PDF

For More Information

Choosing a social media monitoring tool is far more complex than just seeing that they monitor social networks and other sources on the Internet. Being able to drill down to precisely what you want to monitor and not open the flood gates with irrelevant results saves time, effort and money, and makes the analysis of the results more accurate and effective. For more ideas on how to select a social media monitoring tool, visit the DragonSearch blog for [A Comparison of Social Media Monitoring Tools: The Search for the Holy Grail](#).

Tweet +1 f

Boolean Search Operators/ Basics

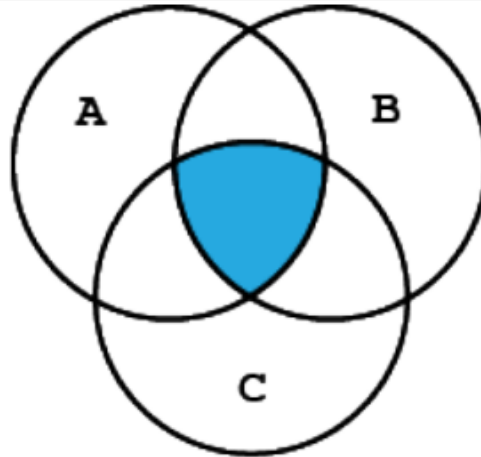


A OR B OR C

meat OR vegetables OR anchovies

- “Everything” pizza
- Veggie pizza
- Sausage, pepperoni pizza
- Mushrooms, onions pizza
- Broccoli , anchovies pizza

Any pies with one or more of those toppings.

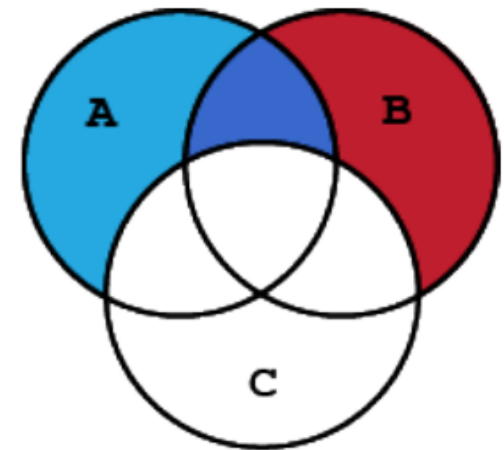


A AND B AND C

Pepperoni AND broccoli AND anchovies

- “Everything” pizza
- Pepperoni, broccoli, anchovies pizza
- Pepperoni, broccoli, anchovies, mushrooms, olives pizza

Must have all 3 toppings!



A OR B NOT C

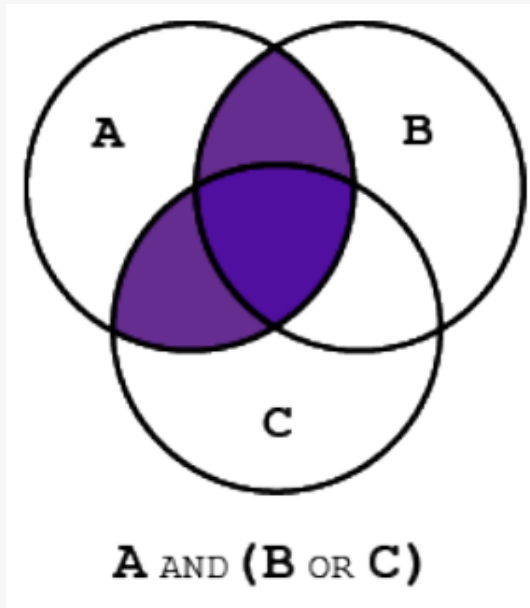
Onions OR garlic NOT anchovies

- “Everything” pizza without anchovies
- All veggie pizza (with onions & garlic)
- Pepperoni, onions pizza
- Sausage, garlic, olives pizza
- Garlic, onions, olives pizza

Any pies with either garlic, onion but no anchovies.

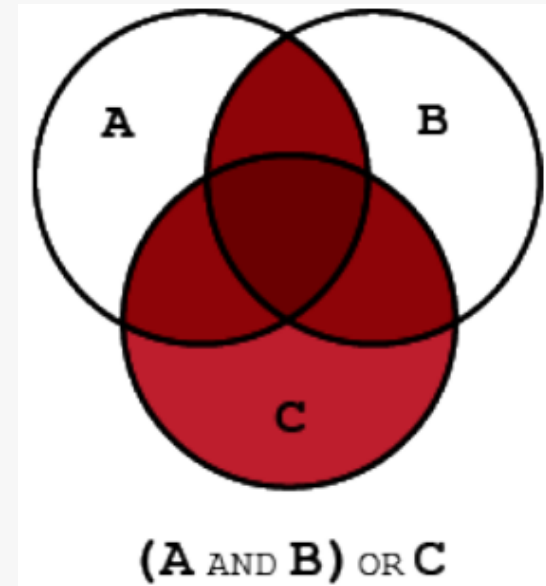
Boolean Search Order

Parentheses specify order – and they make a HUGE difference!



tools AND
("social media marketing" OR smm)

May return "social media marketing tools" or "smm tools" references.



(tools AND "social media marketing")
OR smm

May return "social media marketing tools" and any pages with the word "smm" on it!

Case Study/ P.C. Richard & Son

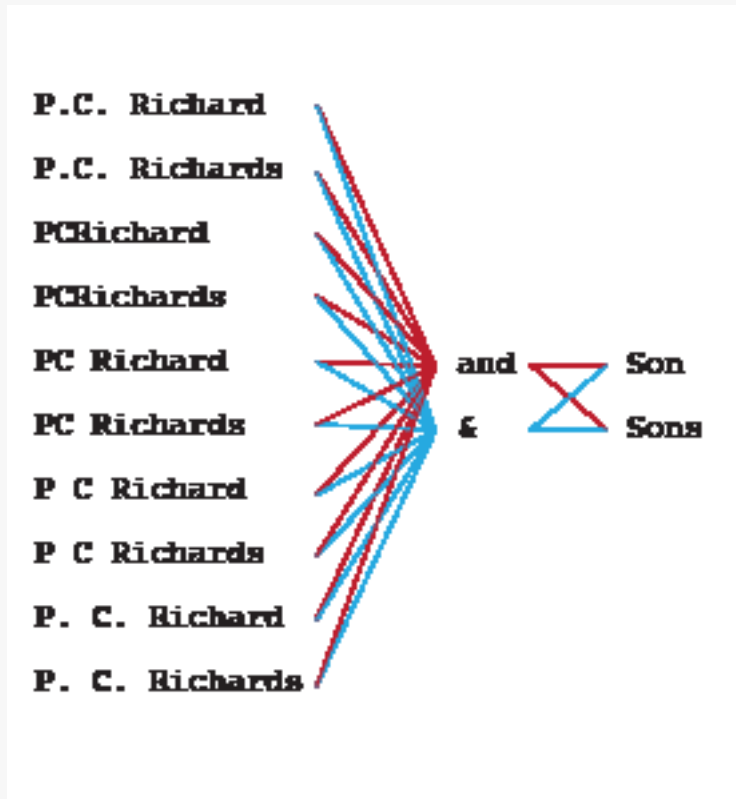
Good example of complicated brand name:

Can your social media monitoring tool handle the variations of **P.C. Richard & Son**?



Case Study/ Variations

40 different ways to express the brand name.

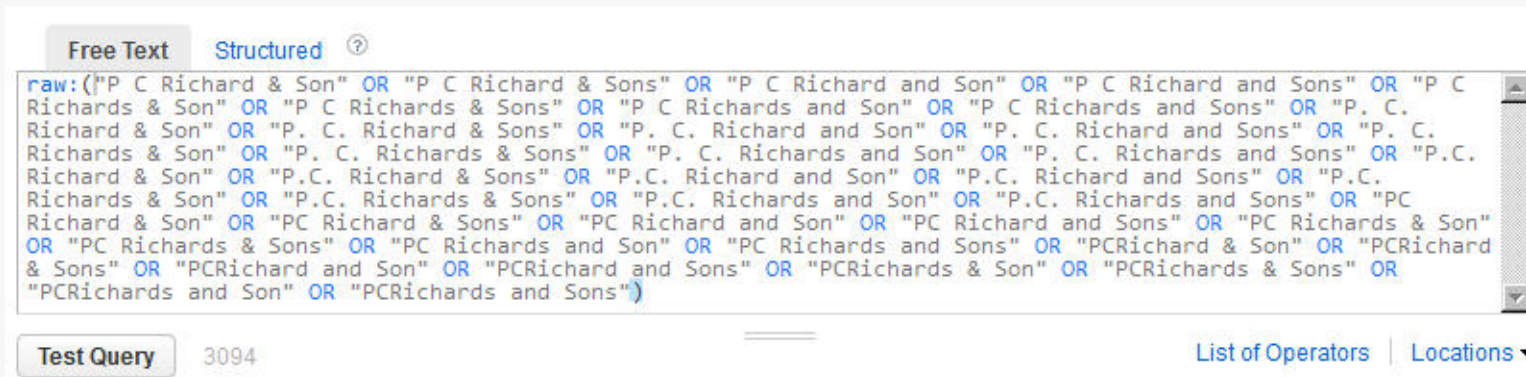


1.	P C Richard & Son	21.	P.C. Richards & Son
2.	P C Richard & Sons	22.	P.C. Richards & Sons
3.	P C Richard and Son	23.	P.C. Richards and Son
4.	P C Richard and Sons	24.	P.C. Richards and Sons
5.	P C Richards & Son	25.	PC Richard & Son
6.	P C Richards & Sons	26.	PC Richard & Sons
7.	P C Richards and Son	27.	PC Richard and Son
8.	P C Richards and Sons	28.	PC Richard and Sons
9.	P. C. Richard & Son	29.	PC Richards & Son
10.	P. C. Richard & Sons	30.	PC Richards & Sons
11.	P. C. Richard and Son	31.	PC Richards and Son
12.	P. C. Richard and Sons	32.	PC Richards and Sons
13.	P. C. Richards & Son	33.	PCRichard & Son
14.	P. C. Richards & Sons	34.	PCRichard & Sons
15.	P. C. Richards and Son	35.	PCRichard and Son
16.	P. C. Richards and Sons	36.	PCRichard and Sons
17.	P.C. Richard & Son	37.	PCRichards & Son
18.	P.C. Richard & Sons	38.	PCRichards & Sons
19.	P.C. Richard and Son	39.	PCRichards and Son
20.	P.C. Richard and Sons	40.	PCRichards and Sons

Case Study/ Creating a Query

Giant 'OR' Query

- Used "raw:" to acknowledge symbols (period, ampersands)
- Makes it case sensitive
- Error prone – may exclude some variations
- Most tools have limitations on the length of the Query



Case Study/ Creating a Query

Set A: Variations on the **PC** part:

- raw:("P.C." OR "P. C." OR PC OR "P C" OR "p.c." OR "p . c." OR pc OR "p c")
- case sensitive
- ("p c" OR pc)

Set B: Variations on the **Richard** part:

- (Richard OR Richards)

Set C: Additional variations when the **PC** and **Richard** parts are put together:

- (PCRichard OR PCRichards)

Set D: Variations on the **and** part:

- (and OR &)

Set E: Variations on the **Son** part:

- (son OR sons)

((A AND B) OR C) AND D AND E

Case Study/ Creating a Query

((**A** AND **B**) OR **C**) AND **D** AND **E**

The first query string I tried:

((("p c" OR pc) AND (Richard OR Richards))
OR (PCRichard OR PCRichards))
AND (and OR raw:&)) AND (Son OR Sons)

Case Study/ Proximity Operators

Proximity Operators: to weed out mentions where all words appear randomly on the page

Before:

((**A** AND **B**) OR **C**) AND **D** AND **E**

With proximity operators:

(((**A** NEAR/1f **B**) OR **C**) NEAR/1f **D**) NEAR/1f **E**

((("p c" OR pc) NEAR/1f (Richard OR Richards))

OR (PCRichard OR PCRichards))

NEAR/1f (and OR raw:&)) NEAR/1f (Son OR Sons)

cannot search for "and"

Case Study/ The 'and' issue

Tried wildcard: a?d to represent “and”:

- (((“p c” OR pc) NEAR/1f (Richard OR Richards)) OR (PCRichard OR PCRichards)) NEAR/1f (a?d OR raw:&)) NEAR/1f (Son OR Sons)
- Limitation: Cannot mix raw and non-raw terms when using NEAR!

As long as the Son/Sons is within 1 word of Richard/s, we can ignore the “and/&”

This will also pick up when *&*; (html) is used for the ampersand.

((“p c” OR pc) NEAR/1f (Richard OR Richards))
OR (PCRichard OR PCRichards))
NEAR/1f (Son OR Sons)

...success!

Case Study/ Results

Create a new query


Name Languages & Industries


Free Text Structured ?


((("p c" OR pc) NEAR/1f (Richard OR Richards)) OR (PCRichard OR PCRichards)) NEAR/1f (Son OR Sons)

Test Query 3998 List of Operators Locations

Mentions 21-40 of 169 for the last 8 days Volume after processing spam and duplicates can be 30-50% lower.

27  **Times Square Tomorrow - Goo Goo Dolls Official Blog** 20 Jul 2013
"...list. iheartradio presents Goo Goo Dolls live at a private **P.C. Richard and Son** Theater performance in NYC tomorrow, 9/30 at 5:30pm... this show will be broadcast live on the Jumbotron at Times Square, and recorded for later re-broadcast on Clear Channel radio affiliates across the country. iheartradio presents Goo Goo Dolls live at a private P.C..."
www.googoodolls.com (Blog)

28  **Troy @Tdaddysmooth**
I'm at **PC Richard & Son** (Milford, CT) 4sq.com/159Fzmm

29  **BoomDeals @boomdealsonline**
Up to \$690 off Create your Own Samsung TV Bundles from **PC Richards & Son** boomdeals.com/c/4403404. #boomit

Case Study/ Wildcards

Notes about Wildcards:

Could we use the “?” wildcard to represent the “s”?

((**“p c” OR pc**) NEAR/1f **Richard?**) OR **PCRichard?**) NEAR/1f **Son?**

- The “?” must be a character, so it would not include *Richard* but would include *Richards*, *Richardz*, *Richard1*

Could we use the * character to represent anything at the end?

((**“p c” OR pc**) NEAR/1f **Richard***) OR **PCRichard***) NEAR/1f **Son***

- Probably – best to check results and see if it pulls in more than you want

Case Study/ Other Operators

Examples of Other Query or Filter Operators:

- Date range
- Domain/URL inclusion or exclusion
- Sources of data / type of site (e.g., Facebook, forum)
- Geographic location
- Author
- Language
- Page Title

Case Study/ Learnings

What I learned:

- Think of every possible variation of your brand name or industry term. Try Google searches, trends, keyword research.
- Do due diligence when evaluating tools – check the Query functionality.
- More powerful Query functionality = more flexibility to get around glitches.
- It may take trial and error to build a good Query. Experiment and compare results.
- Start simple, expand, and count your parentheses!
- Proximity operators make results more accurate – a must have!



Top Tips

Maximising capture volume

Where to research keywords?

- Brand own sites, Wikipedia, Twitter

What to include?

- Different ways people refer to the Brand – directly or colloquially
- Common Brand misspellings
- Brand Twitter handles & author names
- Context terms (for ambiguous Brand names) for a range of topics
- #tags
- Sub brands
- Unique product names

Example Query strings

H&M

Free Text **Structured** ?

```
"H and M" OR HandM OR "Hennes Mauritz"~1 OR "Hennes Maurits"~1  
OR raw:(H&M OR H&m OR h&M OR h&m OR "H & M" OR "h & m" OR "H & m" OR "h & M")  
OR (site:twitter AND (author:(hm OR hmunitedkingdom) OR raw:(@hm OR @hmunitedk  
ingdom)))
```

Apple

Free Text **Structured** ?

Languages & Industries

```
(Macintosh OR "Apple Inc"  
OR (Apple NEAR/10 (software* OR technolog* OR electronic* OR computer* OR laptop* OR Giftcard* OR  
delivery OR support OR "customer service"))  
OR "Apple Store" OR "Apple TV"  
OR (MAC NEAR/5 (computer* OR laptop*))  
OR iPhone* OR iPad* OR iPod* OR iTunes* OR iMac* OR MacBook*)  
AND country:uk |
```

* For the sake of brevity the number of the context terms used here has been reduced

Improving mention quality

Using NEAR/ over AND

- Linking brand and context terms (for ambiguous brands) with NEAR/n instead of AND will often improve the quality of mentions returned.

Quality checking

- Check through a good proportion of mentions captured by your Query before saving.
- Once saved, create a Dashboard for your Query it in the Default view and do a final check of the data.
- In the Dashboard check for irrelevancies in the Topics Cloud, spikes in the History over Time graph and the Mentions table.

Improving mention quality cont./

Pronouns technique

- Including some personal pronouns in your Query string is a good technique for cutting through the noise (particularly for bigger Brands) so that your query captures mainly personal mentions about a brand.

((I OR Ive OR Im OR me OR my OR mine OR myself OR he OR she OR his OR her)
NEAR/25 ("Mc Donalds" OR McDonalds OR "Mc Donald's" OR "Maccy Ds"))

Removing spam

Create a query string to filter out sneaky spam that filters often miss. Save it and add it to the end of all of your queries. For example:

```
NOT ((buy OR discount OR sale OR outlet OR handbags OR cheap)  
NEAR/2 (vuitton OR nike OR jerseys OR ugg OR kors OR prada OR  
viagra OR casino OR cialis OR levitra))
```

Every time you find irrelevant mentions that may show up again, update your query to exclude the words, authors or URLs that identify them.



**Any
questions?**
Ask away

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