



eBooks



Designed to help you get the most out of social media, whatever your goals might be.

Things change incredibly fast in the world of social media, so at Brandwatch we constantly innovate to stay ahead of the curve and enable our customers to handle anything the social web throws at them.

In this eBook we talk through a selection of the most powerful features in Brandwatch, and demonstrate how you can use these clever tools to return business-changing results.

Have a read through and learn about some of the super smart ways you can enhance your social media efforts with Brandwatch.



brandwatch power features

5 ways to boost your social media monitoring

5 ways to boost your social media monitoring

introduction/

Thank you for taking the time to read our eBook that highlights some of the special features in Brandwatch. They're sure to help you maximize the value of your social media monitoring efforts across the enterprise.

The more you delve into your data and use the advanced features within Brandwatch, the more you recognize that we've developed tools from the perspective of you; our users. We understand why and how you strive to monitor social media because we're users, too!

We look forward to any input you may have regarding the Brandwatch tools. So please, feel free to post comments on our blog at www.brandwatch.com/blog.

Best regards,

The Brandwatch team

automatically turn mentions into actions/ rules feature

Many organizations monitor the keywords related to their brand, products, and/or services for multiple reasons and across many departments. Leveraging the auto-categorization capability within Brandwatch, you can capture social mentions, apply rules to them, and manage them in a customized way to suit your specific business needs.

Create Rule Action x

What should happen with mentions for this search?
Action: Add Category ▾

Main category:
Key Banking Subjects ▾

Which subcategory should be applied?

- No change
- Customer service (adding this)
- Charges/fees
- Interest rates
- Online banking

Name this Rule
Auto-categorise cust-serv mentions

Also apply to mentions in the past ?
This may change existing markup ?

Create & apply to all mentions Cancel

Figure 1.
Performing Auto-Categorization
with Rules

cont...

To understand the value of auto-categorization driven by our **Rules** feature, consider the example of a banking customer of Brandwatch. The bank uses social media to improve its marketing and customer service efforts, while at the same time monitoring key industry developments. Given this, the bank monitors the following key topics over time:

- Customer service
- Charges/fees
- Interest rates
- Online banking
- Fraud/security

Using the **Rules** feature, the social media team sets up a category of mentions called “Customer Service – High Priority.” They then set parameters for the rule so that any mention that meets certain criteria receives immediate attention. In this case, a mention that includes a term related to customer service which originates from a person with 1,000 or more Twitter followers automatically receives the “Customer Service – High Priority” category. The team then creates a secondary rule that automates the process of routing such mentions to the customer service department. They can even make the rules granular enough to notify specific individuals per mention via email alert.

In this way, auto-categorization with rules enables your team to prioritize social media efforts to correspond with your most critical business goals.

bulk up to take on big data challenges/ bulk actions feature

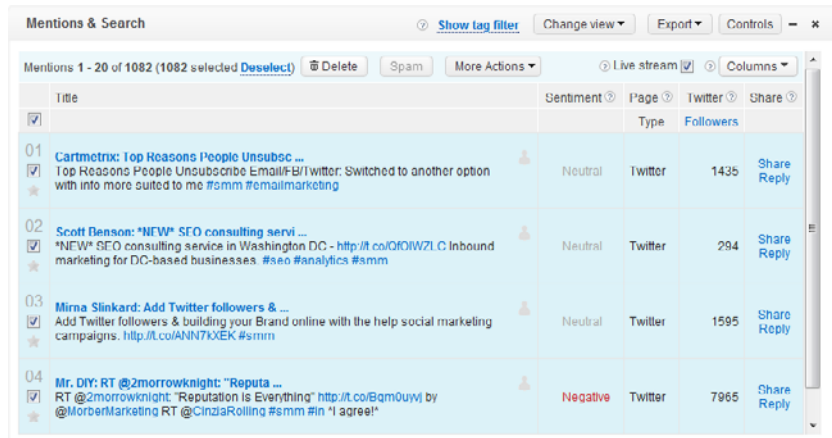
You want to monitor mentions of your brand across as many social media sites as possible. However, the more mentions you find about your brand, the more unwieldy your data analysis and workflows can become. But with Brandwatch's **Bulk Actions** feature, you can quickly and easily manage and make sense of large datasets. This helps in numerous areas, and most poignantly in your research efforts.

First, you can filter the universe of all your mentions to narrow down your data so that you're looking at just a single sub-set of particularly interesting data – e.g. only negative mentions from forums, or blog posts with more than 5 comments, etc. Once you've done that, you have several options for managing the data, including the following:

- **Bulk-tag/edit:** add tags or change the sentiment across multiple mentions, elevating or reducing their importance
- **Bulk-categorize:** add or remove workflow categories to suit evolving business needs
- **Bulk-delete:** delete as much data as you desire, eliminating the need to sift through data that is no longer useful to your team

To illustrate the value of **Bulk Actions**, consider a scenario in which the marketing team for a big brand is tasked with identifying the most talked-about topics surrounding their brand. Now further assume they must do so for a fast-turn request from management.

cont...



The screenshot shows the 'Mentions & Search' interface in Brandwatch. It displays a list of 1082 mentions, with the first 20 shown. The interface includes a search bar, a 'Show tag filter' button, and a 'Change view' dropdown. The table below shows the following data:

Title	Sentiment	Page	Twitter	Share
01 Cartmetrix: Top Reasons People Unsubsc ... Top Reasons People Unsubscribe Email/B/Twitter: Switched to another option with into more suited to me #smm #emailmarketing	Neutral	Twitter	1435	Share Reply
02 Scott Benson: *NEW* SEO consulting servi ... *NEW* SEO consulting service in Washington DC - http://t.co/OfoIWZL.C Inbound marketing for DC-based businesses. #seo #analytics #smm	Neutral	Twitter	294	Share Reply
03 Mirna Slinkard: Add Twitter followers & ... Add Twitter followers & building your Brand online with the help social marketing campaigns. http://t.co/ANN7XEXE #smm	Neutral	Twitter	1595	Share Reply
04 Mr. DIY: RT @2morrowknight: "Reputa ... RT @2morrowknight: "Reputation is Everything" http://t.co/Bqm0uYI by @MorberMarketing RT @CinziaRolling #smm #in *I agree!	Negative	Twitter	7965	Share Reply

Figure 2.
Bulk Actions within
Brandwatch

By bulk-tagging and bulk-categorizing the thousands of brand mentions, the marketers quickly focus on a narrower set of data from which they can glean relevant insights. Simple and done. But just before receiving the report from marketing, management modifies the request. They now say they only want marketing to deliver insights related to two specific products within the brand umbrella.

What should marketing do now? Start over from scratch? Thanks to **Bulk Actions**, they can easily bulk-delete all the mentions that do not include either of the two products in question, leaving a highly focused set of mentions for analysis.

A number of scenarios, both planned and unplanned, make **Bulk Actions** a handy feature for saving time and effort. As the pace of business quickens, **Bulk Actions** gain in value as an indispensable short-cut for performing market research in condensed timeframes.

benchmark campaigns across time for continuous improvement/ history comparison feature

Brandwatch enables you to track how your messages and campaigns grow (or shrink) in effectiveness over time. Through campaign tracking with the **History Comparison** component, you can quickly grasp the relative volume of a single query within multiple timeframes.

Campaign tracking with **History Comparison** enables you to achieve the following:

- Measure the continued levels of effectiveness of marketing campaigns. Answer questions such as these:
 - Are there seasonal changes to audience receptivity?
 - Are we trending steadily in a certain direction?
 - How did this year's holiday campaign compare to the year-ago period?
 - Is our messaging stale?

To optimize the simplicity of making comparisons, Brandwatch's **History Comparison** feature includes both numerical chart-based results for easy visualization (see figure 3 on following page).

cont...

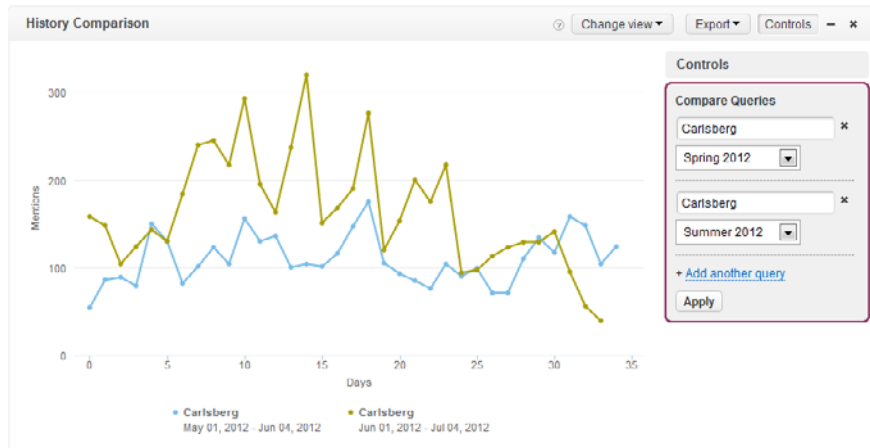


Figure 3. Campaign Tracking using Brandwatch History Comparison

With the insights you gain from such campaign tracking, your marketing team arms itself with the justification it needs to revamp campaigns or continue with proven successes. Additionally, in these times of tighter budgetary restraints, marketing can leverage the data to justify new marketing expenditures.

let the insights come to you / topics feature

The features we've talked about so far are great when you know what it is you want to find information about: you define your categories and set your alerts based on particular subjects you consider important. However, sometimes, you don't know what you're going to find interesting until you're shown it – and that's where Brandwatch's **Topics** component comes in.

Once you've set up your query, maybe for your brand, your product or your industry, Brandwatch goes away and finds all the conversations taking place about your specified subject. The system doesn't just stop at gathering though; all the mentions found are analyzed in order to provide a range of supplementary information.

One particular strain of analysis involves drawing out the most frequent phrases used alongside the terms specified in your query. This refined process includes several steps to ensure the most interesting information is brought straight to your attention.

It's a helpful way for those unknowns to become known. You can discover various kinds of things you previously knew nothing about:

- New product issues – e.g. malfunctions, compatibility problems
- New competitors – rival products or companies entering the market
- Association with other products/brands – companies mentioned alongside yours
- Other unknown conversation topics – e.g. popular facets of your service, consumer tips

cont...

These are some examples, but the insights **Topic** analysis can provide are unique to every brand.

When you find topics you're particularly interested in, you can drill down by clicking through each topic and seeing the sub-topics related just to that topic. For example, for a Samsung query, you could follow a path such as:

Samsung Galaxy S2 > HTC One > 4.7 inch screen

home in on conversations worth joining/ alerts feature

One of the first things that most Brandwatch customers do when launching their social media program is to begin listening to their industry keywords. They get the most value from this in a two-step process of identifying and listening through **industry keywords**, followed by the use of Brandwatch **alerts** to look out for and participate in “hot” discussions relevant to their brand.

In fact, we at Brandwatch serve as a prime example of gaining value from this approach. Our marketing team has established a list of industry-keyword queries and set up email alerts related to each query. As a result, the monitoring system continuously notifies our team of relevant, high-profile discussions that could impact our brand. How these discussions impact our brand depends upon the goal that guides our effort. In this case, our primary goal is to generate leads.

Based on our goal of lead generation, the system routes email alerts to the marketing team (not sales), because we first want to follow up an alert by analyzing the conversation in question. If the discussion proves relevant and potentially of value to all parties involved, we take part in it. If not, we don't.

When we can offer insights or value, we make sure that we do so in a manner that both helps others and demonstrates our subject matter expertise. After all, being helpful is good social media etiquette, but we must never lose sight of generating interest in our brand.

cont...

Through a process of “query-alert-converse” the marketing team at Brandwatch has established many new partnerships with a wide range of customers seeking to gain from the potential of social media. The key to making our process effective involved listening for a period of time, developing a strong list of industry-keyword queries, and routing alerts to the most knowledgeable subject matter experts who could provide the most value in discussions. All of these steps happen through our very own tool.

summary/

brandwatch is ready for your creativity

The Brandwatch system has evolved over the years to enable you to perform both basic and highly advanced social media monitoring. What you do with the system is only limited by your creativity.

To help you gain a complete picture of everything that's possible within Brandwatch, get in touch with our team. They can answer any questions you have about Brandwatch, and provide comprehensive "how to" documentation should you require it.

end/

We hope you've gleaned some useful insights into some of the newest and best ways to take advantage of the power of Brandwatch's advanced monitoring tools.

To see how Brandwatch can help give your business the edge in social media, visit the website and book a live demo with our team. **Thank You!**

about brandwatch/

Brandwatch is one of the world's leading social media monitoring tools, with offices in the UK, US and Germany.

Innovative brands and agencies all over the world use Brandwatch for:

Research – Understanding the market

Sales – Identifying leads

Customer Service – Responding and engaging quickly

Marketing – Targeting new networks

Reputation Management – Limiting negativity and building on positivity

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brandwatch power features/ end

thank
you

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brandwatch.com/demo

www.brandwatch.com