

GUIDE

# The Power of Social Conversation Analysis

A complete guide to inform your marketing strategy, gather competitive intelligence and steer business decisions throughout the enterprise



# Table of Contents

<b>The Power of Social Conversation Analysis</b> .....	<b>3</b>
Mapping Your Brand for Marketing Insights .....	4
Determine Awareness .....	4
Evaluate Campaigns .....	5
Identify Top-Performing Content .....	6
Find Content Ideas .....	7
Gauge Brand Health .....	8
Monitoring Plan for Brand Research .....	9
<b>Gather Actionable Competitive Intelligence</b> .....	<b>10</b>
Find Real-Time Marketing Opportunities .....	11
Shape Your Marketing Strategy .....	12
Find Content Inspiration .....	13
Measure Effectiveness of Brand Positioning .....	14
Monitoring Plan for Competitive Intelligence .....	15
<b>Find Insights for the Entire Enterprise</b> .....	<b>16</b>
Customer Service and Support Representatives .....	17
Sales .....	17
Product Development .....	18
Corporate Communications or Public Relations .....	18
Monitoring Plan by Department .....	19

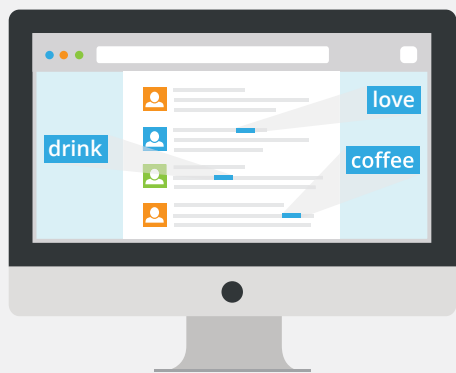
# The Power of Social Conversation Analysis

A complete guide to inform your marketing strategy, gather competitive intelligence and steer business decisions throughout the enterprise

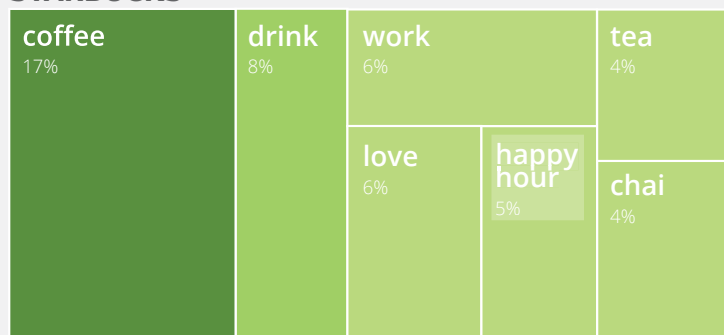
Every day there are millions of conversations happening in social media—including ones about your company and brand. In order to capitalize on the sheer amount of social buzz, you need to understand what's resonating in regards to your brand, product, the competition and your industry.

An easy way for you to find what's trending is to use word or text clouds, which are offered in some social media monitoring platforms—the uberVU via Hootsuite platform has conversation maps. These conversation maps display the most-talked about topics in relation to a specific keyword or phrase, giving you an inside look into the social conversations that are evolving around the topics that matter most, in real time.

While it's interesting to see what has people buzzing, these maps serve a bigger purpose than just a quick snapshot of conversations. When used correctly, conversation maps are a powerful business tool, helping you make important decisions and inform your strategy. In this guide, we'll break down how you can use conversation maps for your brand or company—plus, how you can use these maps to gather competitive intelligence. We'll also detail how sharing your conversation maps with other departments can help guide important decisions throughout the enterprise.



## STARBUCKS



The conversation maps in the uberVU via Hootsuite platform showcase the most-talked about topics in a search stream. These streams pull in mentions from more than 25 social platforms and over 100 million potential data sources, resulting in the broadest possible view of social conversations related to a set search.

# Mapping Your Brand for Marketing Insights

The conversation maps in the uberVU via Hootsuite platform showcase the most-talked about topics in a search stream. These streams pull in mentions from more than 25 social platforms and over 100 million potential data sources, resulting in the broadest possible view of social conversations related to a set search. To paint a complete picture of one's brand, a

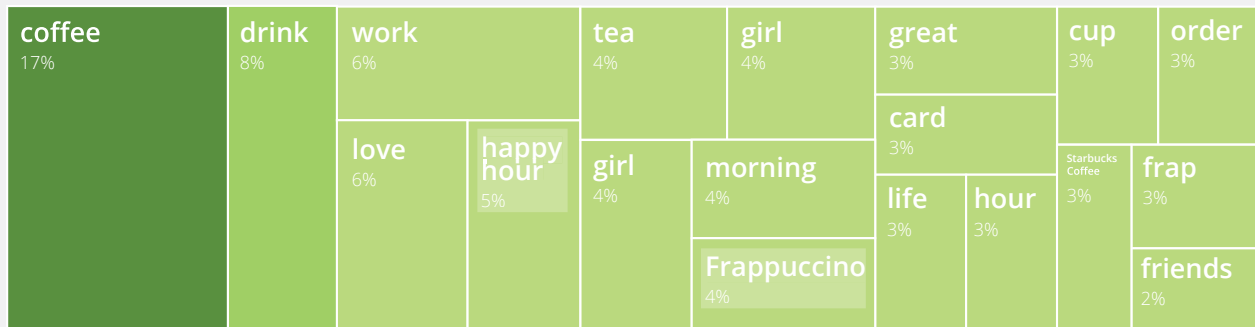
user can set up streams for their brand or company name, streams for individual products, slogans, specific product features, campaigns, the company's CEO—anything that will uncover important social conversations relevant to the brand. Once you have your searches set up you can use conversation maps to find the following insights.

## Determine Awareness



Do consumers know your brand? Do they know your brand produces your product? Your conversation map can tell you. Take a look at the map for Starbucks. The brand's trademarked line of blended iced beverages, "Frappuccino," appears, as does a marketing campaign—"happy hour"—that promotes the beverage, showing that consumers are definitely aware of the products the coffee house brand offers.

### STARBUCKS

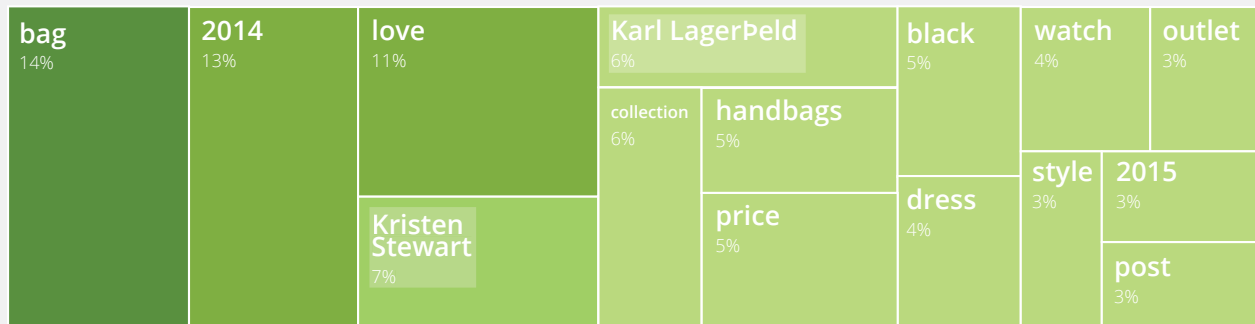


Starbucks keeps its audience caffeinated and aware.



It's also important to establish the level of awareness of your company, specific products and important players. Chanel sees great social recognition of a key name in its organization, Karl Lagerfeld, who is the fashion brand's head designer and creative director. Chanel's conversation map also indicates awareness of the brand's campaigns with Chanel spokeswoman "Kristen Stewart" appearing.

### CHANEL



Chanel's audience is fashionably aware of important players at the label.

## Evaluate Campaigns

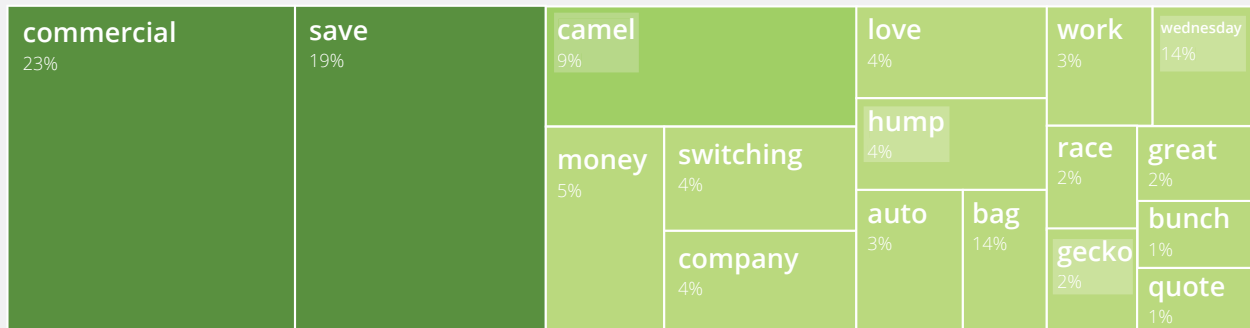
You've put a great deal of time into creating a new advertising or marketing campaign. It's funny, it's fresh, but is it resonating with your audience? Take a look at your conversation map. If you see terms relating to the new campaign you know two important things—people

are connecting the campaign to your brand and they're talking about it. Now dig a little deeper. Do people like it? Are they confused by it? You can find out the general feelings toward your campaign and use that research to determine if any changes should be made.



One look at Geico's map shows its advertising is making an impact. Four of the phrases that appear—"camel", "hump", "Wednesday" and "gecko,"—are all references from the brand's advertisements.

### GEICO



*Social can't get enough of Geico's Gecko.*



Dos Equis is also having success with its character, The Most Interesting Man in the World. His slogan, "Stay Thirsty My Friends," and other lines from the advertisements appear on the brand's map.

### DOS EQUIS



*Dos Equis fans are still thirsty for its marketing.*

## Identify Top-Performing Content

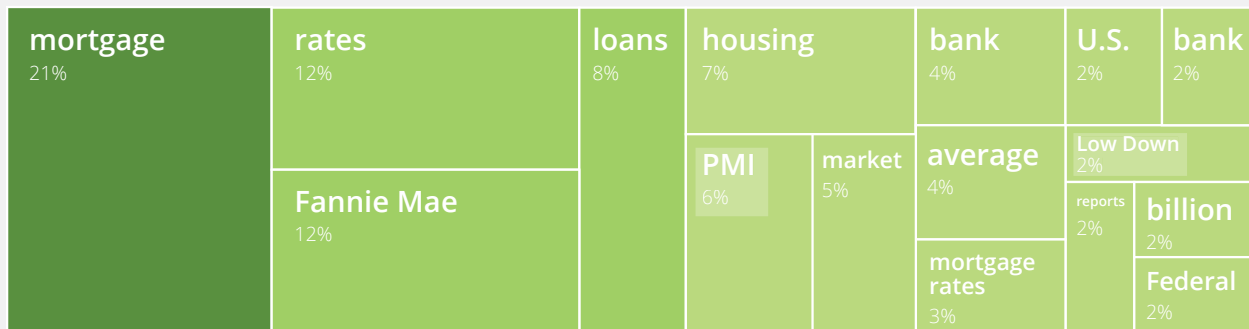
One of the most powerful insights a conversation map can provide is what topics are popular with your audience. The most-talked about phrases relating to your brand or product appear on your map, complete with percentage breakdowns and the highest-ranking

terms appearing in dark green. Finding out what topics are popular with your audience will help you determine what specific content they are responding to (so you can create more of it!).



Home loan mortgage corporation Freddie Mac earned buzz in social for an article from its website called “Down Payments and PMI: Get the Low Down” with “PMI” and “Low Down” both appearing on its conversation map. The reaction from social shows people are craving helpful information from the financial services sector as consumers are often doing their own research. It would be wise for Freddie Mac to continue providing articles that help guide their consumers through the mortgage process.

### FREDDIE MAC



When Freddie Mac provides helpful advice, social listens.



And don't just look at your map for a quick review. Track your map over time. Are you noticing any themes? Are there a few topics your audience always seems to be talking about? Make a note of the phrases that consistently appear and create more content around them on an ongoing basis. If something remains a hot topic among your audience then you should continue to provide relevant content on it.

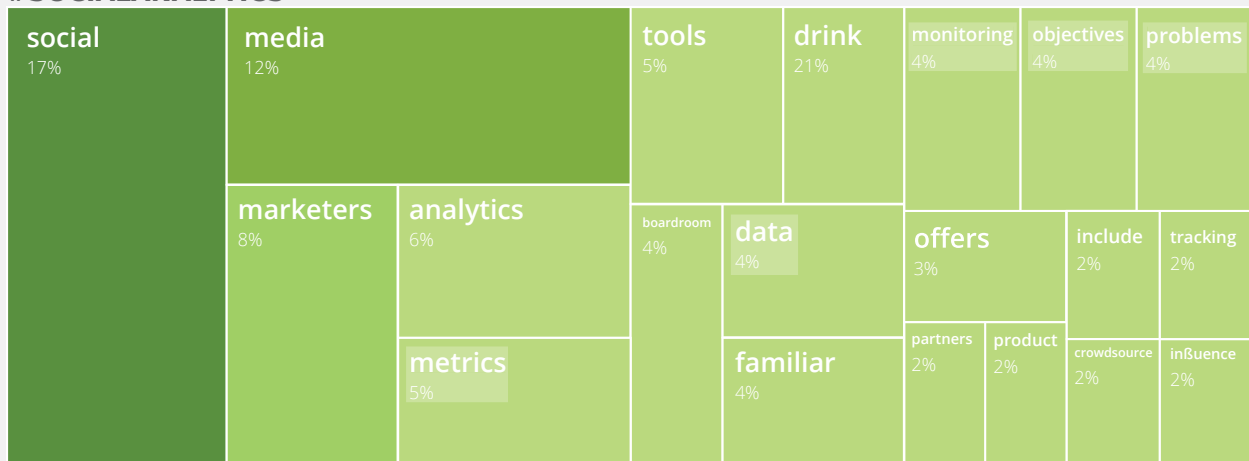
## Find Content Ideas

Take a closer look at what your consumers are talking about. What do they need? What do they want? If you pay attention to what's being said then you'll be able to develop content around the hot topics. Your audience will then want to read that content because it covers topics they are clearly interested in and already talking about. Listening to your audience will ensure that your content is not only relevant to them, but also valuable.

As a social media analytics platform, at [uberVU via Hootsuite](#) we monitor social conversations to stay on top of what's being discussed in relation to our

space. We regularly consult the conversation map for our search stream on "social media analytics" or "social analytics" to plan content that would be helpful to our target audience. After monitoring this map for a few weeks it was clear people were looking to better understand how to measure social with words like "metrics", "data", "objectives", "monitoring" and "problems" consistently appearing. Which is why we created our [Beginner's Guide to Social Media Metrics](#), a blueprint for getting started with social analytics.

### #SOCIALANALYTICS



Our social analytics conversation map showed us that people needed help understanding social data.

Creating content that your audience is looking for will go far in not only reach but credibility. Show your audience that you're paying attention, that you're listening to them and that you can give them what they want.

## Gauge Brand Health

Conversation maps are also a good measurement for your overall sentiment in social. They can show if consumers are responding positively or negatively to your brand, product or service. Look for words like “love” or “great” as reinforcers of your current tactics. If words like “hate” or “the worst” continually show up in your map it’s probably time for a readjustment. Conversation maps can even show when a crisis is brewing (or ending).

When news broke that an Ohio Walmart took up an employee-to-employee food charity collection, actor Ashton Kutcher attacked the retail store for employee wages.



Walmart is your profit margin so important you can't Pay Your Employees enough to be above the poverty line?  
[thewire.com/national/2013/...](http://thewire.com/national/2013/...)

Reply Retweet Favorite More HootSuite



The story took off in social with “workers” ranking as the highest-ranking keyword. The rest of the map didn’t look much better as related words “employees”, “food drive”, “pay” and “wages” also appeared. As long as a crisis ranks in your conversation map, it’s best to continue damage control.

### WALMART



Walmart should use its conversation map to measure social's reaction to company news—positive and negative—over time.



---

## How to Map Social Conversations for Marketing Insights

You've just learned how utilizing conversation maps for your brand, company or products can provide key insights into your reputation, marketing efforts and more. In order to uncover these brand insights, you have to be monitoring the right search terms or phrases. To achieve the broadest possible view of social conversations related to your brand and company you

should be monitoring more than just your brand name. Make sure to also set up searches for your products, slogans, specific product features, campaigns, your CEO—anything that's relevant to painting a complete picture of the social conversations happening around your brand.

Objective	Search Terms
Determine Awareness	brand name, company name, names of products or services without your brand or company name, slogans, top players in your company (CEO, founder(s), anyone with a potential media following)
Evaluate Campaigns	branded hashtags, characters from advertisements, campaign name or slogan
Identify Top-Performing Content	brand, company name, names of products or services
Find Content Ideas	market terms, industry terms, brand and company name, names of products or services
Gauge Brand Health	brand, company name

# Gather Actionable Competitive Intelligence

As you can see, a conversation map can be an extremely helpful tool to source insights for your brand. But sometimes it's not your brand's conversation map that's most important—it's your competitor's. In addition to search streams centered on your brand or products, you'll also want to set up searches for your competitors, their products, slogans, specific product features, campaigns—anything that will be helpful in creating a full profile of the competitive landscape. Once you have these searches set up you can use your competitor's conversation map to your advantage. Here's how:



## Find Real-Time Marketing Opportunities

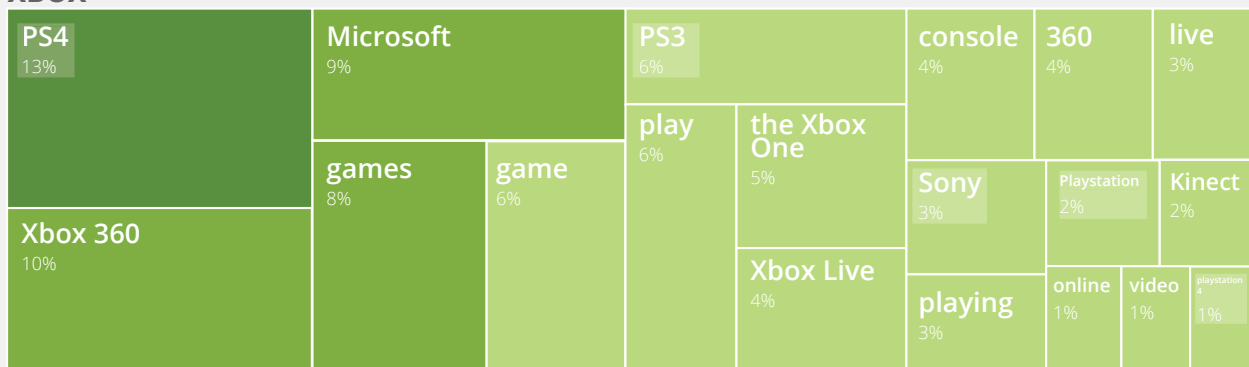
Monitoring your competitors lets you keep a constant eye on what's causing buzz for their brand or products, enabling you to find impromptu windows to act. After announcing plans for its new Xbox One, Microsoft made waves for its controversial policies on connectivity and game sharing. The gaming community took to the social

web to express its displeasure—which was evident on the conversation map for Xbox. Phrases like “games,” “console,” “live” all came from mentions related to the policies. Not great news for Microsoft, but excellent news for its main competitor, Sony.



The news got even better for Sony with several mentions of its brand also appearing on the Xbox map—“PS4,” “PS3,” “Sony,” and “PlayStation.” As outraged Xbox fans considered switching over to the Sony PlayStation, the brand saw a great opportunity for some real-time marketing, and [released a tongue-in-cheek video demonstrating its game-sharing policy](#). The video was a fun way to address the gamers’ concerns and it was a huge success—it has over 14 million views to date.

### XBOX



Game on. The Xbox conversation map highlighted a real-time marketing opportunity for Sony.

## Shape Your Marketing Strategy

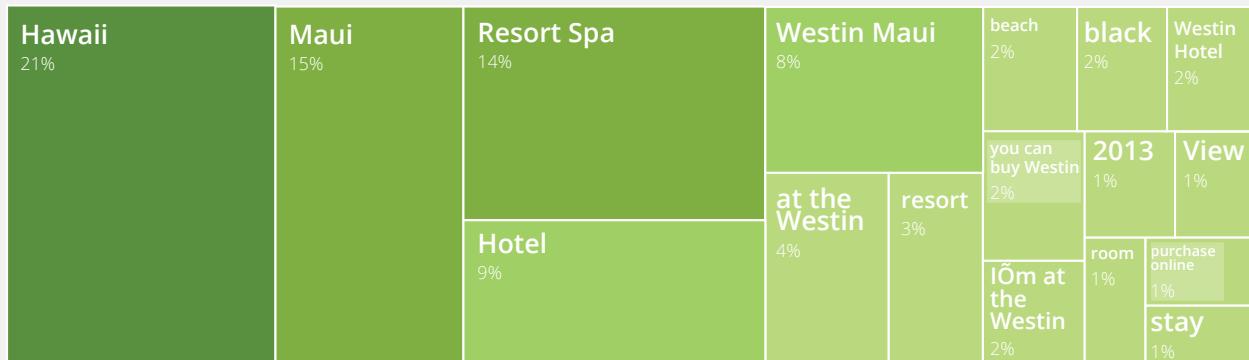
One of the most powerful insights your competitor's conversation map can provide is what topics are popular with their (and your target) audience. Don't assume that since you provide similar services or products your maps will align. There can be drastic differences that can help guide your marketing strategy.

Track both your map and your competitor's conversation map over time. Are you noticing any consistent differences? Are they stirring conversations around a certain topic or offering that you're not? If W Hotel looked at its competitor (and fellow Starwood hotel) Westin Hotel's map, it might see a potential missed opportunity.



Both hotels are known for their comfortable beds and bedding—so much so that both brands sell them online. But only one hotel's map reflects this. On the Westin map you'll see “you can buy Westin” and “purchase online”. The topic consistently trends for the brand since it makes an effort to highlight the offering in social. We've yet to see the topic trend for the W Hotel. We wonder which hotel is selling more bedding?

### WESTIN



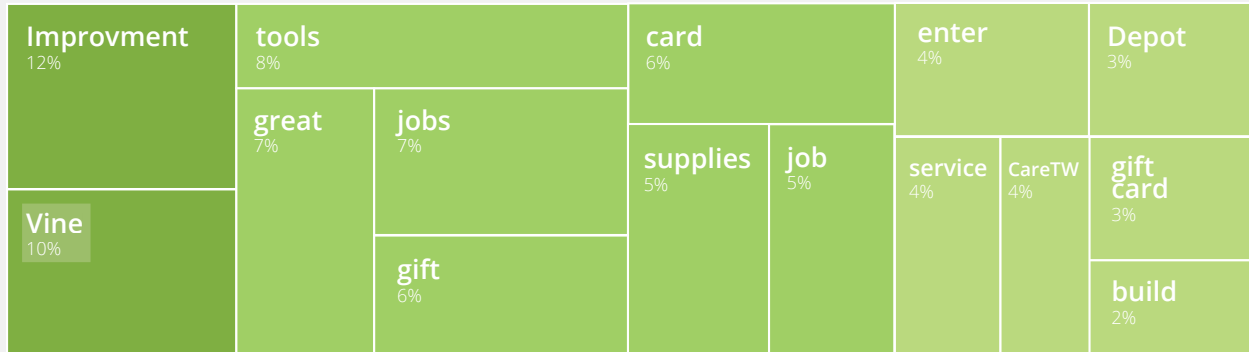
Both hotels sell bedding, but only one is making it known in social.

## Find Content Inspiration



Fact: People in social media love to talk about what they like in social media. Use your competitor's conversation map to find out what's working for them in social. In the Lowe's map, one of the most-talked about topics is "Vine." Lowe's has been utilizing the video-sharing app for awhile now and its efforts continue to resonate with its audience. This is extremely beneficial to a competitor like The Home Depot.

### LOWE'S



*Get inspired. The Lowe's map shows success that can be replicated.*



What is working for your competitor in social? Why is the audience responding? Could you provide something similar, but better? Let your competitor's conversation map serve some social inspiration. The Home Depot did—it started its own Vine series a few months after Lowe's success.

## Measure Effectiveness of Brand Positioning

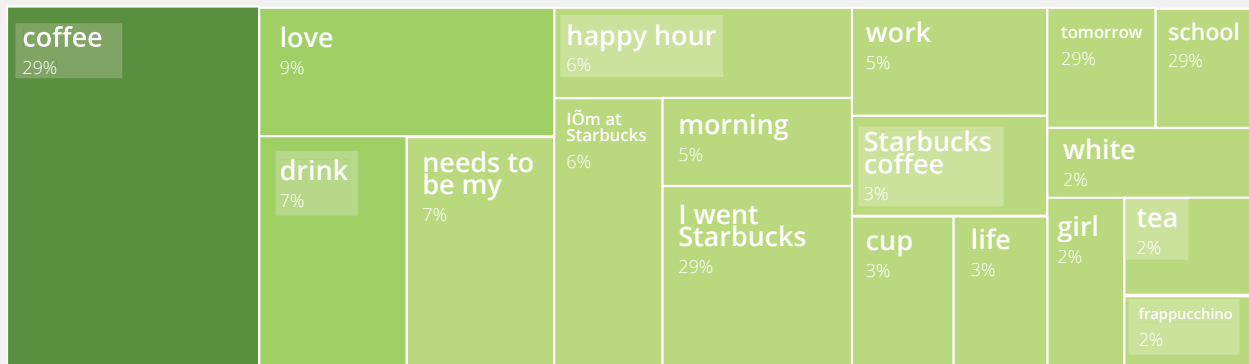
Brand positioning involves creating an image or identity about your brand in the minds of your target audience. You present your brand one way, but does the social web see it differently? Dunkin' Donuts has recently tried to re-position itself as a beverage company, in an attempt to challenge its main competitor, Starbucks.

If Dunkin' Donuts wanted to see if the new positioning was resonating, it could compare conversation maps for real-time insight. Most of the terms on the Dunkin' Donuts map are food-related with only two beverage-related phrases—"coffee" and "iced coffee"—appearing.



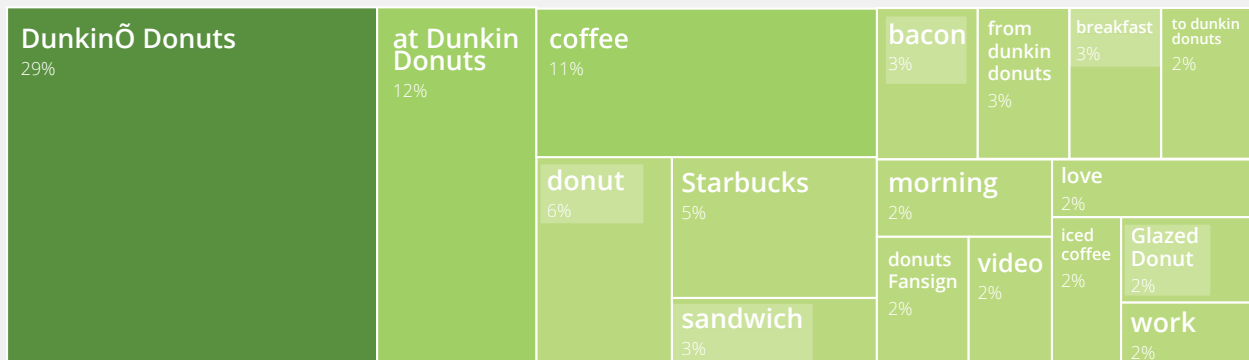
In contrast, the Starbucks map is loaded with these phrases. By comparing its map with its competitor's, Dunkin' Donuts can see the new brand messages might need to be tweaked if it wants to be known for more than food.

### STARBUCKS



Starbucks: still winning the beverage battle.

### DUNKIN DONUTS



Dunkin' Donuts: top-of-mind when it comes to breakfast foods.

---

## How to Map Social Conversations for Competitive Intelligence

In addition to search streams centered on your brand or products, you'll also want to set up searches for your competitors, their products, slogans, specific product features, campaigns—anything that will be helpful in

creating a full profile of the competitive landscape. Once you have these searches set up you can use your competitor's conversation map to your advantage.

Objective	Search Terms
Find Real-Time Marketing Opportunities	competitor's brand name, company name, slogans, names of products or services without brand/company name, launch related searches (a new product or a new feature)
Shape Strategy and Future Campaigns	competitor's campaigns or advertising efforts, branded hashtags, characters from advertisements
Find Content Ideas	competitor's specific product features without its brand name, your product or brand name with your competitor's
Measure Effectiveness of Brand Positioning	competitor's brand name, company name, slogans, your product or brand name with your competitor's

# Find Insights for the Entire Enterprise

Your brand's conversation maps (and your competitors') can provide a wealth of helpful information. It's important to remember that the insights that come from these conversation maps should not be contained within your social team or marketing department.

While social media is slowly expanding across the enterprise, 40% of social media teams still reside in the Marketing department<sup>1</sup>. The problem with Marketing owning social media is that the data *behind* social is only being analyzed by that one team. Each department has its own unique business goals and needs access to social data in order to find key insights relative to those

goals. Conversation maps provide an intuitive, easy-to-understand overview of social conversations, providing much-needed insight to several departments across the enterprise. Read on to learn the departments and people you should share your conversation map with and why.



1. Altimeter Group, "The State of Social Business 2013: The Maturing of Social Media into Social Business," October 2013.



## Customer Service and Support Representatives

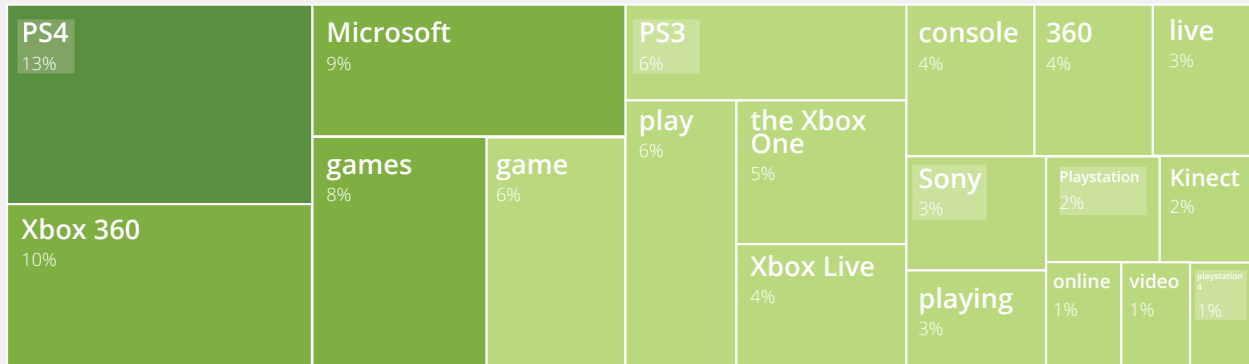
The Customer Service team is the front line of your organization, interacting with customers and fixing issues. If there's a problem with your product or people have complaints about an experience with your company, they're likely to take to social media to

voice their frustration. If a lot of people are having the same problem, you'll see evidence of it in your brand or product's conversation map. Arm Customer Service with the information in real time so they're better prepared to address complaints and concerns.



The news got even better for Sony with several mentions of its brand also appearing on the Xbox map—"PS4," "PS3," "Sony," and "PlayStation." As outraged Xbox fans considered switching over to the Sony PlayStation, the brand saw a great opportunity for some real-time marketing, and [released a tongue-in-cheek video](#) demonstrating its game-sharing policy. The video was a fun way to address the gamers' concerns and it was a huge success—it has over 14 million views to date.

### XBOX



*Game on. The Xbox conversation map highlighted a real-time marketing opportunity for Sony.*

## Sales

Consumers now have access to a vast amount of information online, enabling them to do their own research before making purchases. From picking the perfect running shoe to using the right financial services and everything in between, people are turning to social

networks to leverage their peers' advice and reviews. Sales can use conversation maps to understand what's being said about the product or brand in social so they are better prepared to assist and advise potential customers.

## Product Development

Social media users aren't shy about asking brands for what they want. Your company's Chief Product Officer or Chief Innovation Officer is a good person for whom you can summarize the requests and share them to improve future versions of your product. If there's a specific request people are making about your company or products enough in social, it will show up in your conversation map. Share it with the Product Development team so they know what people are clamoring for, and what your company should think about offering in the future.

Conversation maps are also a great source of product feedback. The product team can use them to identify consumer preferences, dislikes or ideas and where they need to make changes or improvements. Product Development can also benefit from access to the conversation maps of top competitors and their products so they can gauge how their products are stacking up. The team could also potentially find industry trends they should be capitalizing on by monitoring acceleration of certain keywords or phrases

In order to uncover the social data that is most relevant and useful to the Product Development team, you will want to monitor the right search terms or phrases in

social. Rather than just monitoring your brand name, make sure to set up a wide array of searches so you don't miss important conversations the team could learn from.

### Set up These Searches:

- product name(s)
- specific product features without brand name
- launch-related searches (a new product or a new feature)
- brand or company overall
- competitor products and product launches

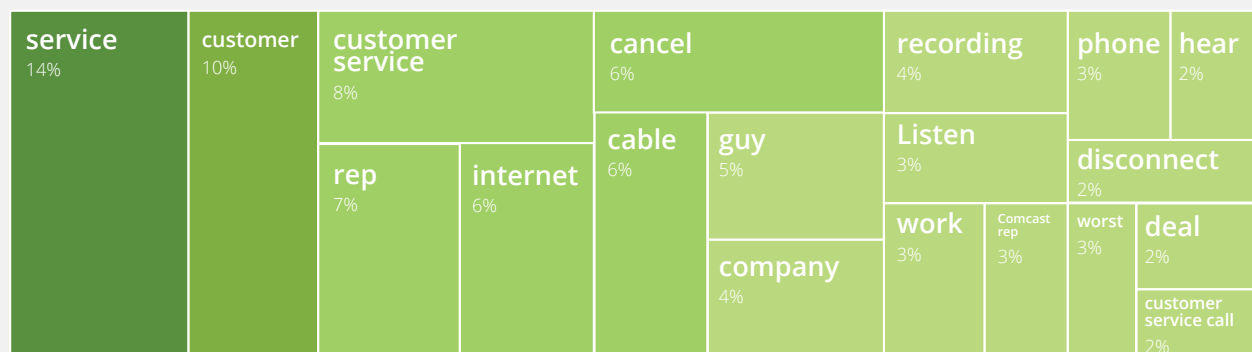
## Corporate Communications or Public Relations

When a crisis strikes for your brand or company, it's important to know the extent of the damage as it happens. If your company's image suddenly becomes tarnished by a crisis or scandal, you will see the evidence on your conversation map. PR needs to see the map as soon as the tone changes so they can see the scale of the damage that's being done and properly decide on the best course of action.



After a recording of an overzealous Comcast customer support representative went viral, the brand's conversation map read like a customer service nightmare with "cancel," "worst," and "disconnect" all appearing. When a crisis like this happens, the conversation map should be shown to your PR department immediately. The team should then keep an eye on the map as they deal with the issue in order to monitor the situation and measure the effectiveness of damage control.

### COMCAST



Comcast's PR team needs access to the brand's conversation map to monitor issues as they escalate.

## How to Map Social Conversations to Source Insights Across the Enterprise

Monitoring social conversations around your industry as a whole will help each department in your enterprise make strategic decisions, stay on top of market

trends, find leads or potential customers, join the right conversations, stand out as a leader in your industry and much more.

Department	Use	Common Searches
Customer Support	Identify trending customer support issues	brand and/or product names, brand and/or product names + "help", etc.
Product Development	Stay current on popular conversations around your brand, products, features—and competitors	brand, product and competitor names
Find Content Ideas	Gather product feedback, identify new product or feature opportunities	product and feature names, launch campaigns, competitors' products and features
Public Relations	Get real-time context around a developing crisis—or opportunity	brand name, CEO or corporate spokesperson name, "crisis-in-question" search expression

## Social Conversations Produce Business Insights

This guide to mapping social conversations has shown how utilizing conversation maps for your brand, products and competitors can offer key insights into your reputation, marketing efforts and your industry standing—plus, how they can fuel business decisions throughout the enterprise. Get mapping to find out what generates the most conversations so you can deliver what your target audience cares about, whether that's the right content, services or new product initiatives. Share the insights with the right departments to help guide strategic decisions and inform key strategies across your organization.



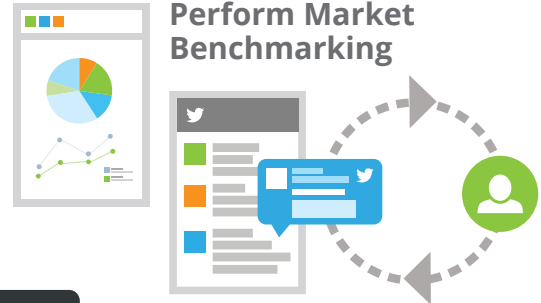
# About uberVU via Hootsuite

Better business decisions through social data

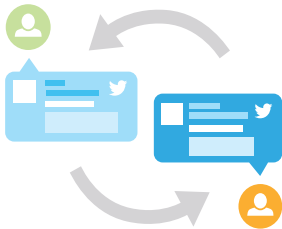
Experience Deep  
Social Listening



Perform Market  
Benchmarking



Discover Real-Time  
Marketing Opportunities



Monitor Important  
Discussions



Social data can empower everyone. With our intuitive, easy-to-use social analytics platform, you don't have to be a data scientist to see the value of social media analytics. uberVU via Hootsuite's exclusive technology synthesizes results from across the social web (not just your owned channels!) into a user-friendly dashboard offering the broadest possible overview of the social conversations that matter most, in real time.

Hootsuite and uberVU via Hootsuite were built for business. Featuring the most advanced tools and services available for security, collaboration, engagement, and social media analytics, we're the trusted solution for 744 of the Fortune 1000, and for more than 1300 enterprise clients worldwide.

Request a custom demo today by visiting [ubervu.com/demo](http://ubervu.com/demo)

## Trusted by 744 of the Fortune 1000

