

# SOCIAL MEDIA for MARKET RESEARCH



FGI RESEARCH

What is the world saying about you?

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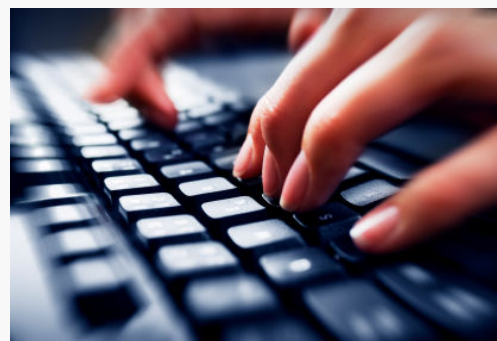
# SOCIAL MEDIA AT A GLANCE

You may already use social networking for marketing. You may have posted an ad on YouTube, created a Facebook brand page, started a Twitter feed, or otherwise made your mark on popular websites. Many businesses are old hands at *talking* to consumers online. Innovative marketing research applications enable you to *listen*.

Listening is the single most important business function for social networking, even more important than advertising. Why? Studies show word-of-mouth means more to consumers than commercial advertising, and social networking has given everyone a platform on which to publicize his or her views. What someone posts online could make or break a brand's reputation. As part of a full-service process, FGI Research can help you mine and analyze what consumers say about your brand –and use what you learn to improve business results.

**Social media mining and social media monitoring are two key functionalities that you should include in your agenda for social media marketing research.**

**Social media monitoring** enables you to track what consumers say about your brand online over a period of time. Staying constantly attuned to the conversations taking place on social networks, blogs, and in forums enables you to know much more quickly what the “buzz” is on your brand, and whether it is positive or negative. This means you can react to and rapidly neutralize damaging commentary –or positively, capitalize on new ideas.



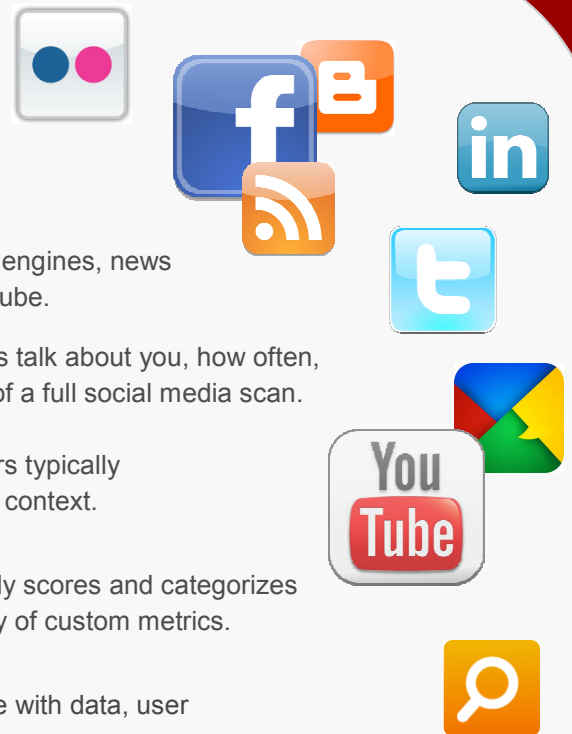
Listening is the single most vital business application for social media... What someone posts online could make or break a brand's reputation.

**Social Media Mining** allows you to extract a sample of user-generated content from social networking sites such as blogs, Facebook, Twitter, and commenting platforms. This data can be analyzed for any range of metrics, including sentiment, word association, the volume of posts and where they frequently appear.

**Continue reading to explore the capabilities of FGI's social media solution and see what makes our approach unique.**

## How it Works

- 1 Our solution collects user-generated content from over 30 search engines, news sites, blogs, and social networks like Facebook, Twitter and YouTube.
- 2 An initial scan creates a profile of your brand: where users talk about you, how often, and what they say. This profile determines the feasibility of a full social media scan.
- 3 A full social media scan dives deeper into the platforms where users typically discuss your brand, bringing up who says what, when, and in what context.
- 4 Once a sample of content is collected, an analyst manually scores and categorizes posts about your brand or product to evaluate for a variety of custom metrics.
- 5 Finally, we generate a comprehensive PowerPoint report, complete with data, user profile data, and links to the posts we scored.



## How You Benefit

FGI Research offers its social media tool as part of a complete research process. If your business encounters a challenging issue, you can start with a scan of user generated content to help you identify the right direction for a quantitative or qualitative study. Alternatively, you could do a scan after your study is complete to generate a point of comparison for your results. The tool's benefits and applications are diverse, but it is of greatest use to you when combined with tried and tested market research methods.

What distinguishes FGI's social media platform is the fact that a human being, not a robot, scans your user-generated data. Rather than a collection of intriguing but ultimately meaningless analytics, which you might expect from an automated tool online, you combine the most robust search technology with the sharpest –and most emotionally intelligent –of analytic minds. The result is a high volume of data that you can actually use and act on.

The human component of our approach has an additional benefit: you can fully customize your results to reflect any metric you desire. Do you want to know more about sentiment? Word association? Volume, frequency, density of posts? We can explore any of these and any additional metrics that you can imagine. As we do with every other research project we conduct, we consider our clients' needs first.

## CONTACT

If you would like to learn more about social media's marketing research uses or the opportunities that FGI Research has to offer, you may benefit from a complimentary needs evaluation. Contact FGI Research New Business Development, or visit our website ([www.fgiresearch.com](http://www.fgiresearch.com)).

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