Social Media Intelligence
White Paper

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Social media Intelligence has a mature technology base and a broad market

What is Social Media Intelligence?

Social Media Intelligence is a general tool or solution designed to help organizations analyze conversations, respond to social signals, and turn social data perspectives into meaningful trends and analysis, based on the needs of the users. Social media intelligence allows users to use intrusive and non-intrusive ways, using information gathered from social networks in open or closed social media sites.
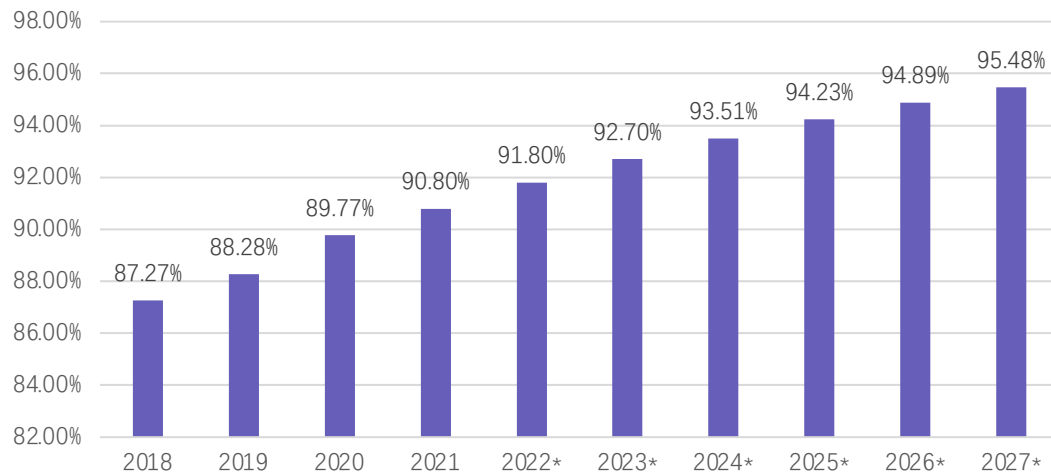
Source：https://en.wikipedia.org/wiki/Social_media_intelligence

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The netizen base increases, and the marketing is facing digital transformation

By the end of 2021, the number of Internet users in the US reached 302.28 million, and the Internet penetration rate reached 90.8%. Among the huge group of Internet users, the most frequently used type of website and online services are search engines, social media, online stores and videos. In 2022, the market size of social networking sites in the US reached almost $72.2 billion, with a yearly growth of 15.6%.

Based on the data above, we can see that in the US, social media has a huge market scale and it is closely related to daily life.

Internet user penetration in the United States from 2018 to 2027

2018	2019	2020	2021	2022*	2023*	2024*	2025*	2026*	2027*
87.27%	88.28%	89.77%	90.80%	91.80%	92.70%	93.51%	94.23%	94.89%	95.48%

Activities	Utilization rate
Search engines	98%
Social media (webs and apps)	59%
Online stores	58%
Videos (webs and apps)	56%

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The growth of marketing budget for network platform leads to the growth of social media intelligence market

Market Channel	Likely to increase	Likely to stay the same	Likely to decrease
Social media	**47%**	40%	13%
Website/Content marketing	**44%**	44%	12%
Advertising on retail websites/apps	**43%**	44%	12%
Retargeting/Paid display on publisher website/apps	38%	49%	13%
Paid search	36%	50%	13%
Email marketing	36%	47%	17%
Omnichannel strategy	36%	51%	13%
Paid video	34%	49%	17%

Despite a rapidly changing landscape, most of marketers plan to spend the same or more on digital marketing . And as showed in the chart, among them, social media is the market platform that have the highest rate of likely to increase. As the demand for online marketing expands, so does the market for social media intelligence.

Source : https://www.criteo.com/blog/digital-marketing-spend-2021/

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With the development of digital technology, the insight technology becomes mature
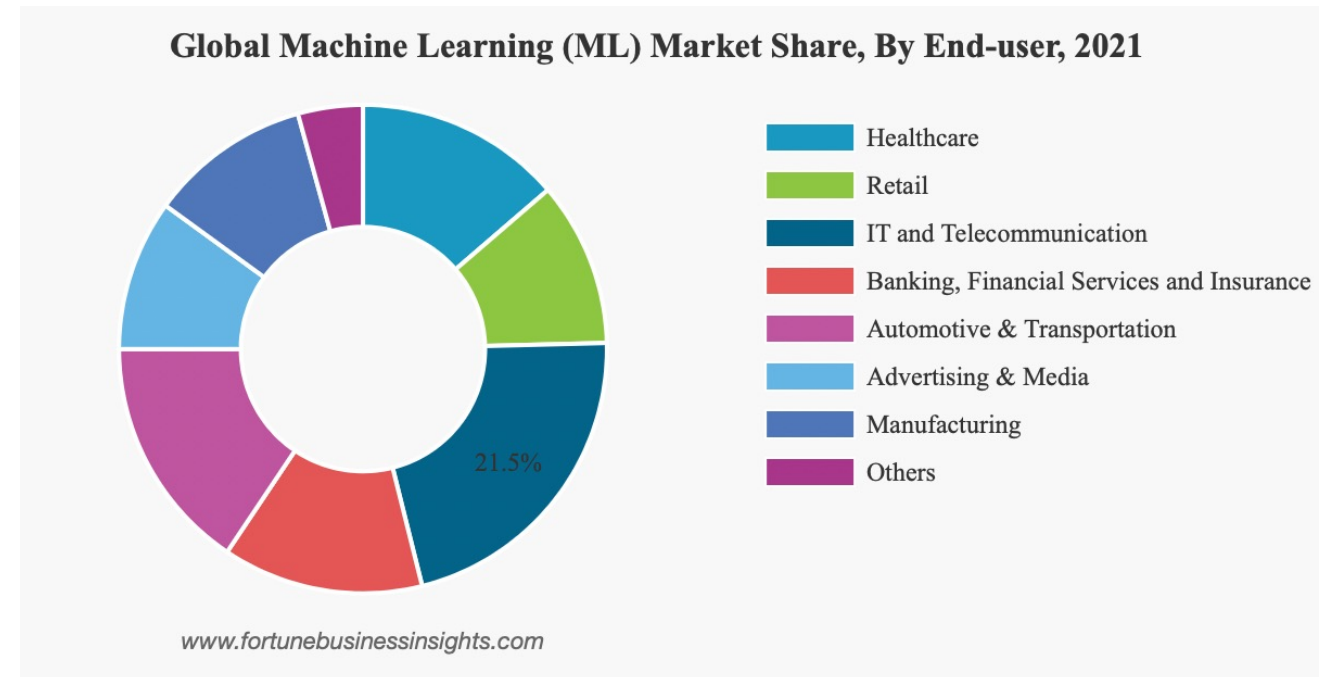
Stage 1 : Model training

- Select applable algorithm
- Input in corpus
- Manual marked corpus emotional tendency
- Model training

Stage 2 : Emotional information

- Structure raw data
- Apply machine learning model
- Classify emotional tendencies
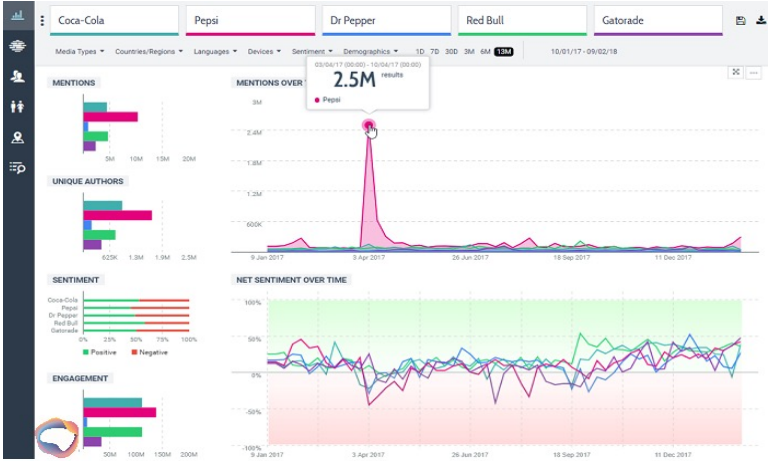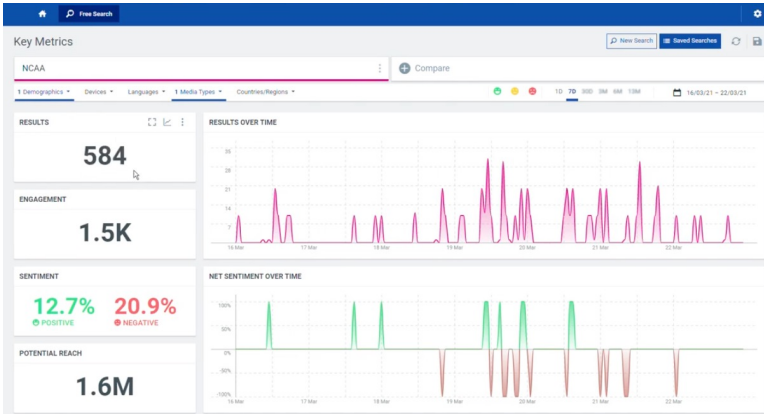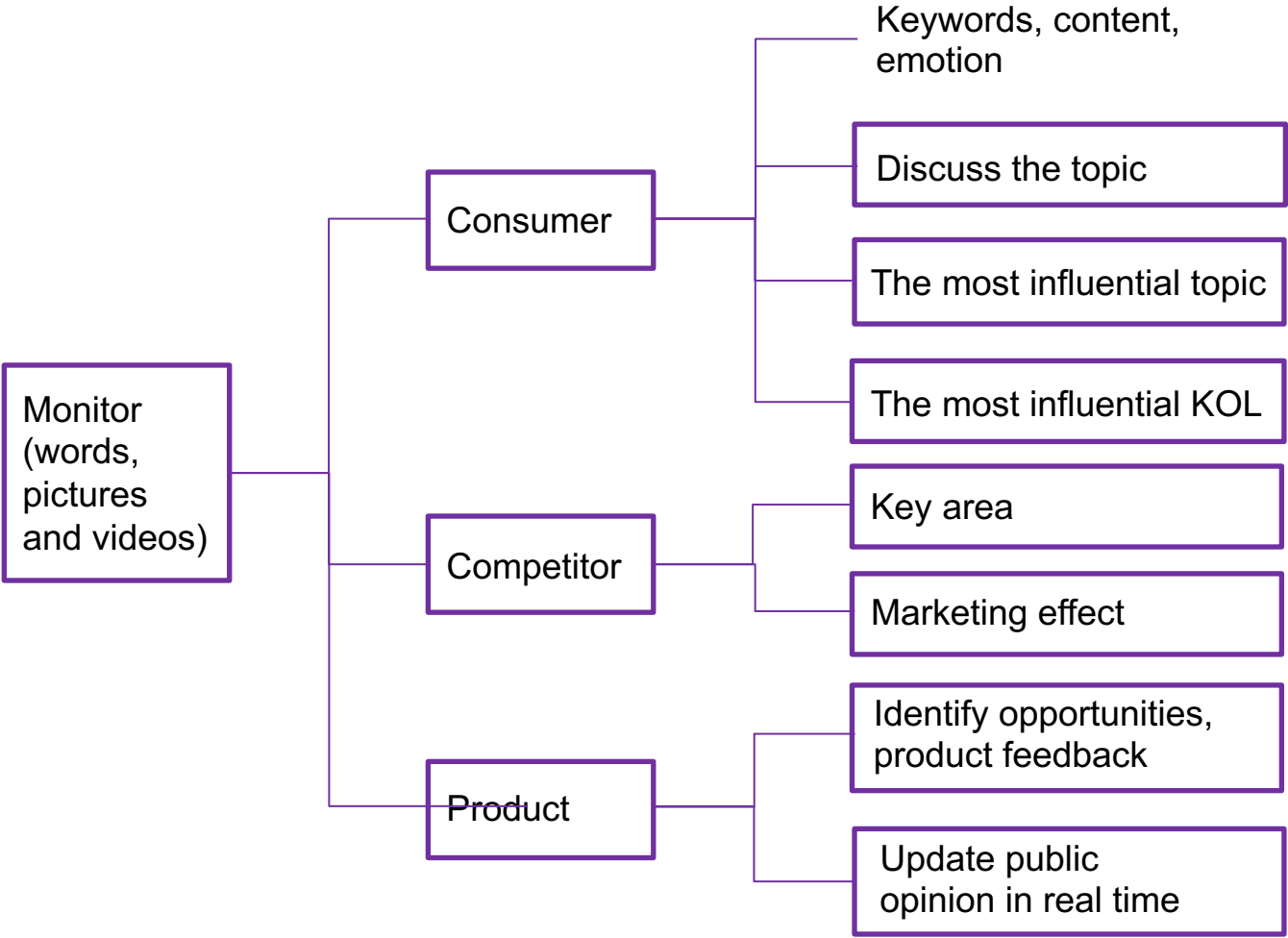- Present according to geography, age and other parameters

Example: Machine learning analyzes consumer emotional tendencies

Global Machine Learning (ML) Market Share, By End-user, 2021

21.5%

- Healthcare
- Retail
- IT and Telecommunication
- Banking, Financial Services and Insurance
- Automotive & Transportation
- Advertising & Media
- Manufacturing
- Others

www.fortunebusinessinsights.com

Machine learning, natural language processing and other related technologies have developed, the industry has expanded and put into use in social media intelligence practice.

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Social media Intelligence:
from data collection to assisted creation

Function 1: Monitor new social media situations in real time

Monitor (words, pictures and videos)

Consumer
- Keywords, content, emotion
- Discuss the topic
- The most influential topic
- The most influential KOL

Competitor
- Key area
- Marketing effect

Product
- Identify opportunities, product feedback
- Update public opinion in real time

Source : https://www.talkwalker.com/blog/social-media-report; https://www.talkwalker.com/blog/5-steps-to-planning-a-winning-marketing-strategy

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Function 2: Evaluate the advertising effect and optimize the marketing plan

Imagine a situation when you use a whole new way of marketing on social media which is expensive, but in the short term, the sales will not reflect. What role can social media intelligence play?

- ✓ Accurately select bloggers based on content performance, historical engagement, video click rate and audience statistics
- ✓ Calculate influence factors, measure marketing conversion rates, and estimate the value that tweets create
- ✓ Compare the effect of this marketing with the industry average and find ways to improve
- ✓ Assist in developing marketing strategies
- ✓ Make budget, tracking campaign spending
- ✓ Focus on tweets with poor response, analyze the reasons, and optimize them quickly
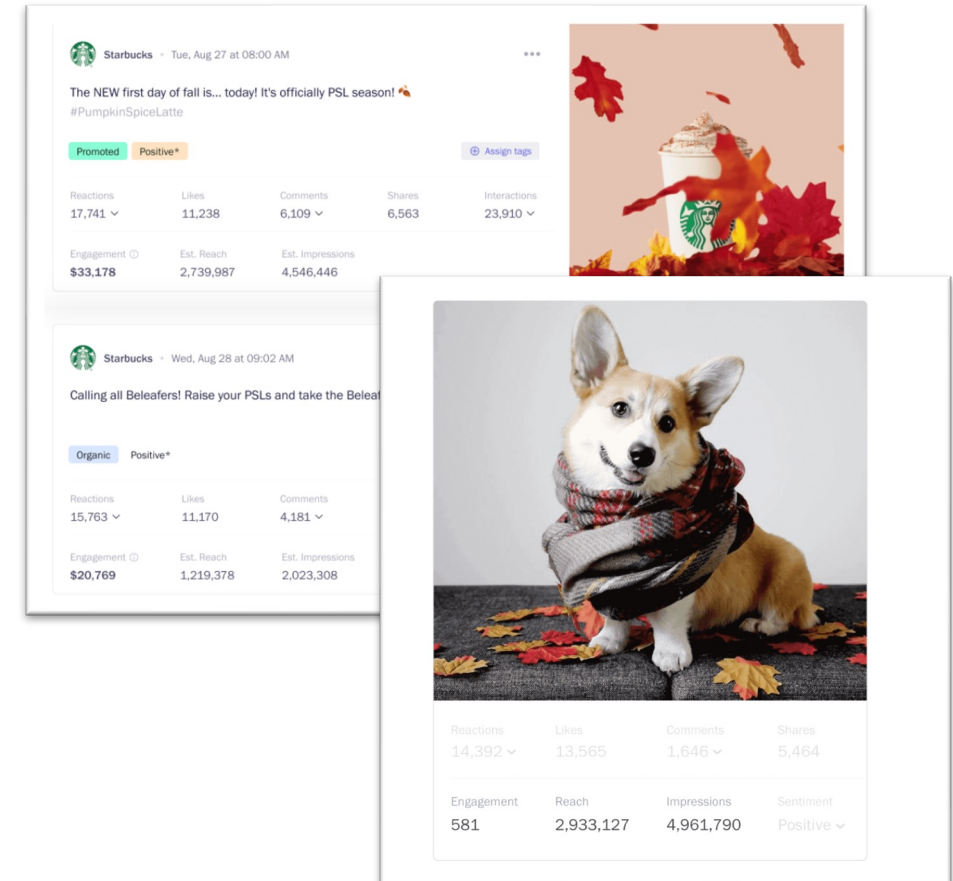
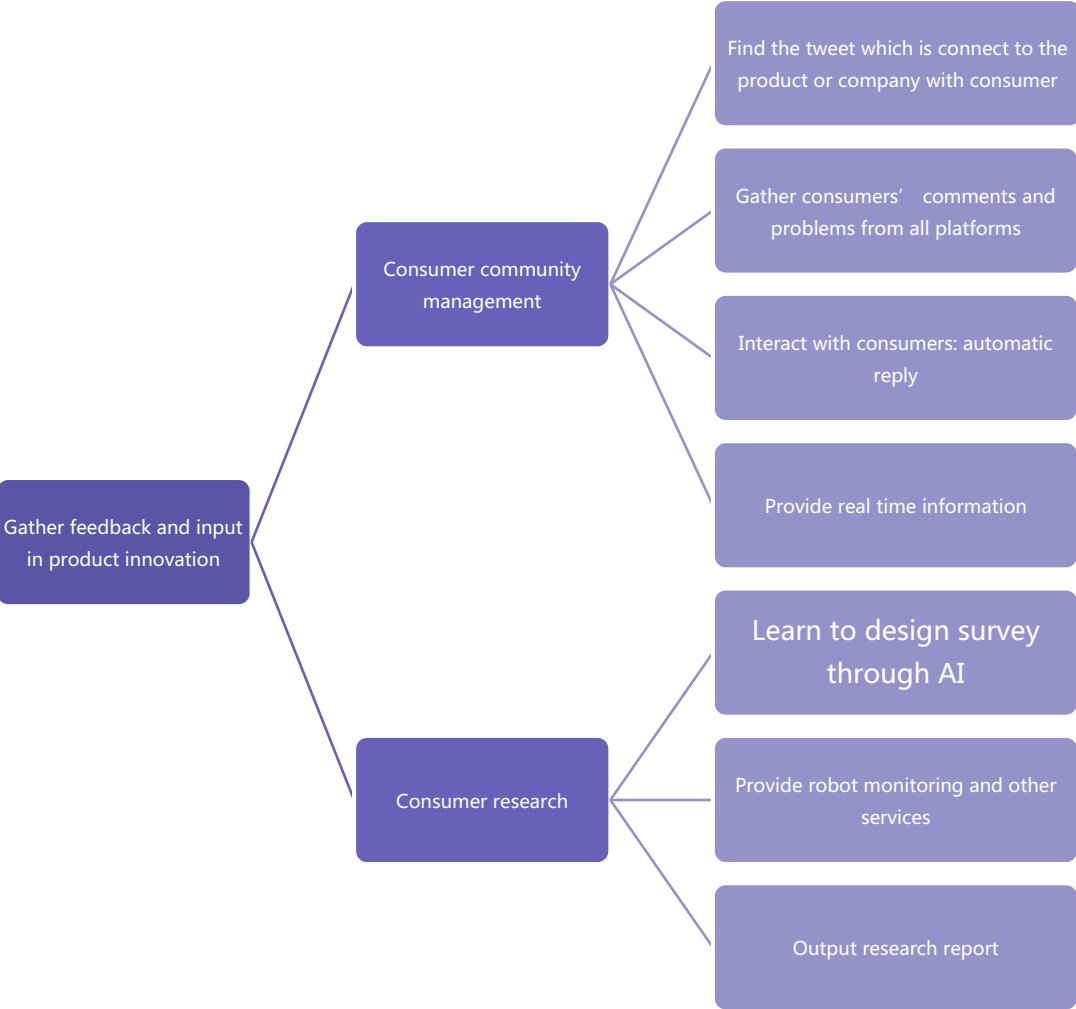# Function 3: Analyze and process information, output views and reports
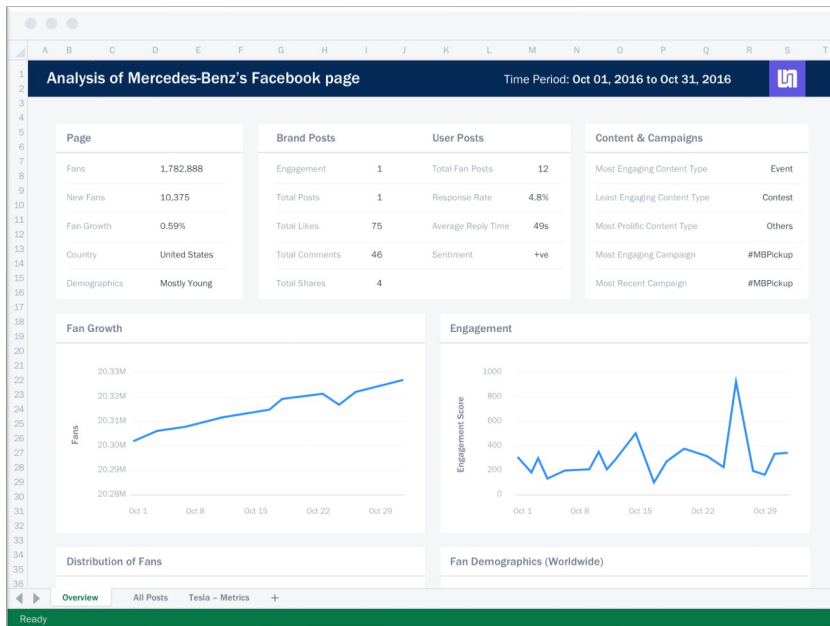
Automatic report

Analyze

- Brand building :
  - Market segmentation
  - User profile
  - Understand the brand image and connection from consumer perspective
  - Analyze the way that consumers can reach the brand
  - Track the factors that influence consumer decisions at each contact point.
- Competitor analysis

Output

- Build dataset to store historical data
- Output different reports focus on trends and competition etc.
- Make dash board which can serve real time feedback and is suitable for team wor
- Provide reports and task instructions to the cooperative bloggers
- Create and distribute automated reports

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Function 4: Automatic interaction and assist in consumer management

Gather feedback and input in product innovation

- Consumer community management
  - Find the tweet which is connect to the product or company with consumer
  - Gather consumers' comments and problems from all platforms
  - Interact with consumers: automatic reply
  - Provide real time information

- Consumer research
  - Learn to design survey through AI
  - Provide robot monitoring and other services
  - Output research report

Set Up Your Study

1 Set Up Your Study   2 Build Your Survey   3 Pay and Launch

Define the project specifications

Country
Choose a country

Respondents
*Between 100 and 1000

Estimated length of survey
5 min
1   5   10   15   20

FastFacts - Overview

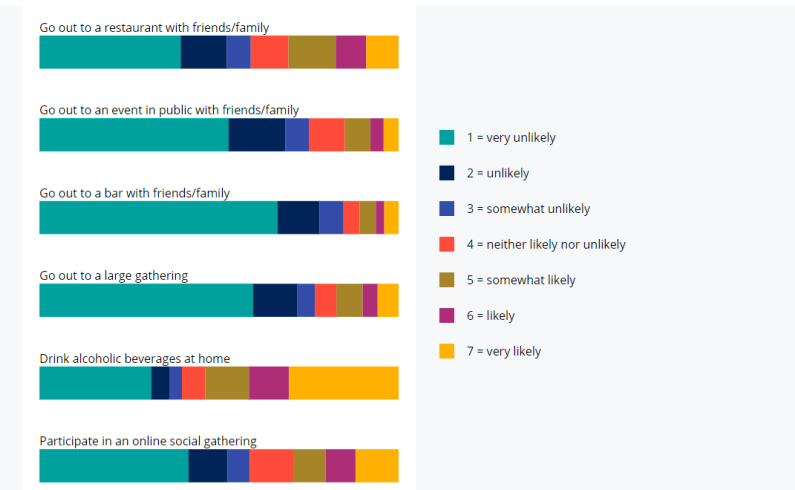| Field country: | - |
Target:	-
Respondents:	-
Length of Survey:	5 min
Delivery time in:	-
Total price:	-

* The price does not include VAT or other taxes

Need help from a researcher?

Continue →

Consumer research

Go out to a restaurant with friends/family

Go out to an event in public with friends/family

Go out to a bar with friends/family

Go out to a large gathering

Drink alcoholic beverages at home

Participate in an online social gathering

- 1 = very unlikely
- 2 = unlikely
- 3 = somewhat unlikely
- 4 = neither likely nor unlikely
- 5 = somewhat likely
- 6 = likely
- 7 = very likely

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Function 5: Provide high-quality materials and assist in content creation
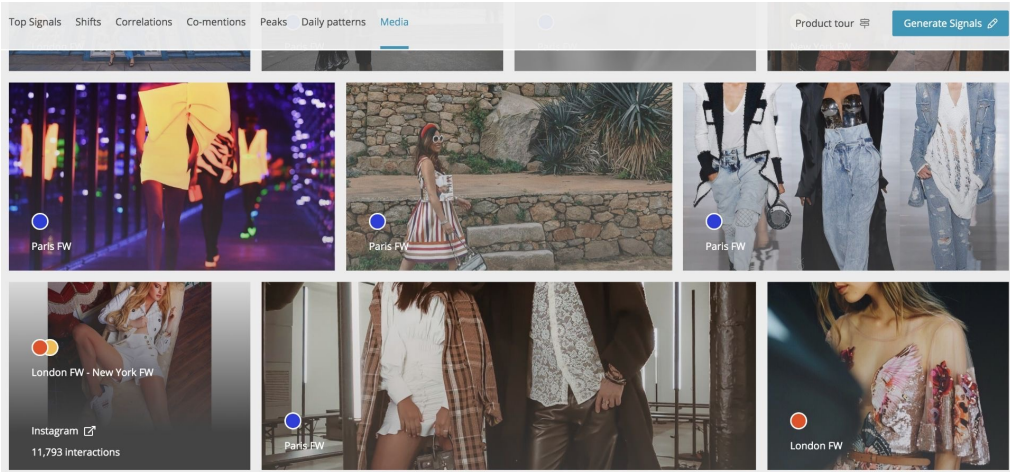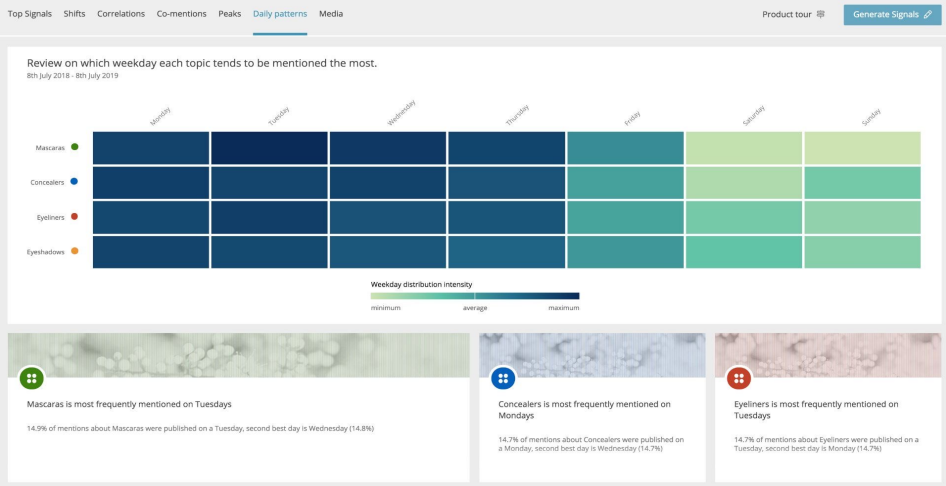
Content management

Capitalized communicate data, retaining information that interact with users

Content creation

Retrieve historical information and discover inspiration

Analyze visual elements, such as image, color, etc., and evaluate performance

Collecting information based on a certain concept

Analyze marketing keywords of the same industry, mining blank opportunities

Content management

Improve tweets based on marketing results

Set the appropriate time and label

Manage advertising to avoid content duplication and ineffective marketing

Set up the rules to avoid the sensitive topics of policy and public opinion

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Thanks for Watching

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