Social Tracking
&
Monitoring Reports

Regular reports setup up to monitor specific online
conversations around key business questions.

Social Insight
London
+44 7887 644 799
social@socialinsight.biz

www.socialinsight.biz

• Current Uses of SMM Reporting

Sample Standard Reports

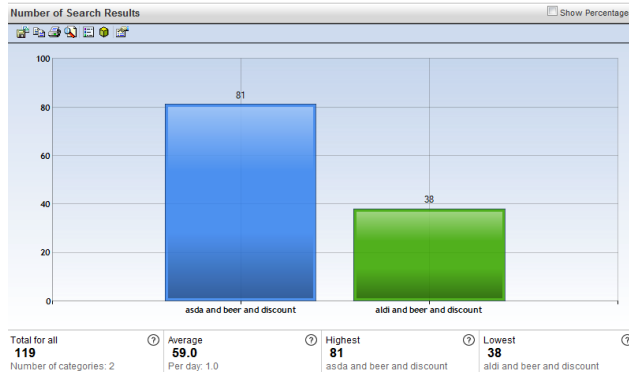| Report	Business Question	Key Monitoring Areas
Competitive Audit	How do we compare to competitors in the social media	Competition Tracking Share of Voice Advantages/Risks
Brand Assessment	What is the perception and reach of our brand across	Brand Tracking Brand Protection Issue/Crisis Identification
Marketing Measurement	How effective is our marketing strategy and messaging?	Marketing Measurement Marketing Message Insight Influencer Marketing
Market Research	What can we learn about our market, customers and	Market Research Customer Segmentation Opportunity Analysis
Prod/Prog Performance	How effective is a program and what new ideas can we	Offer Effectiveness Issue/Crisis Identification Innovation Opportunities

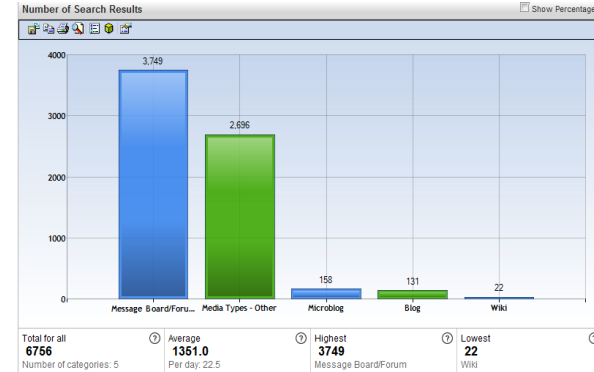*Purple Spinnaker*

Competitive Audit

How do we compare to competitors in the social media

Competitor Tracking

Share of Voice

Key themes – advantages/risks

£1,000s £100 £20 airline amazon band bank best boost budget budgetbrain buy calculator calls card cards cash cashback cheap cheapest codes cold compare comparison costs council credit deals debt discount discounts energy financial find finder flights free freebies full grab guide guides help hidden hikes include instantly insurance loan long lost lower mega megashopbot.com missold mobile money moneysaving mortgage mse mths news online pay pays phone popular post posts ppi premium protect protection quotes rebanding reclaiming remember risk save savings search selling shopping site sites spending switch tax tickets time tips tool top travel unique uses using ways works worth

Purple Spinnaker

Brand Assessment
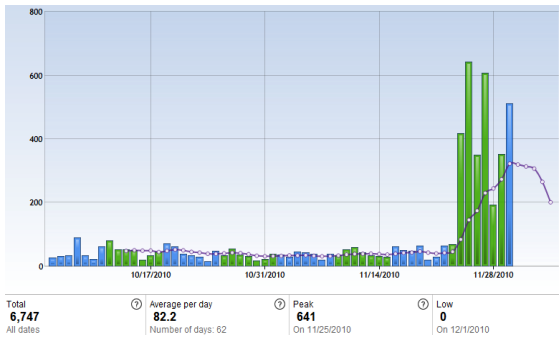
What is the perception and reach of our brand across social media?

Brand Tracking
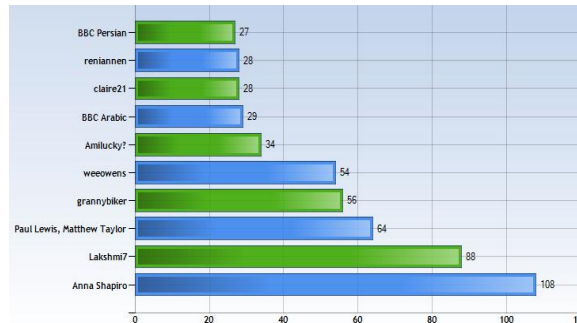Brand Protection
Issue/Crisis Identification

Brand Assessment

The perception and reach of a brand within the social media landscape can be monitored and reported on through some key areas:
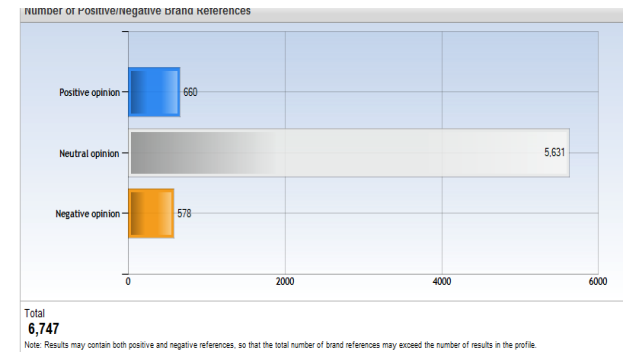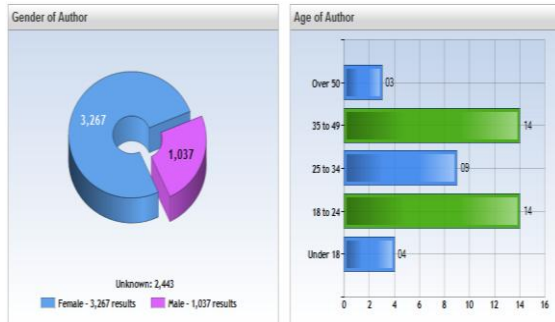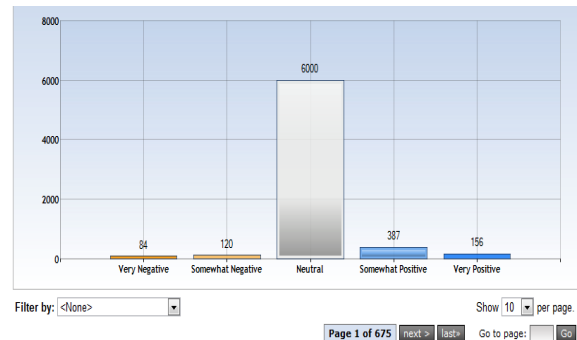
Volume of Mentions

Total 6,747 All dates	Average per day 82.2 Number of days: 62	Peak 641 On 11/25/2010	Low 0 On 12/1/2010

Brand References

BBC Persian	27
reniannen	28
claire21	28
BBC Arabic	29
Amilucky?	34
weeowens	54
grannybiker	56
Paul Lewis, Matthew Taylor	64
Lakshmi7	88
Anna Shapiro	108

Top Influencers - Authors

Number of Positive/Negative Brand References

Positive opinion	660
Neutral opinion	5,631
Negative opinion	578

Total 6,747

Note: Results may contain both positive and negative references, so that the total number of brand references may exceed the number of results in the profile.

Demographics

Gender of Author
- Female - 3,267 results
- Male - 1,037 results
- Unknown: 2,443

Age of Author

Over 50	03
35 to 49	14
25 to 34	09
18 to 24	14
Under 18	04

Content

Very Negative	84
Somewhat Negative	120
Neutral	6000
Somewhat Positive	387
Very Positive	156

Filter by: <None>   Show 10 per page.

Page 1 of 675   next >   last»   Go to page: ___ Go

Top Influencers - Websites

www.antioxidants.name	32
www.mumsnet.com	41
news.bbc.co.uk	42
www.bbc.co.uk	50
independent.co.uk	76
thisisgloucestershire.co.uk	154
www.guardian.co.uk	219
forum.ea.com	281
businessdaily.com	1,056
forums.moneysavingexpert.com	2,952

Purple Spinnaker

Marketing Measurement

How effective is our marketing strategy and messaging?

Marketing Measurement
Marketing Message Insight
Influencer Marketing

Effectiveness of Marketing Messages

The effectiveness and reach of marketing messages and themes around a campaign can be measured and insights delivered through:
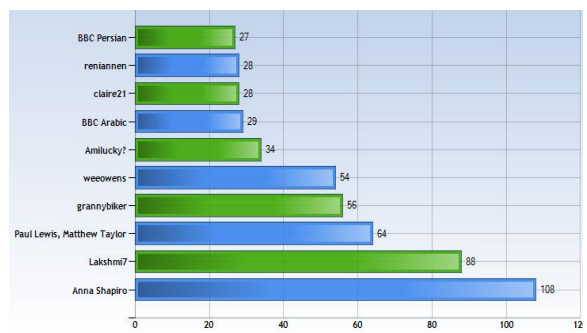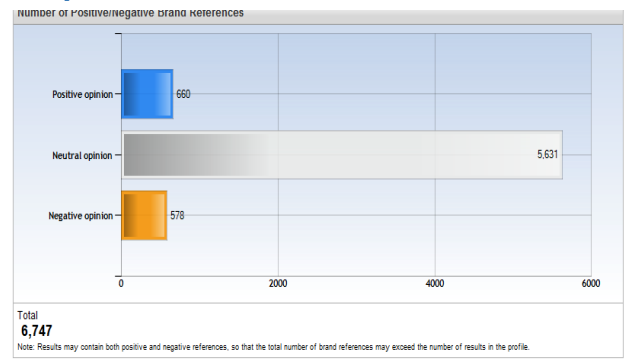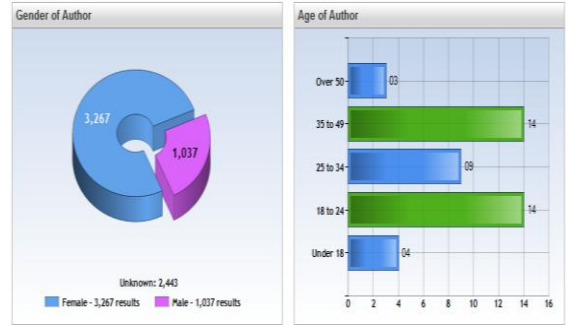
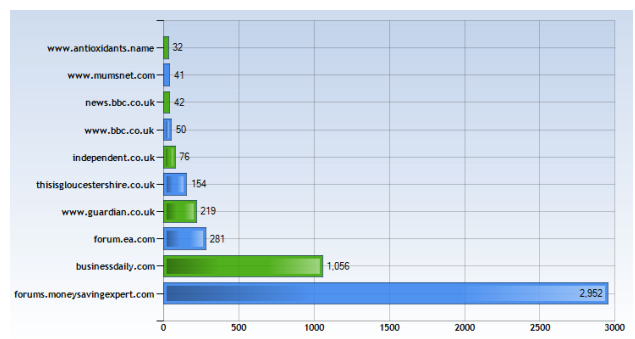## Defining & Measuring Categories

Message References

Top Influencers - Authors

Demographics

Top Influencers - Websites

Purple Spinnaker

Market Research

Customer segments can be identified and the key themes & topics being discussed can be highlighted and further investigated.

Demographics Export ▼ ◻ Video Tutorial

Themes and Topics

Individual Posts

Purple Spinnaker

Effectiveness of Products &/or Programs

The impact and reach of messages around a product or marketing program can be monitored and measured through the use of:
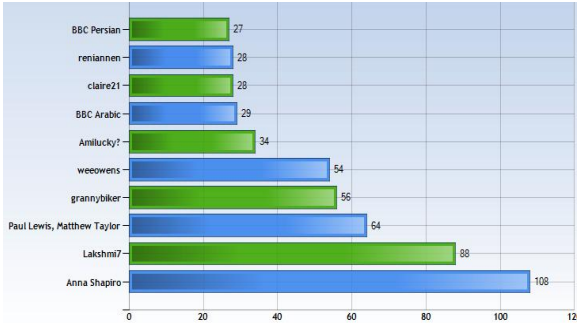
Defining & Measuring **Categories**

Product References

Top Influencers - Authors
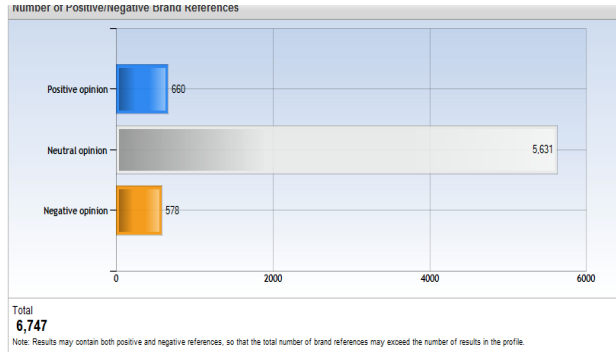
Demographics
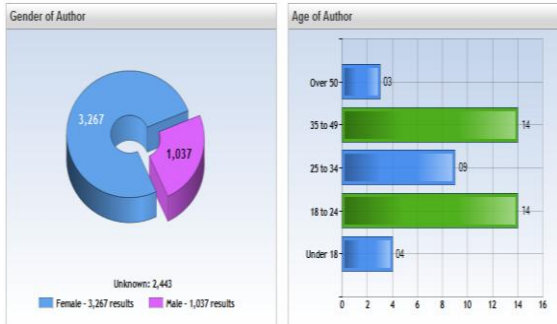
Top Influencers - Websites
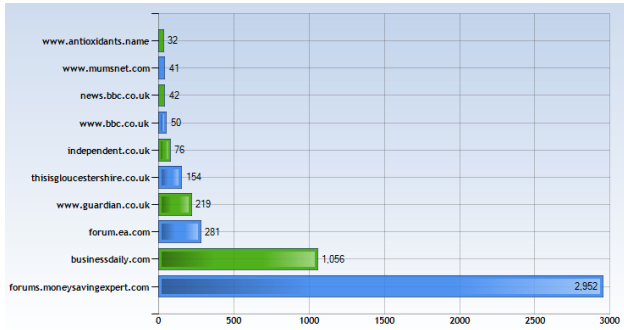
Purple Spinnaker

To find out how we can help you

Contact us…

Email: julie@purplespinnaker.com
Call: +44 7887 644 799

All graphs come from searches carried out with SM2 from Alterian.

Social Insight
London
+44 7887 644 799
social@socialinsight.biz

www.socialinsight.biz