

# Case Study : Social Media Analytics

## **Introduction:**

It is the use and implementation of collecting data from the social media websites and measuring that data using social media analytics tools to make business decisions. The most common use of social media analytics is to mine customer sentiment to support marketing and customer service activities.

There are a number of types of social media analytics tools for analyzing unstructured data found in tweets and Facebook posts. In addition to text analysis, many enterprise-level social media analytics tools will harvest and store the data.

## **Overview/Purpose/Need/Importance: -**

You can gather all kinds of information about your social media pages. You can't keep track of everything, so you have to decide what data matters most to you. Some things are obvious while others are easily overlooked. The type of data you need also depends on your goals.

Keep in mind that you may want analytics for accounts other than your own. You may, for example, want to learn more about your followers on Twitter. It's also useful to analyze your competition. Different tools will give you these and other capabilities. Even people who don't know the word "analytics" are very aware of the most basic analytics for their social media accounts. This has to do with the number of friends, followers, likes, views, etc. This is very basic information that doesn't require any special tools.

Many beginners actually get overly attached to these raw numbers. If you're on social sites simply to socialize, you can measure your success or popularity in these terms. If you're in business, however, you have to go much deeper.

While it's always nice to increase your Twitter following, Facebook likes, YouTube views and so forth, it's even more important to focus on the quality of your followers. How engaged are they? Are they likely to become customers or return customers? Detailed analytics allows you to answer these and related questions. This lets you plan your social media actions with a purpose rather than simply hoping something will work.

## **Tools for Social Media Analytics: -**

### **1. Sprout Social: -**

Track Facebook Page impressions, tally up Twitter link clicks, measure Instagram follower growth, evaluate LinkedIn engagement, assess content performance on Pinterest and much more, all from the same location.

### **2. Awario:-**

brands need to be aware of the conversations their customers are having in a timely manner. Tools such as Awario specialize in tracking brand mentions and industry conversations across the web.

### **3. Facebook Insights: -**

Facebook provides social media analysis through the Facebook Insights platform. It displays detailed metrics about your posts and the engagement they earn. Audience analysis can help you understand who is engaging with you, and includes demographic and location breakdown.

### **4. Buffer Analyze: -**

Buffer Analyze is our social media analytics tool for online brands that want to make better decisions about their social media strategy and measure their results without feeling overwhelmed.

## **Applications of Social Media Analytics: -**

### **1. Opinion Mining**

Can be used to extract opinions of the users about specific product or movie.

### **2. Brand Monitoring**

Social Media Analytics can be used to monitor the company, their products and their brand value.

### **3. Sentiment Analysis**

It businesses to identify customer sentiment toward products, brands or services in online conversations and feedback.

### **4. Trend Analysis**

Trend analysis helps to understand any surge or decline in conversations and sentiments following important announcements, product launches, and marketing initiatives.

### **5. Customer Acquisition**

It allows organizations to gain more customers through the effective use of digital marketing.

## **Advantages: -**

1. Gain an edge over your competitors.
2. Product and service improvements can be done.
3. Gives opportunity to learn from customers.
4. Gives insights to improve the marketing strategies.
5. Provides a platform to effectively use the digital channel for promotions and awareness platforms.

