

**A Report**  
**on**  
**“Brand24”**  
**“Social Media Analytics tool”**

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**2020-2021**

# BRAND24

## **INTRODUCTION:**

Brand24 is a well-known product and a social media analytics tool developed by the Brand24 enterprise operating in the IT industry. Brand24 collects in one place public mentions about brands, products, etc. The results come from both social media such as Facebook, Twitter, Instagram, as well as from discussion forums, blogosphere or information services.

The portal was launched on October 1, 2011.

## **Goal:**

Brand24's main goal is to create a new communication channel with customers, the use of which will allow, among others for sales support as well as strengthening the positive image of a selected brand, product or service.

## **Overview:**

Brand24 is an award-winning app and an online portal that helps you track & engage people talking about your company.

Thousands of brands of all sizes (incl. Intel, IKEA, H&M, GlaxoSmithKline, Carlsberg) use Brand24 to identify and analyze online conversations about their brands, products and competitors.

Brand24 provides a reliable, easy to use, and affordable solution that allows you to both track and engage online conversations relevant to your business.

## **Purpose:**

The main purpose of Brand24 is to monitor the social media platforms like Facebook, Twitter, and Instagram and analyze the web's keywords.

In addition to social media metrics like mentions and audience reach, Brand24 also gives your insight to positive and negative comments received for target keyword.

## **Need:**

Generally, in order to perform social media analysis, one has to follow some basic steps. Given below are the some of the very basic steps that are needed to be followed for performing social media analysis.

Step 1: Identify your social media competitors. First, identify your social media competition and find which platforms they use. You should focus on the competitors that actively use social media marketing to grow their business.

Step 2: Gather Data. After you have narrowed down your competitors, the next step is to gather data. The process will be slightly different depending on which platforms you target.

Step 3: Analyze Competitors' Activity. After you have gathered the numbers, you also need to look at how your competitors use each platform. In addition, look after how they specifically use this.

Facebook	Summary	Active?	% of Promotional Posts	Followers
<a href="https://www.facebook.com/yourbrand">facebook.com/yourbrand</a>				
<a href="https://www.facebook.com/HODINKEE">https://www.facebook.com/HODINKEE</a>				
<a href="https://www.facebook.com/MVMT/">https://www.facebook.com/MVMT/</a>				
<a href="http://www.facebook.com/crownandbuckle">http://www.facebook.com/crownandbuckle</a>				
Twitter	Summary	Active?	% of Promotional Posts	Followers
<a href="https://www.twitter.com/yourbrand">twitter.com/yourbrand</a>				
<a href="https://www.twitter.com/HODINKEE">https://www.twitter.com/HODINKEE</a>				
<a href="https://twitter.com/mvmt">https://twitter.com/mvmt</a>				
<a href="http://www.twitter.com/crownandbuckle">http://www.twitter.com/crownandbuckle</a>				
Instagram	Summary	Active?	% of Promotional Posts	Followers
<a href="https://www.instagram.com/yourbrand">instagram.com/yourbrand</a>				
<a href="https://www.instagram.com/hodinkeeshop">https://www.instagram.com/hodinkeeshop</a>				
<a href="https://www.instagram.com/mvmt/">https://www.instagram.com/mvmt/</a>				
<a href="http://instagram.com/crownandbuckle">http://instagram.com/crownandbuckle</a>				

## Installing Brand24:

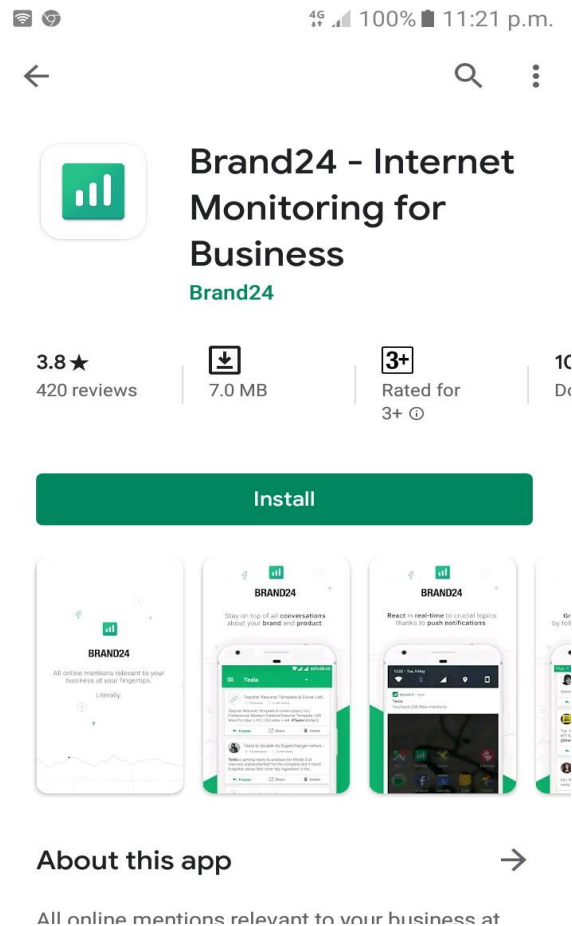
There are two options to use Brand24. 1.

Using Mobile Phone:

The Brand24 application is an open source application and is freely available for download on the google play store. Following link can be used to download the application.

Google play store link:

<https://play.google.com/store/apps/details?id=pl.brand24.brand24>



## 2. Using the Laptop/Desktop:

Brand24 is an online portal and can be used online with an active internet connection. It offers free trial period of 14 days by just signing up. However, once the trial period is over one has to pay the specified amount to the company to avail further services. The company offers three different packages namely Plus, Premium, and Max. Wherein Plus costs \$49 per month, Premium costs \$99 per month and Max costs \$199 per month.

Free Sign Up Link:

<https://app.brand24.com/user/register-account/>

Brand24 Portal Link:

<https://brand24.com/>

## **Features/Services:**

Here are some of the notable key features of Brand24:

- **Mentions Feed:** Discover what people say about your brand & take action in real time. Engage discussions relevant to your business with one click of the mouse.
- **Discussion Volume Chart:** Identify sudden changes in the discussion volume to protect your company image. Spot problematic issues before they escalate & maximize the potential of positive publicity you are already receiving.
- **Mention Analytics:** Get a better understanding of who is talking about your brand online. Analyze buzz quality and quantity to gain new insights about your customers.
- **Influence Score:** Pinpoint your industry influencers to make conscious decisions about whom you should be working with.
- **Sentiment Analysis:** Thanks to mention sentiment (positive, negative, neutral) you can get a better understanding of customer attitudes & spot problematic areas which need immediate attention.
- **Alerts:** Be the first to discover changes in the volume of discussion around your brand. Customize your alerts the way you need - as an example, you can get email or in-app notifications of negative mentions of your company from blogs with more than 300,000 monthly visits.
- **Data Exporting:** Turn your data into automated PDF reports, .xls files, and infographics. Process your mentions gathered with Brand24 so you can use them outside of the tool.

- Filtering: Narrow down your results to focus on what is most important for you. You can filter by mention source, sentiment, number of visits, and many more.

## Customers:

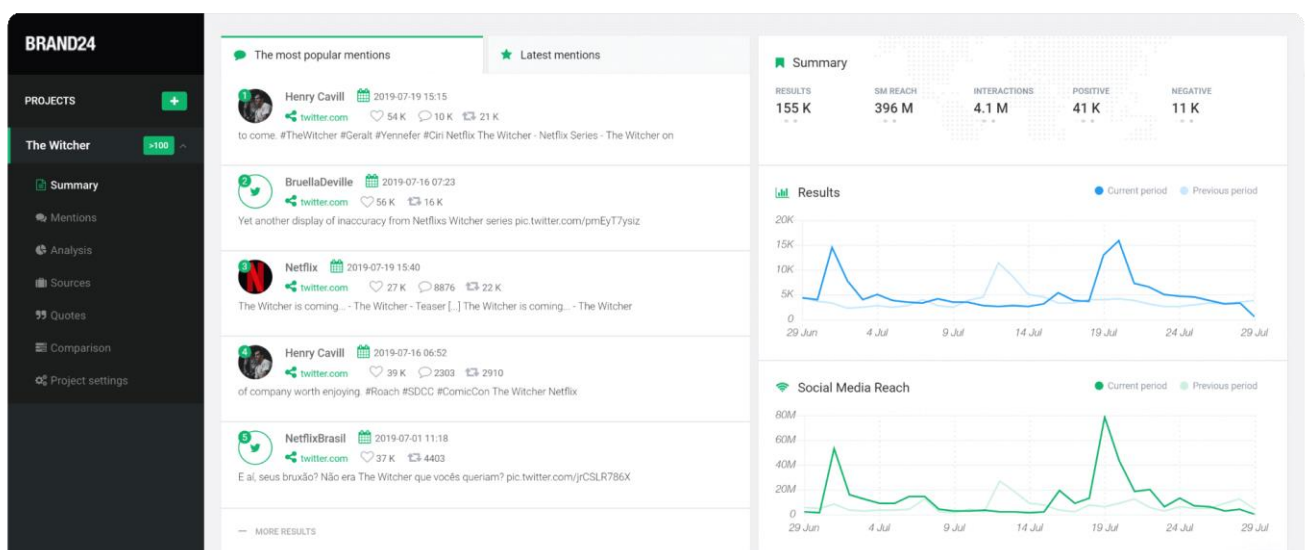
There are lot of companies that use Brand24 for social media analysis and social media management. Some of them are as listed below:

- Olx
- Intel
- H&M
- Pixel PR
- Futuramo

## Application:

The main applications of the tool are brand monitoring on the web, reputation protection or the opportunity to enter into a discussion with clients on the web.

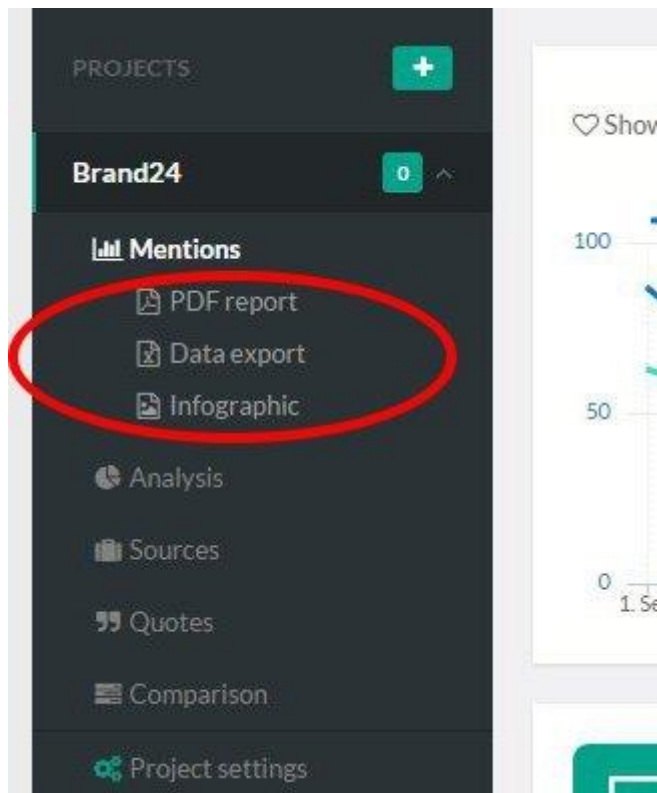
## Datasets:



## The most influential sites

1	<a href="#">pcworld.pl</a>	<div><div></div></div> 7/10	1M Visits	<a href="#">i</a> <a href="#">lock</a>
2	<a href="#">wgospodarce.pl</a>	<div><div></div></div> 5/10	435K Visits	<a href="#">i</a> <a href="#">lock</a>
3	<a href="#">web.gov.pl</a>	<div><div></div></div> 4/10	120K Visits	<a href="#">i</a> <a href="#">lock</a>
4	<a href="#">legnica.naszemiasto.pl</a>	<div><div></div></div> 3/10	40K Visits	<a href="#">i</a> <a href="#">lock</a>
5	<a href="#">fedgeno.com</a>	<div><div></div></div> 3/10	32K Visits	<a href="#">i</a> <a href="#">lock</a>
6	<a href="#">blog.brand24.net</a>	<div><div></div></div> 1/10	3K Visits	<a href="#">i</a> <a href="#">lock</a>
7	<a href="#">dziennikzachodni.pl</a>		ND Visits	<a href="#">i</a> <a href="#">lock</a>
8	<a href="#">mamstartup.pl</a>		ND Visits	<a href="#">i</a> <a href="#">lock</a>
9	<a href="#">biznes.trojmiasto.pl</a>		ND Visits	<a href="#">i</a> <a href="#">lock</a>
10	<a href="#">3millionpage.com</a>		ND Visits	<a href="#">i</a> <a href="#">lock</a>





## **Advantages:**

- The reporting feature is robust and helps to reach interesting conclusions.
- Brand24 is very user-friendly and does not need a lot of technical knowledge.
- The customer service is awesome as they have an excellent support team to solve any technical issue.

## **Disadvantages:**

- Searches for crises of different brands as well as perception in social media.
- It is unable to detect spam posts.
- Unable to input individual posts to get statics on them.