

# SENTIMENT ANALYSIS FOR MARKETING DEVELOPMENT PART -2

# SENTIMENT ANALYSIS

Sentiment analysis is an automated process that attaches an emotional label or subjective opinion to text. For example, sentiment analysis may examine a social media post and determine that it carries a positive, negative or neutral opinion

“This was great!” “I had a horrible experience.” The sentiments in these sentences can be inferred from certain words, such as “great” and “horrible”. By analyzing the sentiments of reviews, feedback, and other customer interactions, businesses can improve their marketing campaigns.



# ROLE OF SENTIMENT ANALYSIS IN TRADING

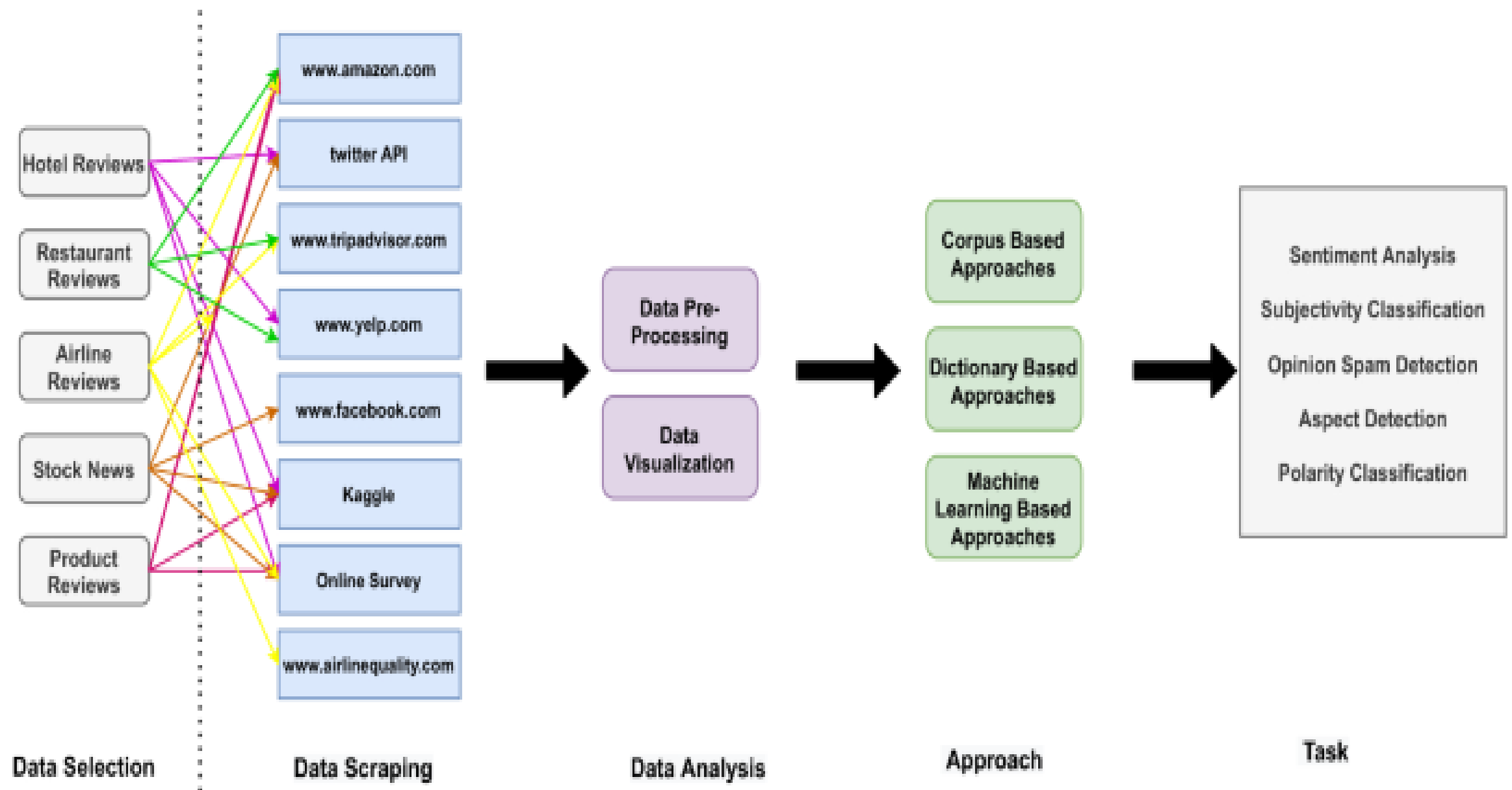
Sentiment analysis plays a significant role in trading by providing valuable insights into market sentiment and helping traders make informed decisions. Here are some key roles of sentiment analysis in trading:

- Market sentiment gauging
- Captures sentiment shifts
- News and event impact assessment
- Risk management
- Algorithmic trading strategies and Quantitative trading strategies

# Adjusting messaging and product development

Sentiment analysis is an inexpensive way to improve messaging and product development. Knowing what customers value about a product or service can tell you what to emphasize in your promotional material. For example, if there's been a sudden and unexplained spike in sales of a certain product, you can check your positive mentions to see what customers are saying. You may find one of your products has suddenly become popular when someone posted about a feature that isn't in your other products.





# USES OF SENTIMENT ANALYSIS

- Sentiment analysis can do wonders for any marketer. By understanding what your target audience is thinking on a scale that only sentiment analysis can achieve, you can tweak a product, campaign, and more, to meet their needs and let your customers know you're listening
- Sentiment analysis is an artificial intelligence technique that uses machine learning and natural language processing (NLP) to analyze text for polarity of opinion (positive to negative). It's one of the hardest tasks of natural language processing but, with the right tools, you can gain in-depth insights from social media conversations, online reviews, emails, customer service tickets, and more

# TOOLS FOR SENTIMENT ANALYSIS MARKETING

There are several useful and dynamic sentiment analysis tools out there that can make sentiment marketing easy and cost-effective.

- Monkey Learn
- Brand watch
- Meltwater
- Social Searcher
- Repu state
- Hootsuite

# APPLICATIONS

Below are some of the top applications to help increase customer acquisition, improve customer service, and keep your clientele happy:

- Social media monitoring
- Analyze marketing campaign success
- Gauge consumer sentiment around a new product launch
- Keep an eye on your competition
- Prevent PR crises
- Market research
- Identify influencers



# BENEFITS

- Social Media Sentiment Analysis
- Brand Experience Insights
- Patient Insights
- Improve Customer Service
- Multilingual Insight
- News Trend Analysis
- Real-Time Sentiment Insights
- Customer Feedback

# THANK YOU

SUBMITTED BY

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III-MEDICAL ELECTRONICS