

SMART

Social Media Analysis & Response Tool

Products & Services

- Social Media Data Aggregation
 - Twitter, Facebook, LinkedIn, etc...
 - Queue and Response Workflow Management
- Social Media Analysis, Reputation Management & Competition Monitoring
 - Sentiment Analysis
 - Influencer Identification
 - Message Type Classification
 - Topic Modeling
 - Automated Response Agent
 - Projected Impact Message Queue Prioritization
- Professional Services & Consulting

Target Customers

Based on Company Size

- Total Businesses in US - 5.68M
 - < 20 Employees - 5.1M
 - < 50 Employees - 5.66M
- Public Companies (NYSE, Nasdaq, AMEX) - 6,666
 - Small-Cap 300M to 2B - 892
 - Mid-Cap 2B to 10(0)B - 1,128
 - Large-Cap >10(0)B - 4,646
- Individuals Posting on Twitter - 284M Active Users
 - 500M Tweets/day

Target Customers

Based on Industry Vertical

- Entertainment
- Marketing
- Retail
- Consumer Technology
- Education
- Old Media (News Papers, TV, Radio, ...)
- Recruiting
- Small Business
- Fashion
- Travel & Hospitality
- Restaurants

Problems to Solve

- Negative Sentiment Messages - Must identify negative messages posted by influencers that need a response
- Influencer Identification - Should identify positive messages by influencers that could be leveraged to enhance the positive effect
- Automated Responses - Must acknowledge support and information requests while managing expectations.
- Messages Queue Management - Need to route and prioritize messages to the appropriate company queue/person in the company to provide a timely and appropriate response
- ...

Problems to Solve

Relevant Facts 1

- Fast Growing Twitter Demographic - 55-64 Age Bracket
- Social Media Ranking - The number 1 activity on the web
- More Likely to Buy if on Social Media - 7 of 10 consumers
- Social Media Manager the Next Hire - 11% of Local Businesses
- Expect Response within 60 Minutes - 42% of consumers posting complaints on Social Media
- Trust Online Recommendations - 72% of consumers trust online reviews as much as personal recommendations
- More Leads than Facebook, Twitter or Blogs - LinkedIn generates more leads yet only 47% of Marketers use LinkedIn
- Trust Social Media Information - 90% of 18 to 24 year-old adults trust social media messages
- Preference Connecting to Brands - 80% of social network users prefer to connect with Brands via Facebook
- Averages Responses to Social Media Messages - on average companies respond to 30% of social media fan feedback
- Leads via Social Media - 34% of marketers have generated leads via social media

Problems to Solve

Relevant Facts 2

- Consumers Reading Product Reviews - 68% of Consumers
- Expect Businesses to Active on Social Media - 85% of consumers
- Investing in Blogging and Social Media - 23% of Marketers are Investing in Social Media and Blogging up 9%
- Think Companies are More Approachable - 59% of social media users think companies on social media are more approachable

Marketing Plan

Communicating the Message

- Company Website - Marketing Messaging
- Blog Postings & Bloggers
 - Example
 - Hootsuite - <http://blog.hootsuite.com/beginners-guide-sentiment/>
 - Repustate - <https://www.repustate.com/twitter-reaction-to-rob-ford/>
- Data Science Resource Portals - <http://www.kdnuggets.com/companies/consulting.html>
- Meetups - Review how to process social media data, sentiment analysis and topic modeling. Demo application and review the how-to.
- DataKind - <http://datakind.org>
- Kaggle Competitions - <https://www.kaggle.com/competitions>

Marketing Plan

Free / Limited Product

- Full Featured Product - Limit number of messages processed
- Limited Features - Allow processing of all of the data
- Free for limited time

Competitor Analysis

Targeting Large Companies

- Oracle

- IBM

- ...

Competitor Analysis Consulting Platforms

- Clarabridge - <http://clarabridge.com>
- Repustate - <https://www.repustate.com>
- ...

Competitor Analysis Products

- Trackur – <http://www.trackur.com/social-media-monitoring>

- ...

Competitor Analysis Features

- Hashtags and Keyword Analysis

Discussion of Management

- Data Science
- Product Management
- Software Development
- Sales & Marketing
- Support
- Legal

Financial Projections

Revenue

- Product
 - Businesses
 - Small
 - Medium
 - Large
 - Individuals
- Consulting

Financial Projections

Costs

- Website
- Storage
- Processing Resources

Implementation Plan

Feature List Prioritized

Phase 1

- Aggregation (Twitter, Facebook, LinkedIn)
- Sentiment Analysis
- Message Classification
- Topic Modeling
- Message Routing & Queue Management

Implementation Plan

Feature List Prioritized

Phase 2

- Aggregation (Google+, Pinterest, Talkbiznow, Tumblr, Instagram, YouTube)

Next Steps

- Where will data be stored so we can share and start working on the Data Science Features
- When can we start storing the data centrally
- How much will storing the data centrally cost
- Maybe create a free EC2 account for the first year
- What data will we use for this project
- Maybe we select a data set we can download locally and everyone has the same data set

Next Steps

- Forming the company
- Recruiting Board Members
- Tasks to start the project??

Task Assignments

- Jose - Dataset to Use - Yodlee
- Jose - Post Data in GitHub to use Locally
- Jose - Website Domain Registration
- Jose - Registering the Company Research
- Clem - Potential Board Member List
- Clem - Start Topic Modeling Work