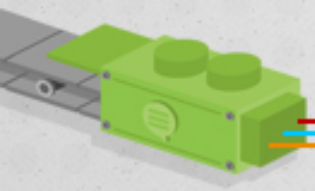
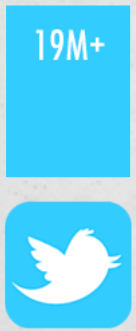
Social Media Action Center



kanadigital

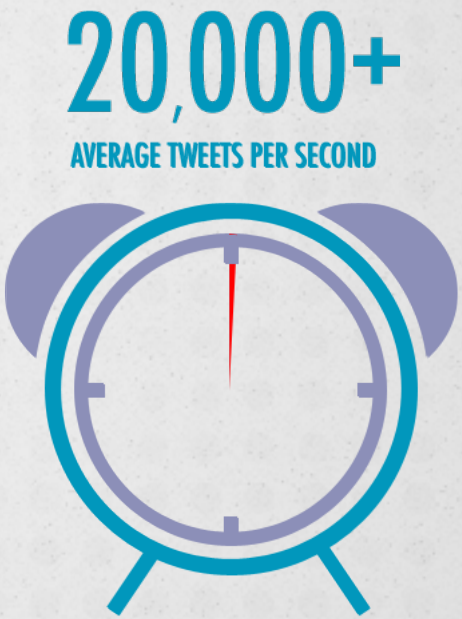
Social Media In Indonesia

The Numbers



Source: semiocast.com

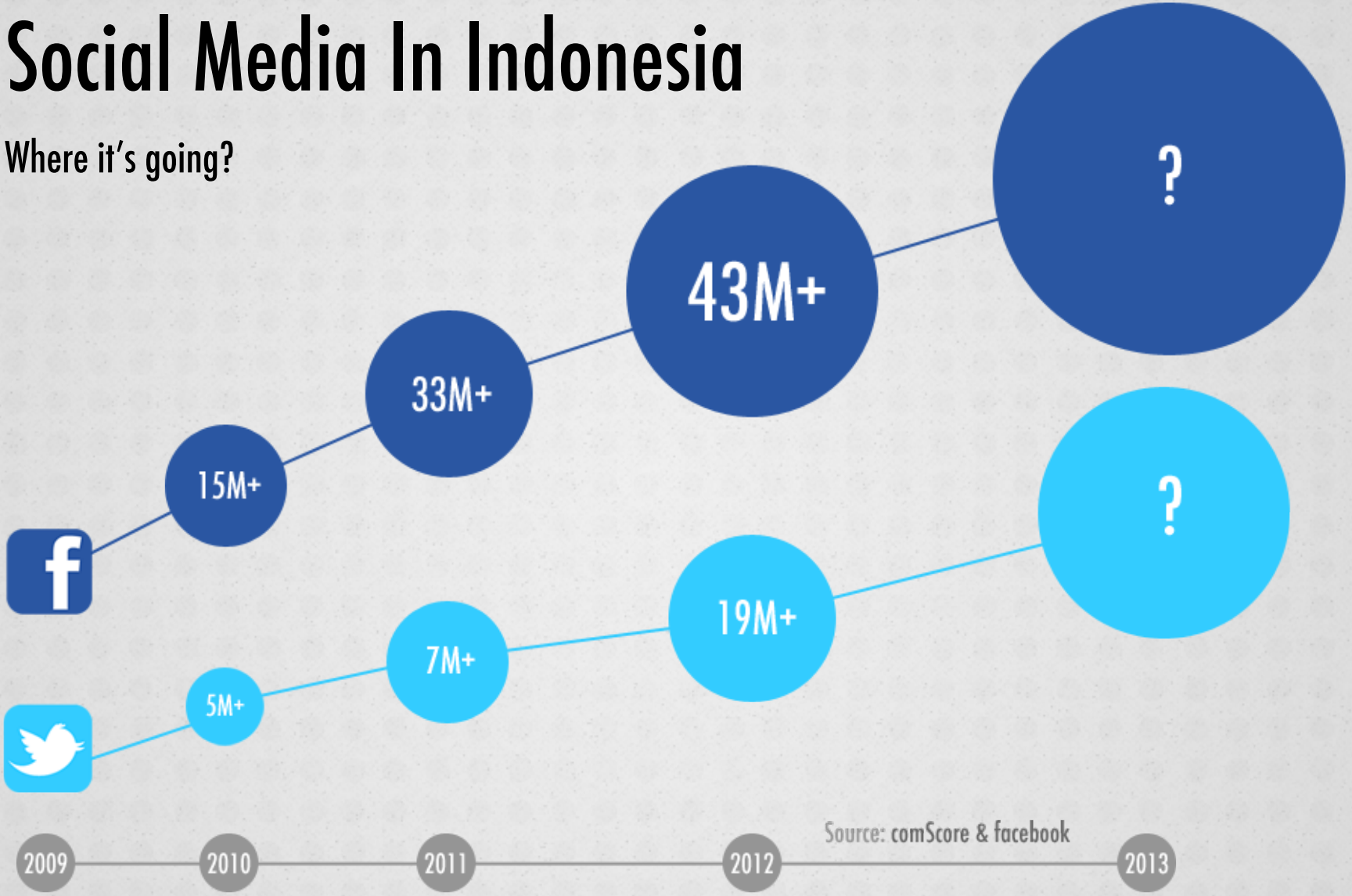
Source: facebook.com



Source: SMAC

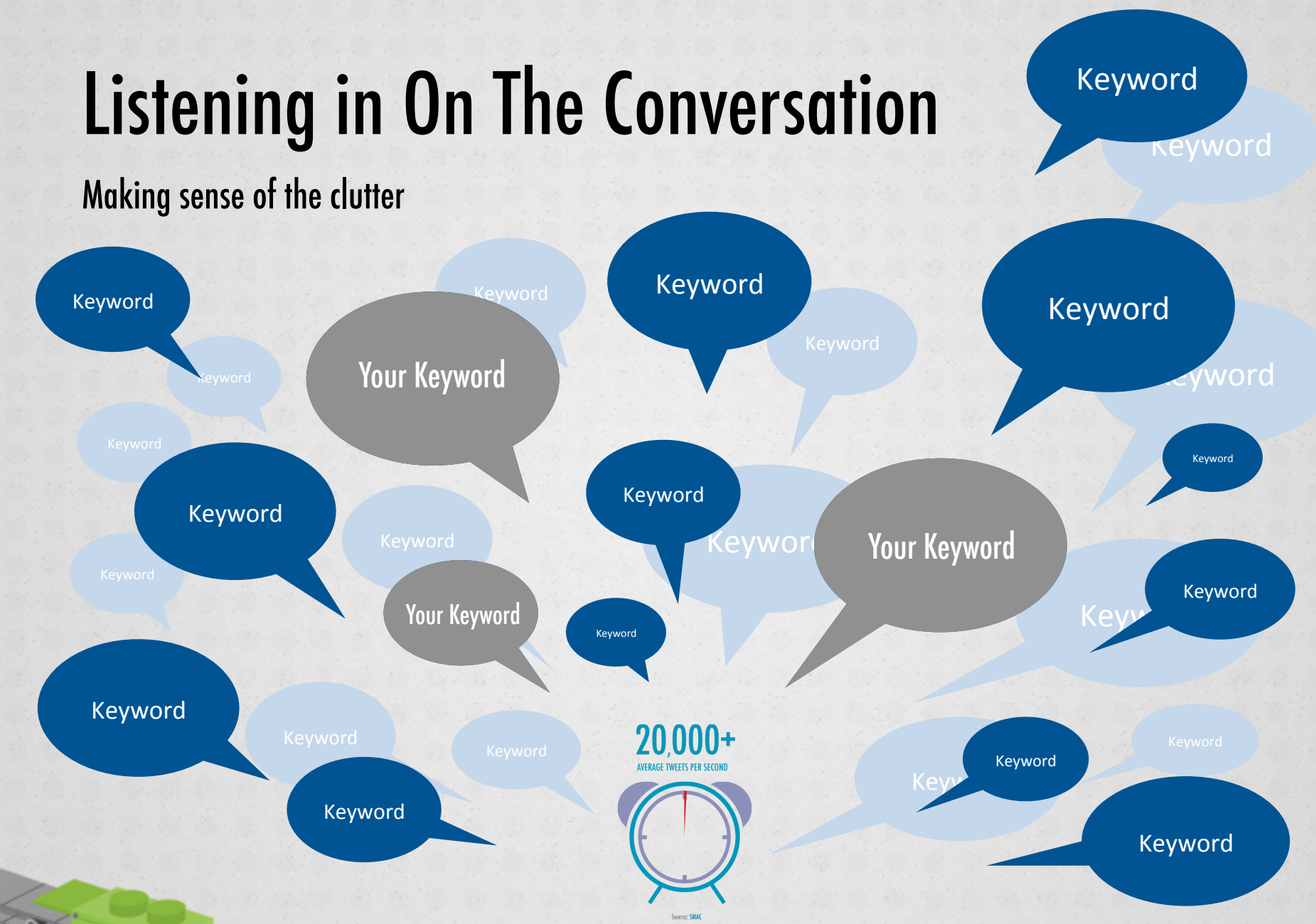
Social Media In Indonesia

Where it's going?



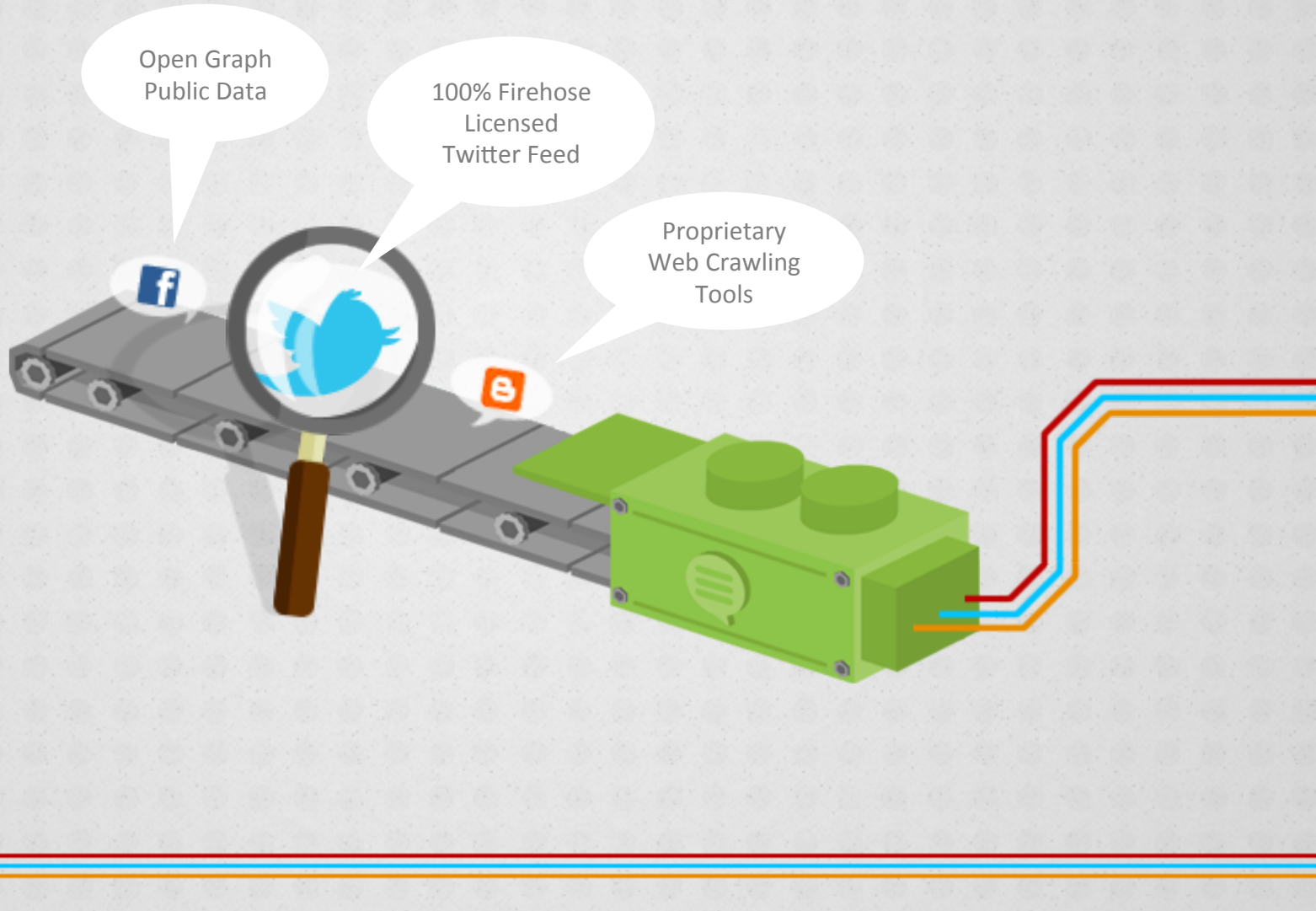
Listening in On The Conversation

Making sense of the clutter



Listening in On The Conversation

What We Have



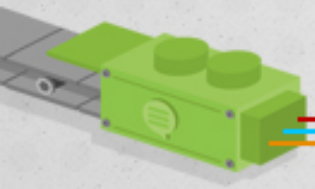
So Before You Start..

Identify Your brand, program or campaign name

Compile a brief list of terms and slogans being used in your ATL/BTL Campaigns

Choose target channels

List your competitors words or industry vertical



GETTING STARTED

Creating Your First Topic

What Will SMAC Pick Up?

Dina Novita Roes @dinamazing
Kok paket **blackberry** indosat gitu sih, gw pake full **service**. Pulsa gw tiba2 berkurang pas nerima email

Tweet

Blog Post Titles and Headings

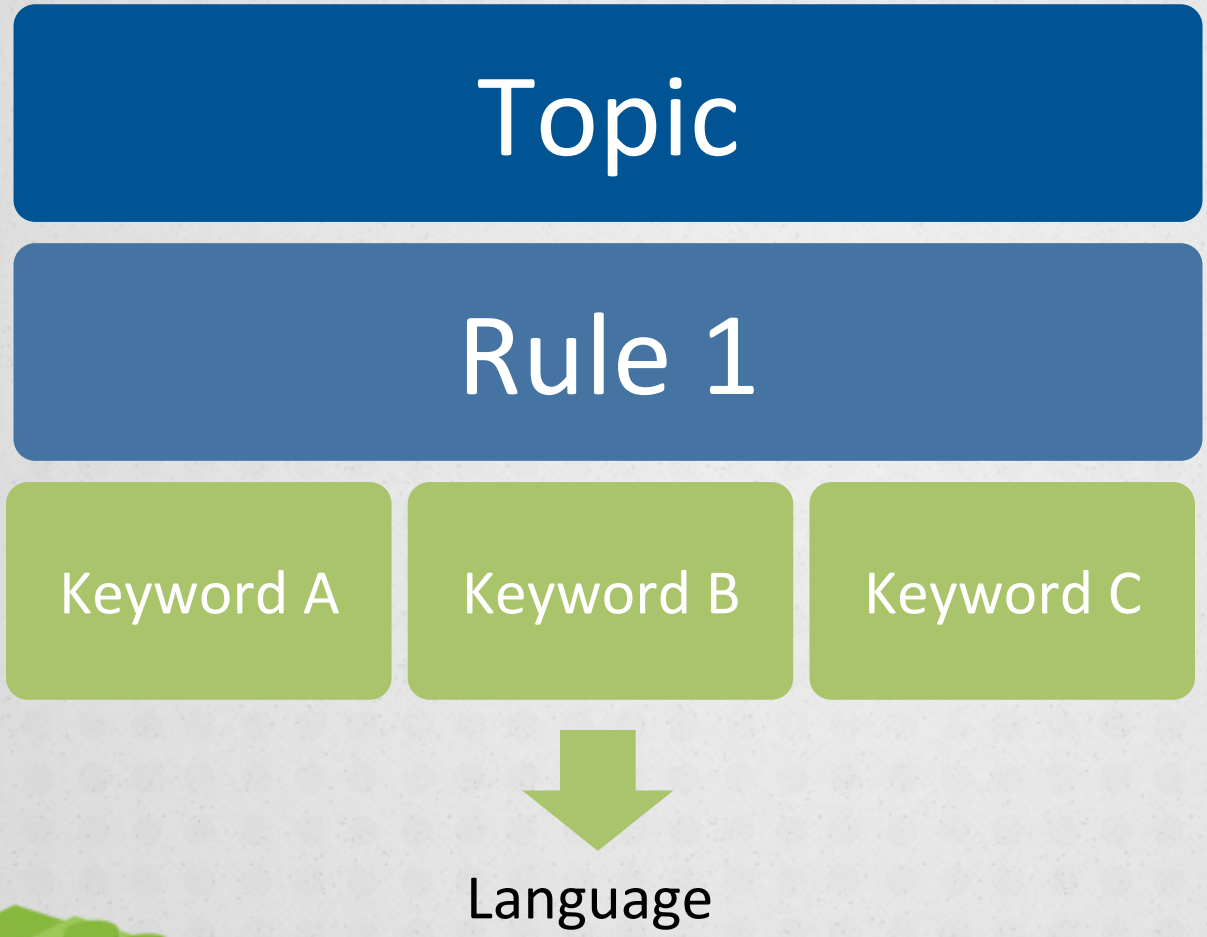
Cara mengaktifkan Service Books Blackberry
at Jumat, Maret 09, 2012

Service Books adalah daftar konfigurasi yang tersedia dalam perangkat BlackBerry untuk memastikan seluruh aktivitas email, browser, dll berjalan sempurna.
Sehingga fitur yang satu ini sangat diperlukan oleh pengguna untuk mengetahui aktivitas yang dilakukan berjalan dengan normal.

Blackberry Service is down? Oh well. I have an iPhone
Please 'like' this page and I'll promise never to spam your news feeds again! x

Facebook Public Post

Understanding the Campaign Structure



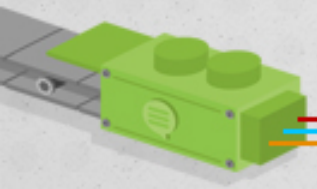
Posts containing these two conditions

Service AND Blackberry
Service AND 3G

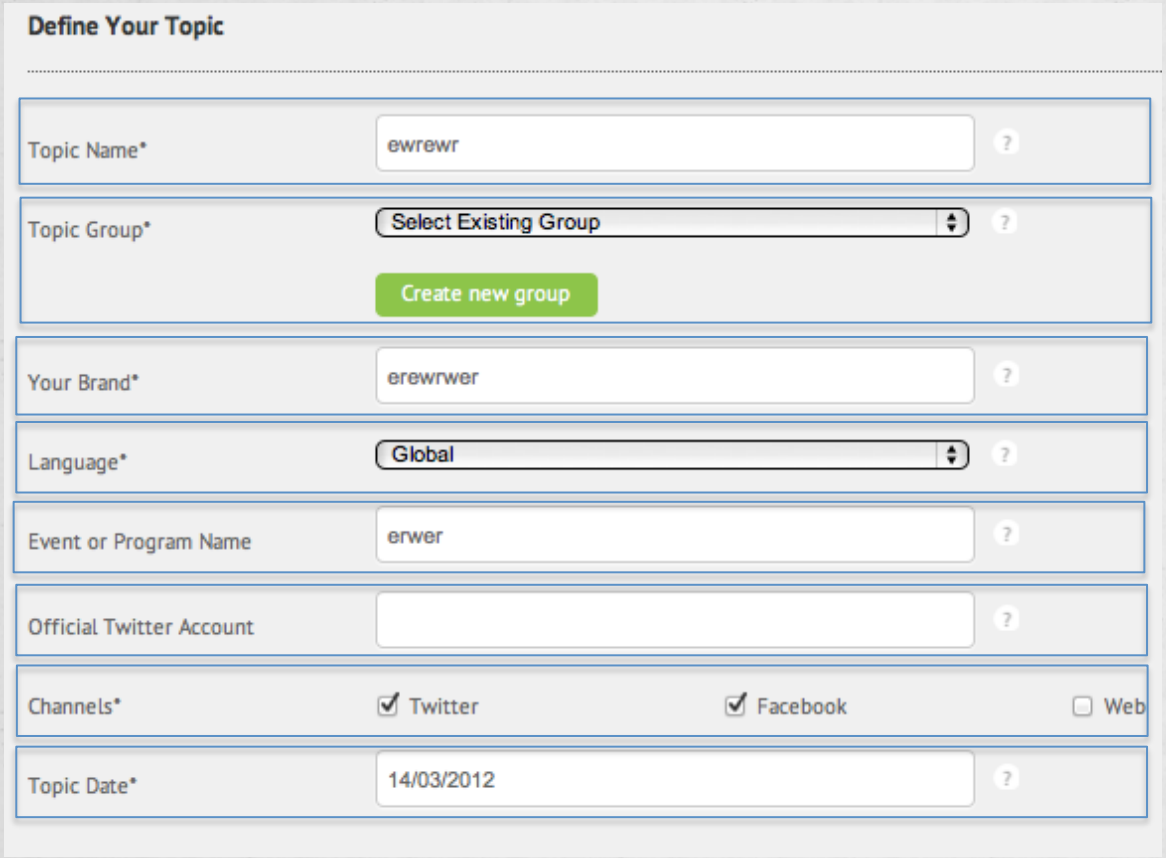
Service , Blackberry, 3G

5 Step Wizard to Start Your Topic

Define Your Topic	Topic Information
Create Rules	Keyword Help Rule Definition
Need Historical?	Find Volume
Settle Payment Or Credit	SMAC Credits Paypal
Finalize & Activate	Review Definitions Activate Topic



Tell SMAC About Your Topic



→ Name or identifier

→ Group your topics for analysis and comparison purposes

→ Your main brand will automatically become a keyword

→ One listening language per topic

→ Your event/program/campaign name will automatically become a topic

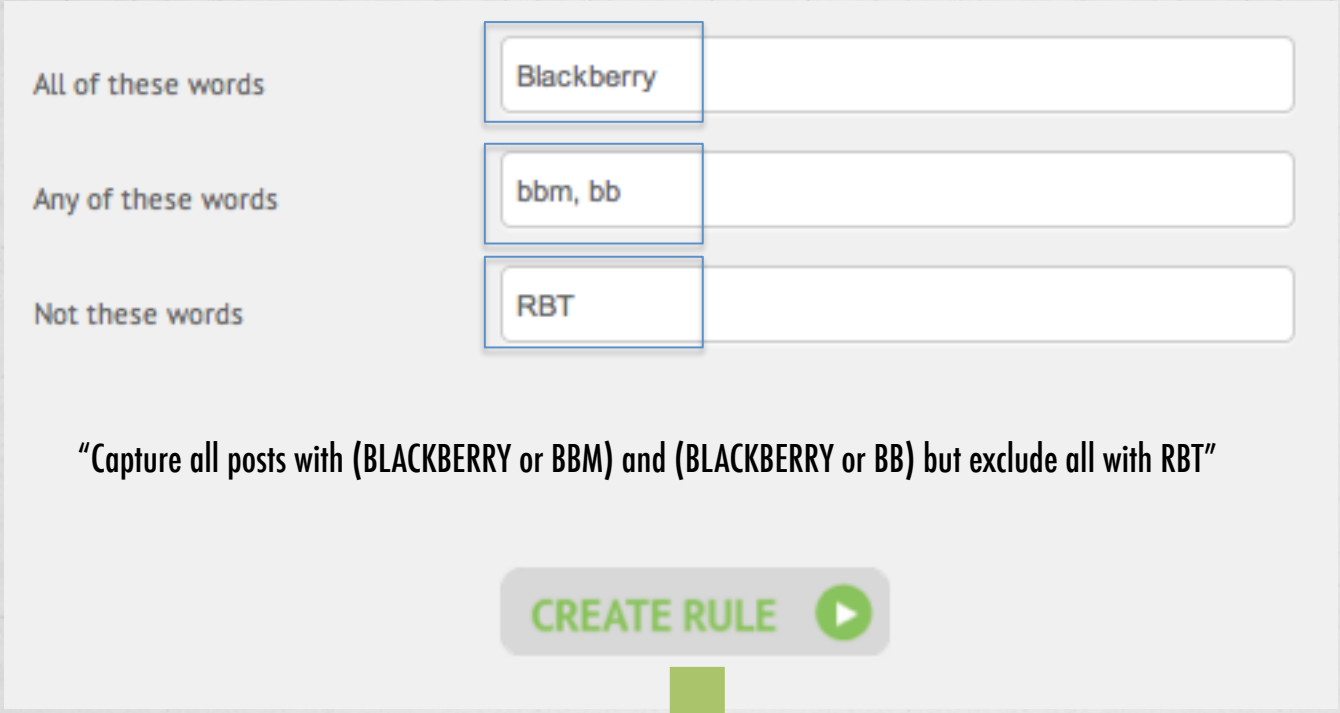
→ SMAC also provides analysis on your official twitter acc

→ Channels this topic will cover

→ The start date for this topic

Defining Rules

Rules are a combination of keywords used to filter captured posts in your topic



NO	ALL OF THESE	ANY OF THESE	EXCLUDE THESE	INFO
1	Blackberry x	bbm x bb x	RBT x	

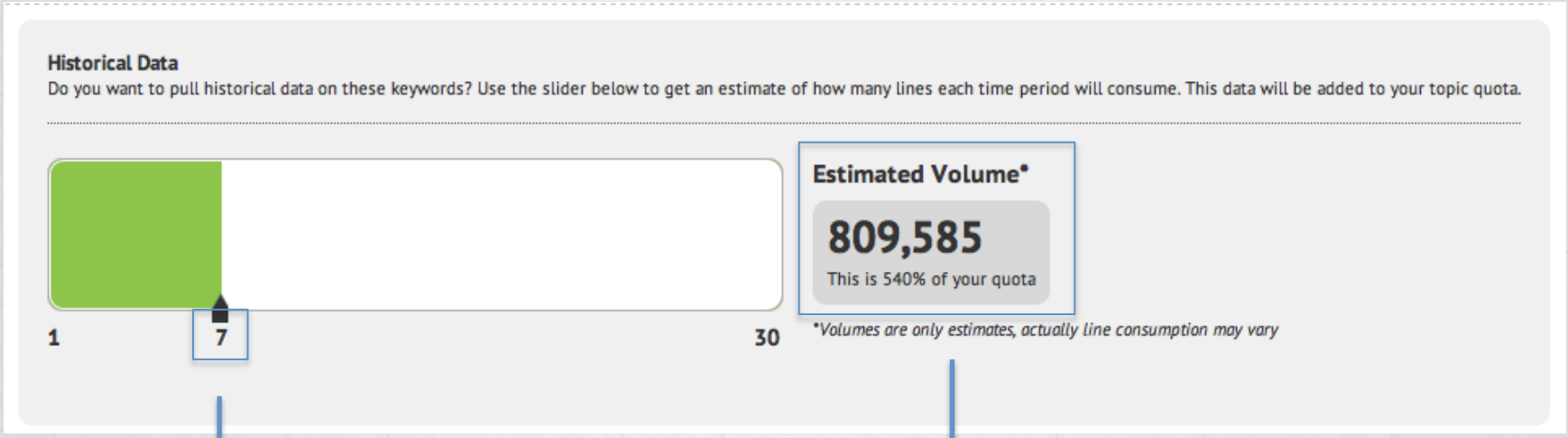
Using the Keyword Suggestion Cloud

SMAC provides real-time suggestions of the keywords related to your rule

Keywords can be used as additional listening filters to track competitors or current issues otherwise passed over

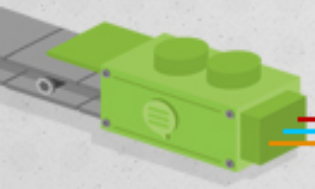
Capturing Historical Data (BETA)

Get an estimate before spending lines on historical data



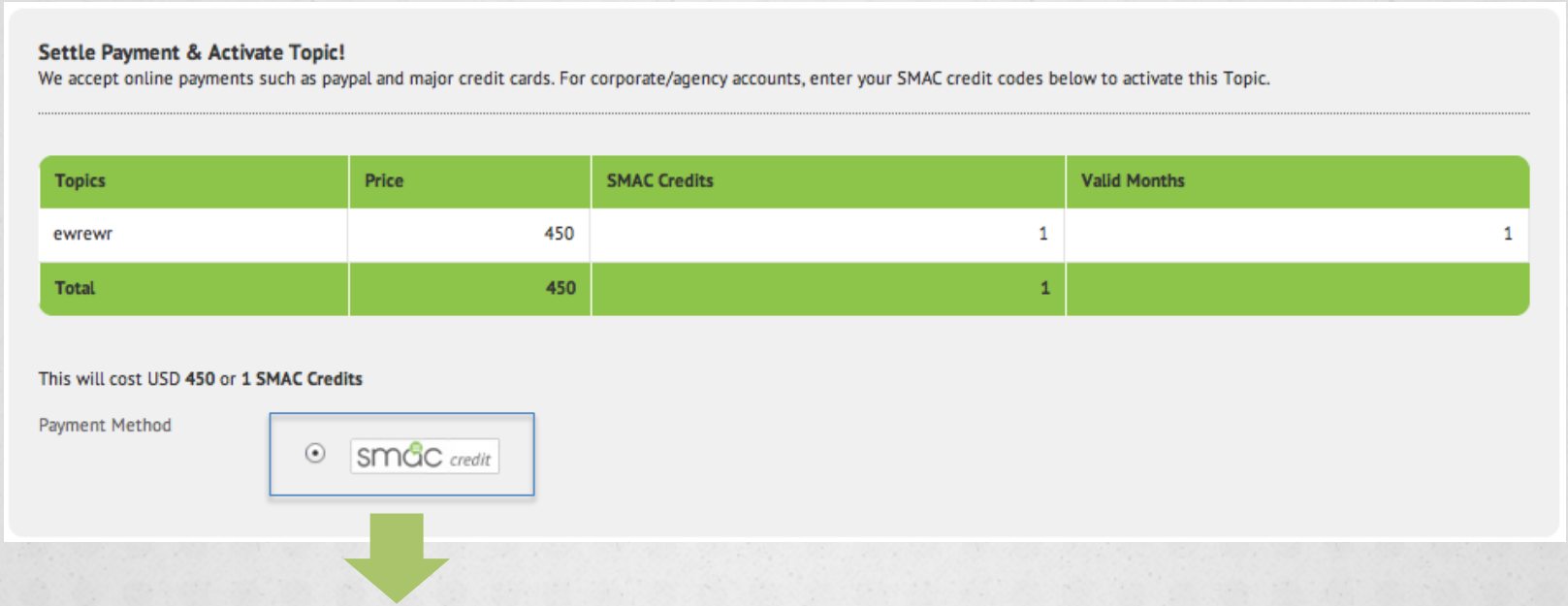
1,7,30 day option

Estimated volume, will count to your 100,000 line quota



Important: Lines are streamed with your incoming current data and are NOT delivered in bulk

Paying For Your Topic



Settle Payment & Activate Topic!

We accept online payments such as paypal and major credit cards. For corporate/agency accounts, enter your SMAC credit codes below to activate this Topic.

Topics	Price	SMAC Credits	Valid Months
ewrewr	450	1	1
Total	**450**	**1**	

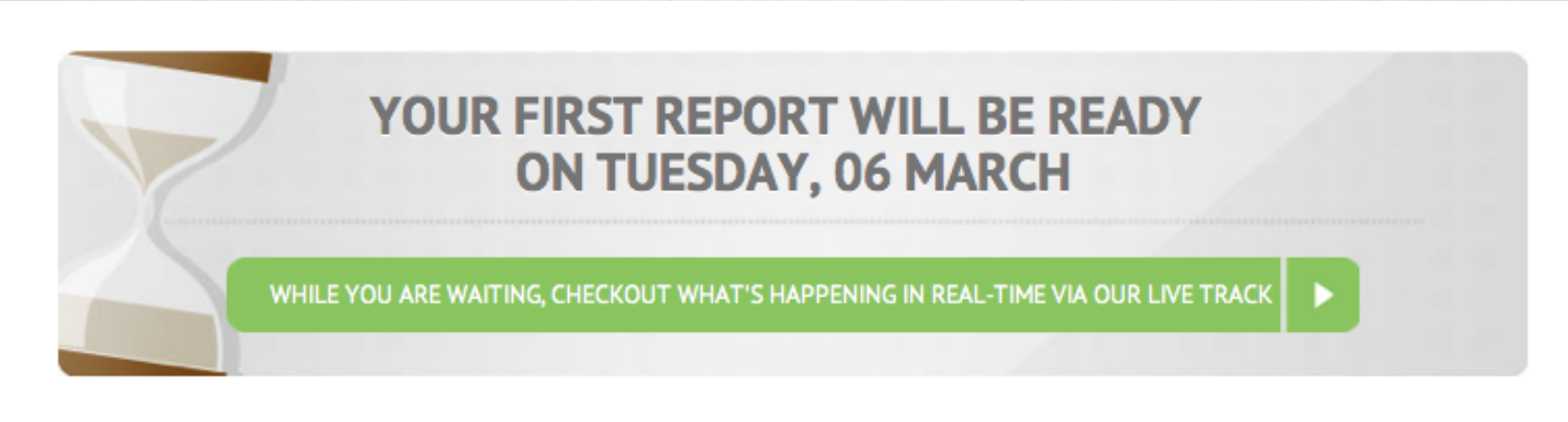
This will cost USD **450** or **1 SMAC Credits**

Payment Method

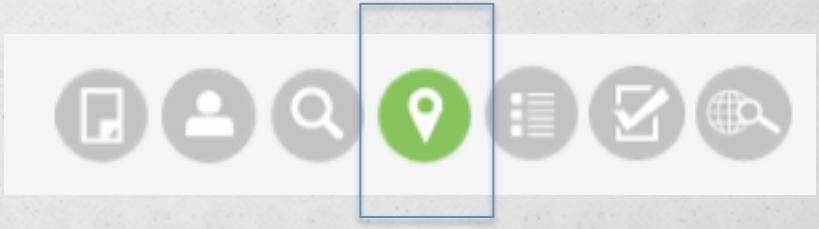
smac credit

- Agency or Corporate accounts use SMAC Credits
- SMAC Credits are preloaded into each account according to committed contract
- 1 Topic = 1 Credit
- Topic usage is billed monthly with 5, 15, 25th of the month payment cycle options

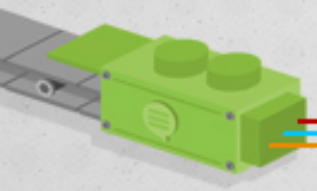
..and You're done!



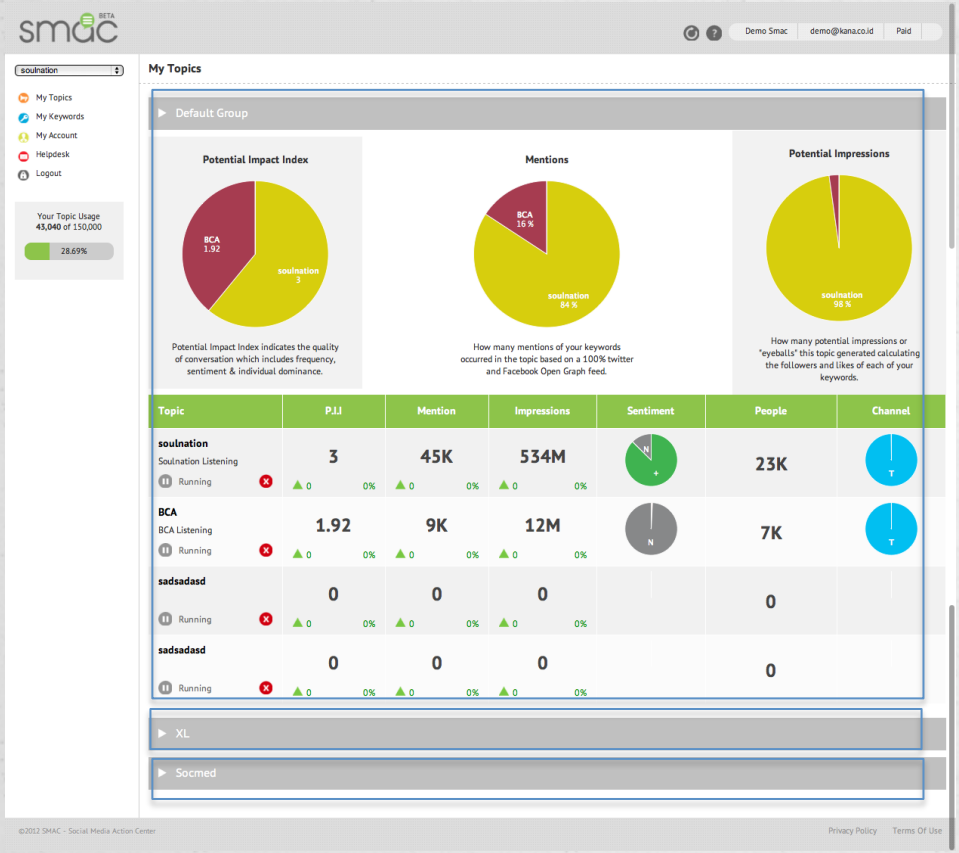
- The first Initial report takes 24 hours to compile
- Throughout the campaign, data is refreshed every 24 hours
- For instant results, LIVE TRACK provides real time streams



READING SMAC



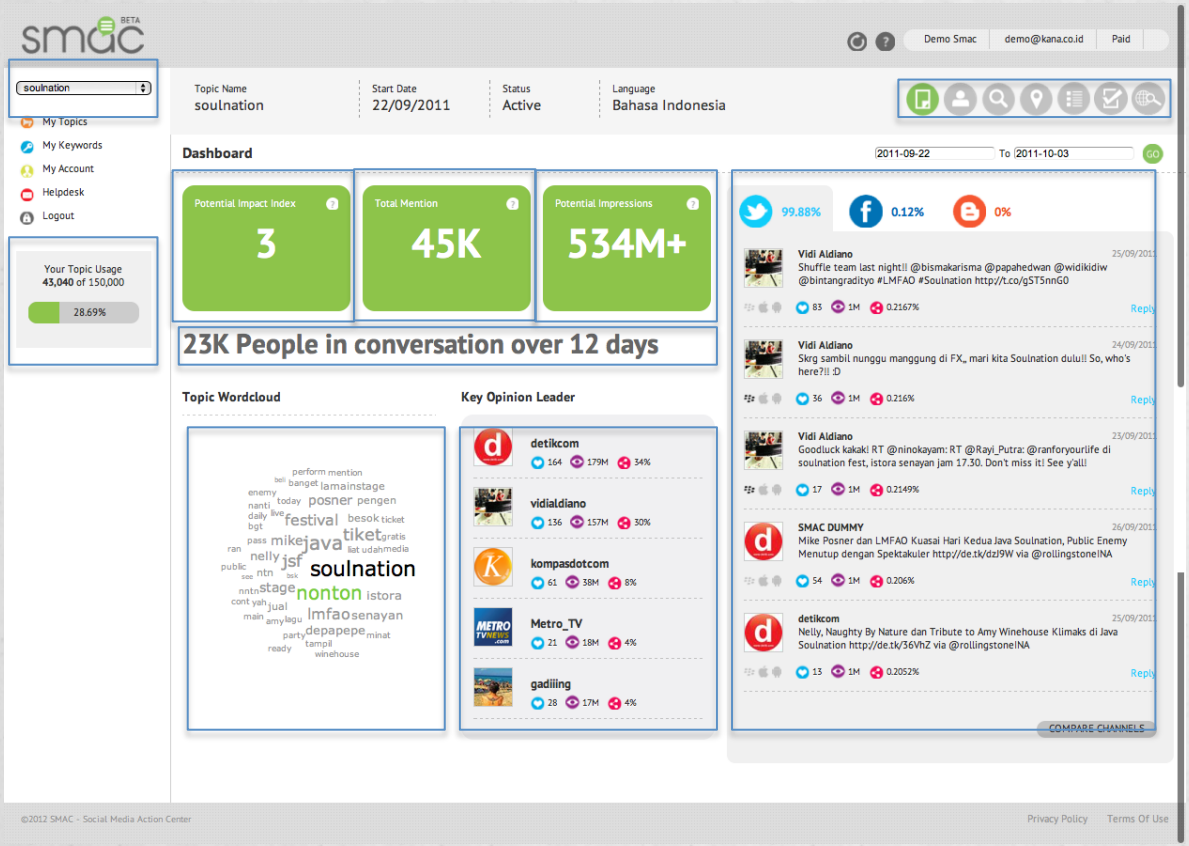
Topic Overview Dashboard



- Provides an overview of all your active topics
- Compare topics on different product groups & competitors through topic groupings
- Get a hold of mentions, impressions and sentiment across all topics
- Instant SOV visualization across topics

Topic Dashboard

What you need to know about your topic on one page

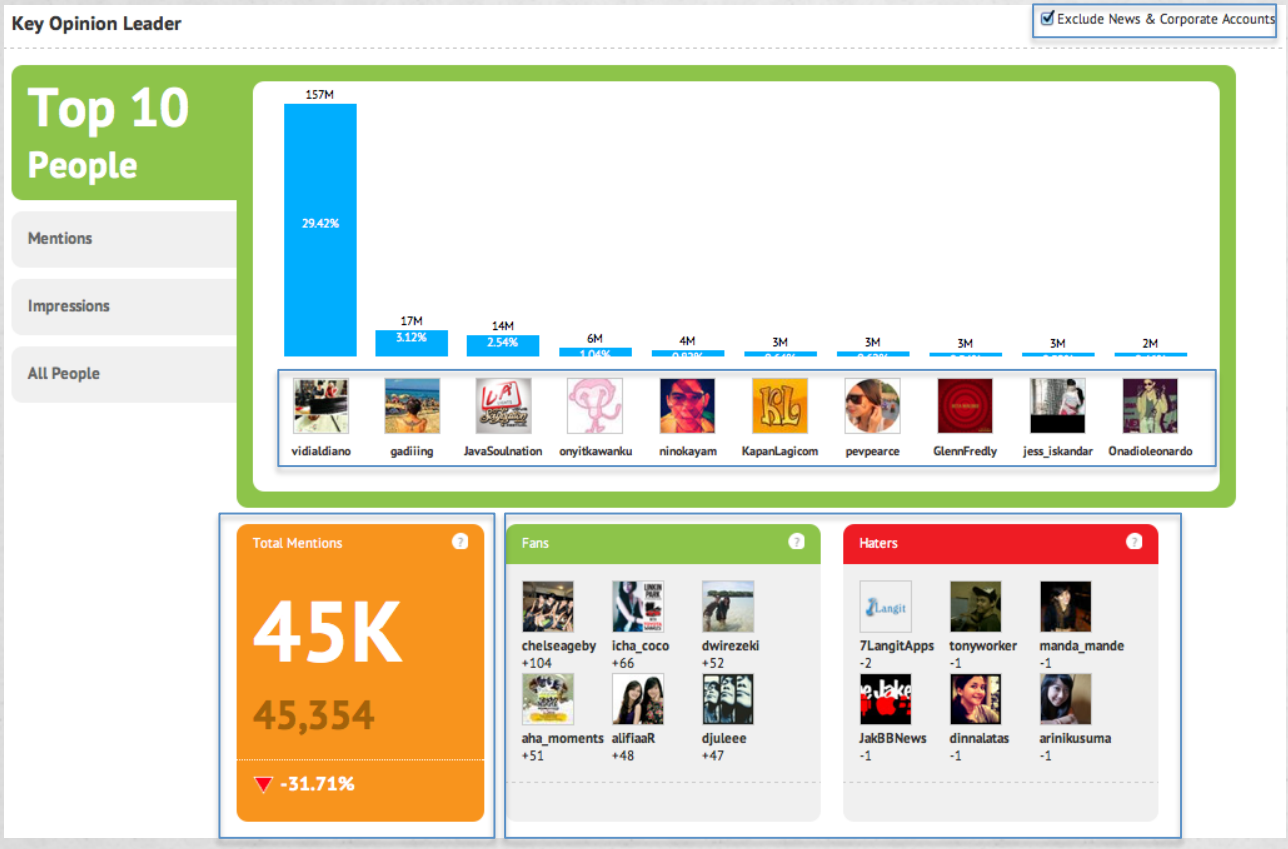


- Main listening metrics
- Unique people engaged
- Main Topic Wordcloud
- Top 5 Key Opinion Leaders
- Top 5 Important Posts
- Main Navigation
- Current Topic Line Usage
- Topic Language

* Custom topic dashboards are also available on separate contracts

Identify Key Opinion Leaders

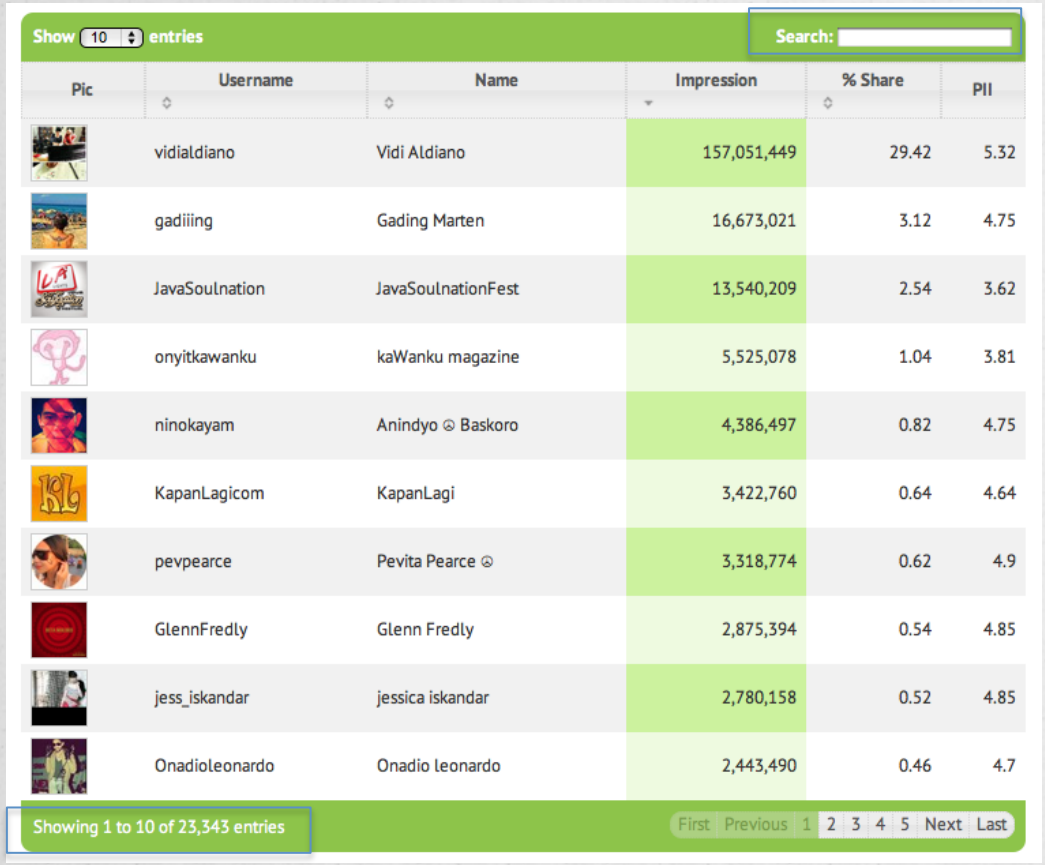
Capture the personalities that matter



- Top 10 KOLs by Volume
- Total Mentions & Growth
- Fans & Haters
- Exclude News Sites

Identify Key Opinion Leaders

Capture the personalities that matter



Show 10 entries — Search:

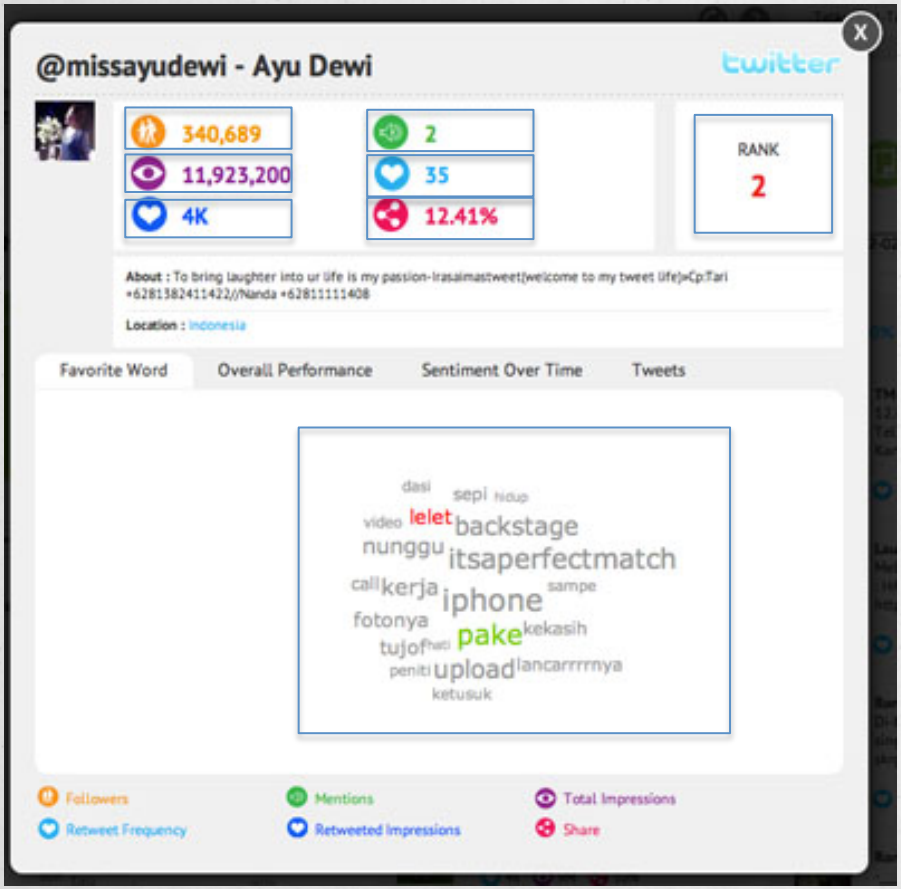
Pic	Username	Name	Impression	% Share	PII
	vidialdiano	Vidi Aldiano	157,051,449	29.42	5.32
	gadiiing	Gading Marten	16,673,021	3.12	4.75
	JavaSoulnation	JavaSoulnationFest	13,540,209	2.54	3.62
	onyitkawanku	kaWanku magazine	5,525,078	1.04	3.81
	ninokayam	Anindyo ☮ Baskoro	4,386,497	0.82	4.75
	KapanLagicom	KapanLagi	3,422,760	0.64	4.64
	pevpearce	Pevita Pearce ☮	3,318,774	0.62	4.9
	GlennFredly	Glenn Fredly	2,875,394	0.54	4.85
	jess_iskandar	jessica iskandar	2,780,158	0.52	4.85
	Onadioleonardo	Onadio leonardo	2,443,490	0.46	4.7

Showing 1 to 10 of 23,343 entries — First Previous 1 2 3 4 5 Next Last

- Unique people sorted by relevance
- Search people
- Keep track of all current KOL's and paid accounts

Social Profiling

SMAC Creates Topic Centric Profiles on Each Person

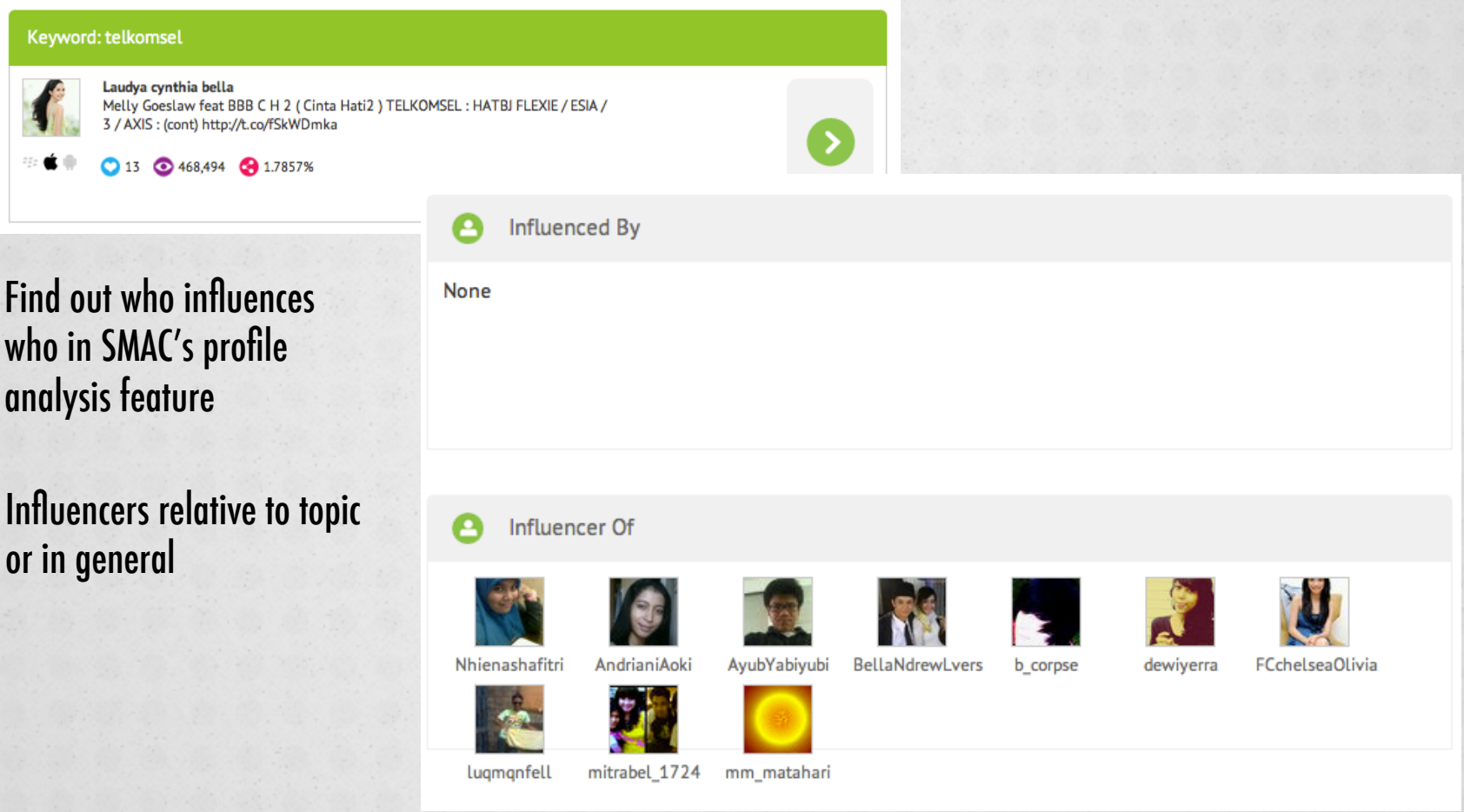


Available metrics relative to topic:

- Followers
- Mentions
- Potential Impressions (Mentions x Followers)
- Retweeted By Others
- Impressions of Retweets
- Share of Voice
- Rank Relative to Topic
- Wordcloud Relative to Topic

Social Profiling

Analyze Profile, Get Influencers

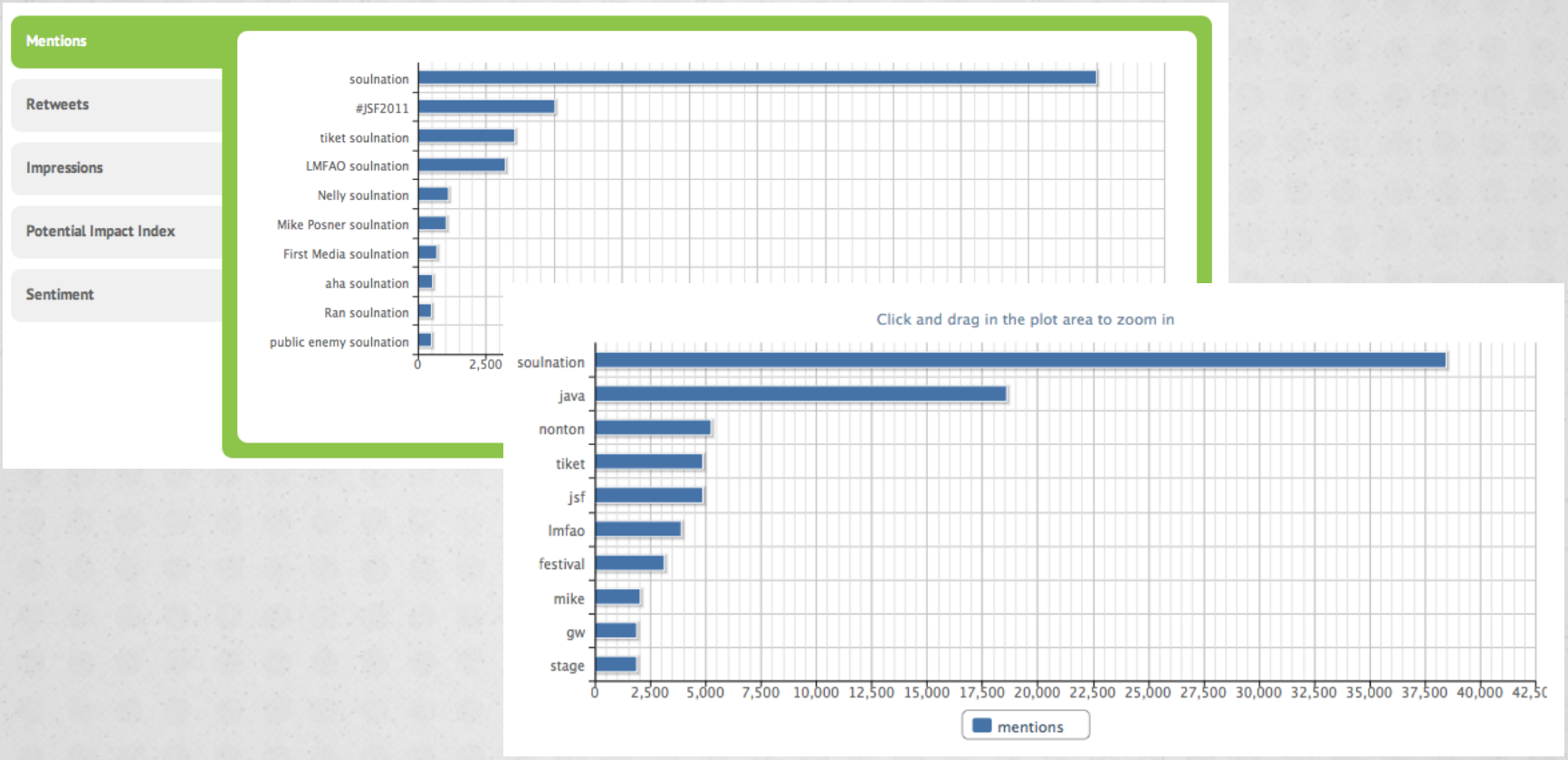


Find out who influences who in SMAC's profile analysis feature

Influencers relative to topic or in general

Analyze Keywords

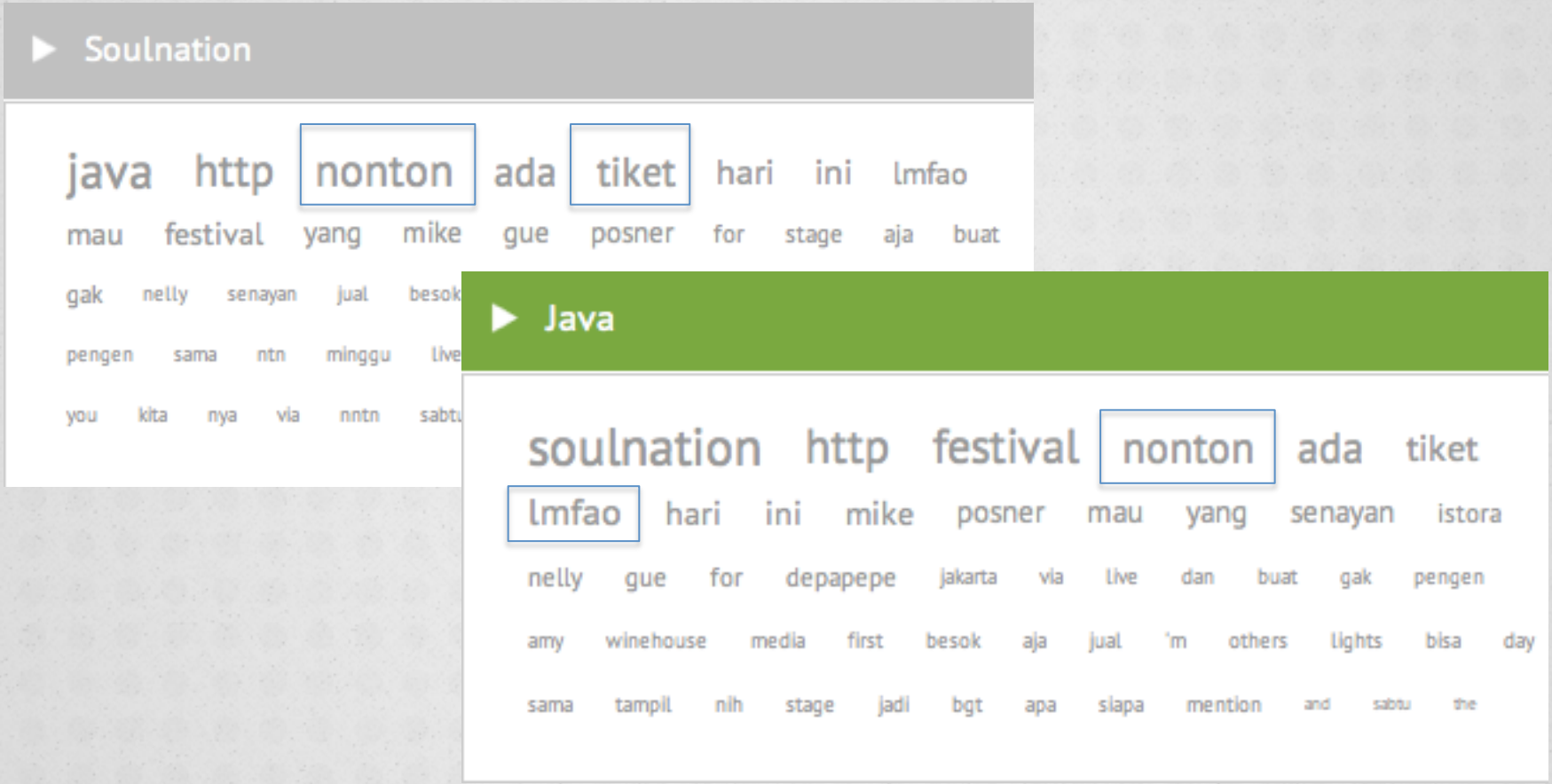
SMAC captures the keywords most important to your topic



*Capture additional keywords surrounding your rules

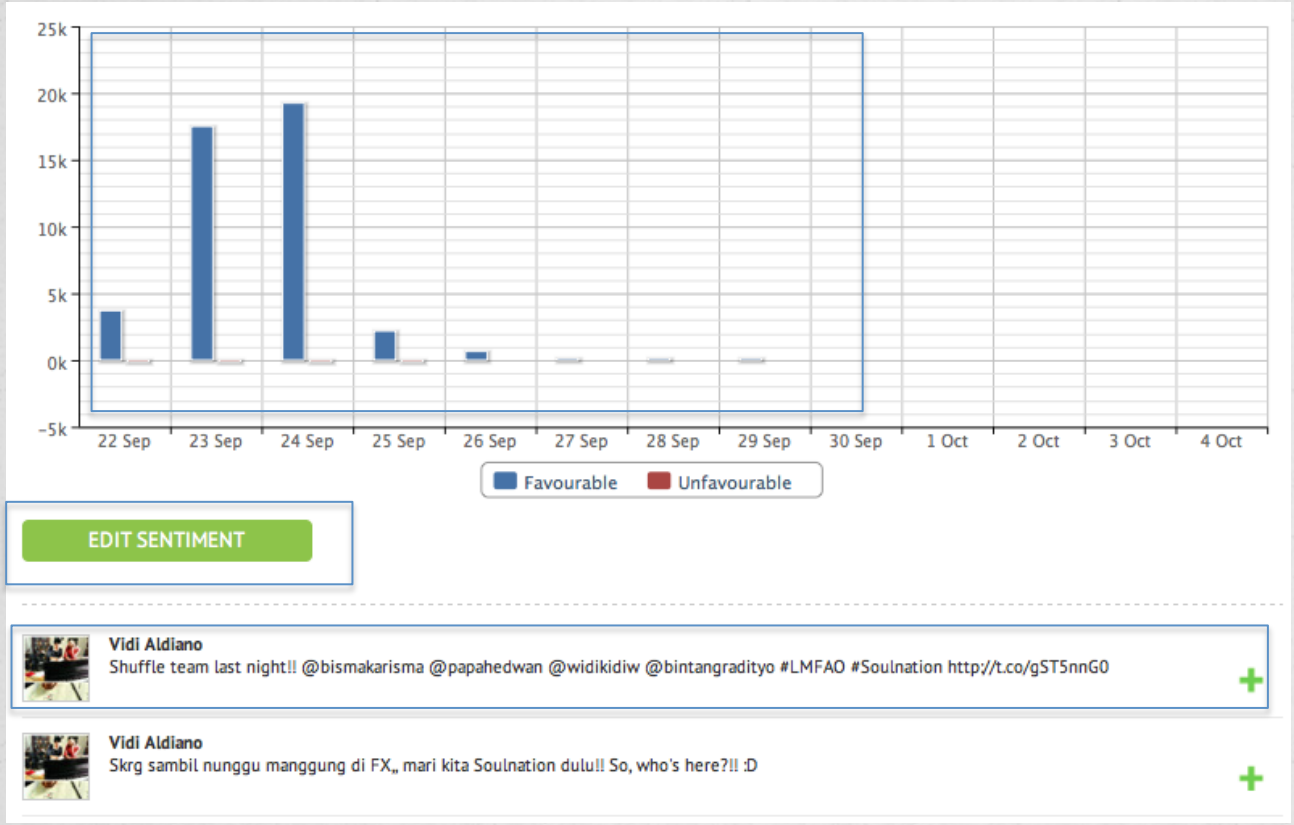
Analyze Keywords

Capture the conversation related to your keywords



Get insights on the words related to your main rules

Sentiment Capturing

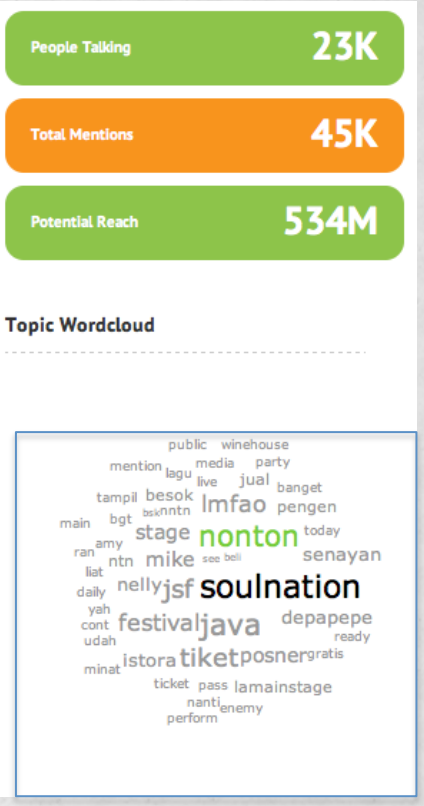


- Favorable & Unfavorable sentiment volumes
- Changeable sentiment functionality
- Directly isolate favorable & unfavorable posts across all channels

The Who, When & Where

Live Track, Live Stream

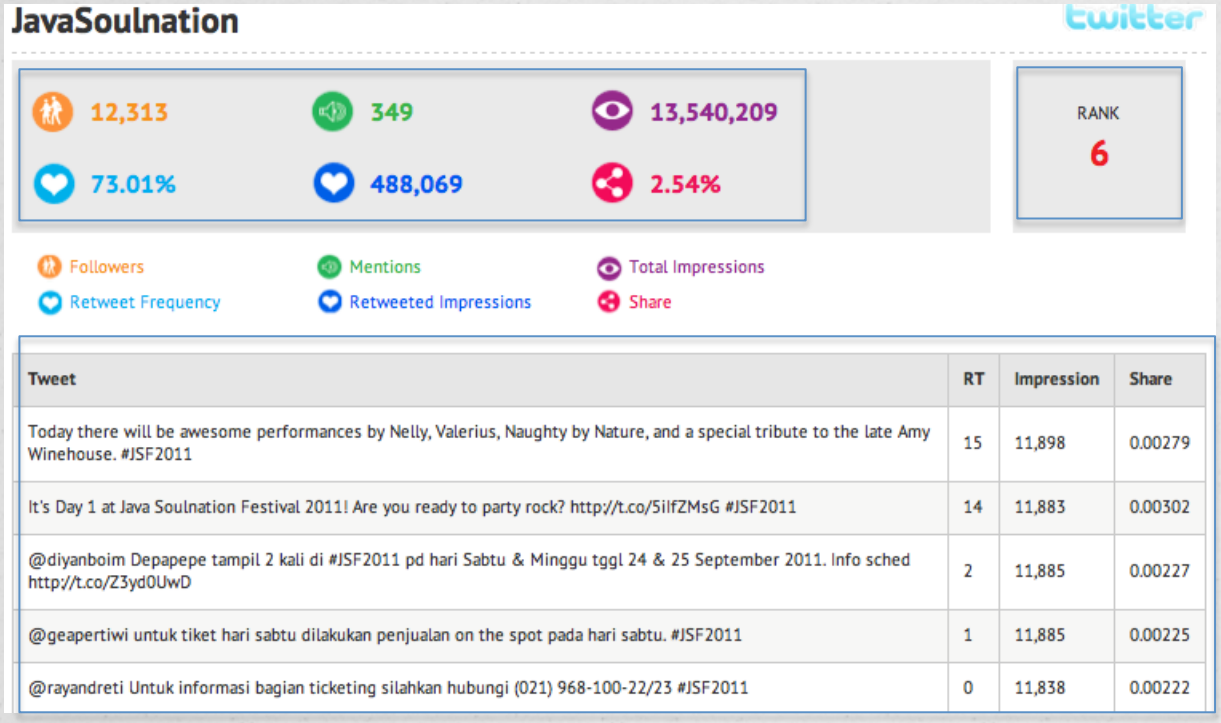
Author	Text	Posted Date
Andre Wirawan Restu	@vikysianipar @raisa6690 padahal di java soulnation udah di depan mata, pas lagi bengong di samping panggungnya RAN.. Tapi malu2 minta..:D	03/10/2011 12:01:19
Nabila Fasza A	Photoset: @lalepsi on the LA lights main stage java soulnation 2011 with maliq d'essentials http://t.co/G0AlVSry	03/10/2011 09:38:03
kevin tourino	masbro di first media konser depapepe pas main di soulnation disiarin di channel apa ya @DEPAPEPE_ID	03/10/2011 01:43:16
Amira Prastiti	Valerius lagu2 nya bagus juga (kilasan java soulnation 2011) http://t.co/TSjOAtKt	02/10/2011 15:38:27
adE Bee	Mengobati ga nonton soulnation lastweek #nowwatching Valerius di FirstMedia	02/10/2011 15:17:19
AchyCintaIndonesia	Dmana??dmana??dmana??? RT @sarizakaria: I do love maliq & d'essentials "nonton java soulnation di tv :D	02/10/2011 14:43:40
Arief Aji Yulianto	Mike Posner (yang kemarin tampil di Java soulnation) mengcover lagu milik Adele - Rolling In The Deep #recycle	02/10/2011 05:22:59



Track Geo-Enabled Posts down to street level

Real-time word cloud for instant analysis

Measure Your Branded Accounts



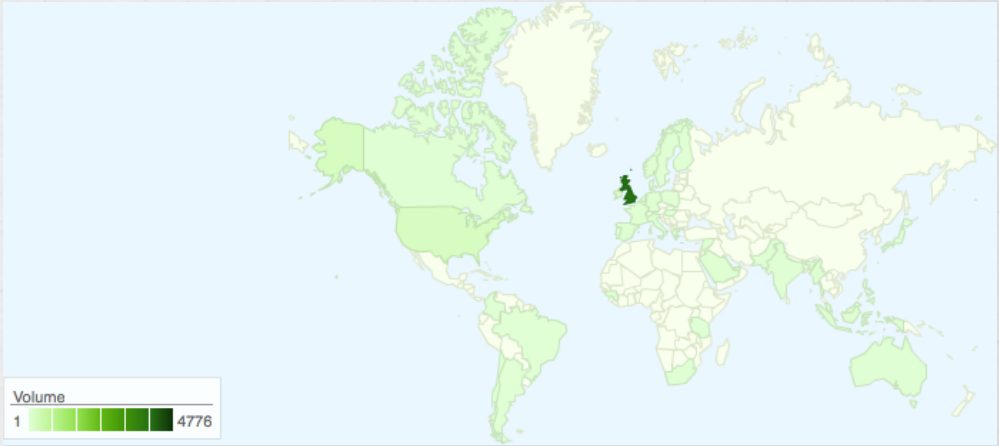
Tweet	RT	Impression	Share
Today there will be awesome performances by Nelly, Valerius, Naughty by Nature, and a special tribute to the late Amy Winehouse. #JSF2011	15	11,898	0.00279
It's Day 1 at Java Soulnation Festival 2011! Are you ready to party rock? http://t.co/5ilfZMsG #JSF2011	14	11,883	0.00302
@diyanboim Depapepe tampil 2 kali di #JSF2011 pd hari Sabtu & Minggu tggl 24 & 25 September 2011. Info sched http://t.co/Z3yd0UwD	2	11,885	0.00227
@geapertiwi untuk tiket hari sabtu dilakukan penjualan on the spot pada hari sabtu. #JSF2011	1	11,885	0.00225
@rayandreti Untuk informasi bagian ticketing silahkan hubungi (021) 968-100-22/23 #JSF2011	0	11,838	0.00222

- Facebook brand pages and website/blog performance coming soon

- Detailed metrics on your branded account per topic
- See how your account is ranked against the rest
- Discover your most relevant posts by share of voice

Different Markets, Different Story

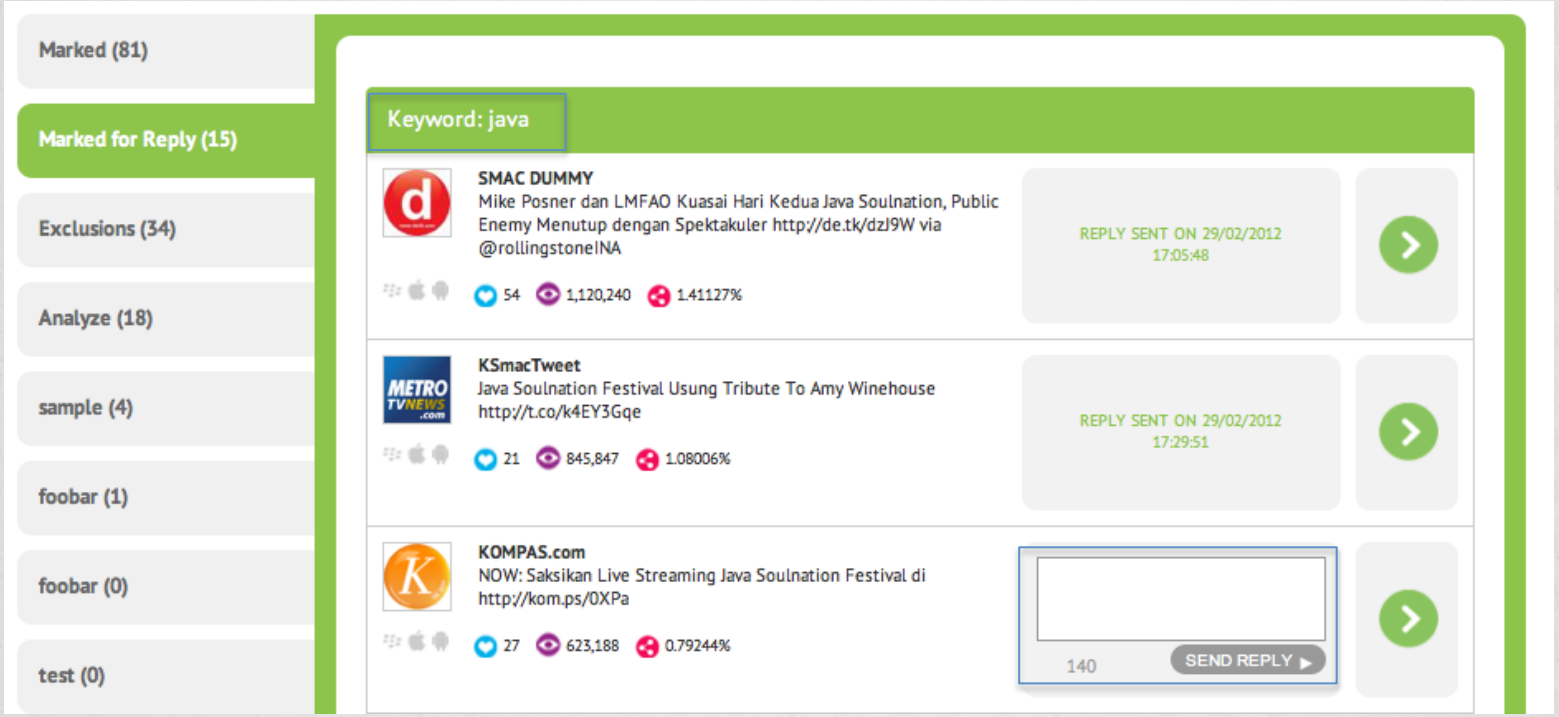
- Market Performance
- Dashboard Data Per Market



Locations	Mentions	Impressions	Peoples
United kingdom	4,776	2,328,426	4,776
United states	255	235,939	255
Ireland	104	38,981	104
Spain	41	26,089	41
Indonesia	34	56,367	34
Saudi arabia	27	7,663	27
United arab emirates	21	22,337	21

Using Workflow

Mark, Reply, Exclude & Analyze



Easily reply relevant tweets filtered by keyword

Responses are sent from an authorized twitter account

Sign In with Twitter

So What Do We Get?

Keyword "A" AND Keyword "B"

Channels

- 90%
- 7%
- 3%

Sentiment

- 85%
- 10%

Top 5 People

- @infobandung (48%)
- @hotradero (10%)
- @melaneyricardo (7,6%)
- @infosemarang (2,4%)
- @javasoulnation (1,2%)

5,697 Unique People

Top 5 Keywords

Nonton (23%)
Imfao (10%)
mike (2,3%)
senayan (0,4%)
tiket (0,1%)

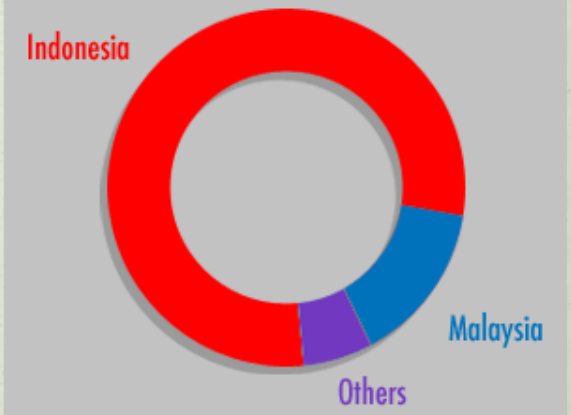
Mentions

Twitter = 6,456
Facebook = 209
Blogs = 405
Forums = 312
Websites = 139

Impressions/Reach

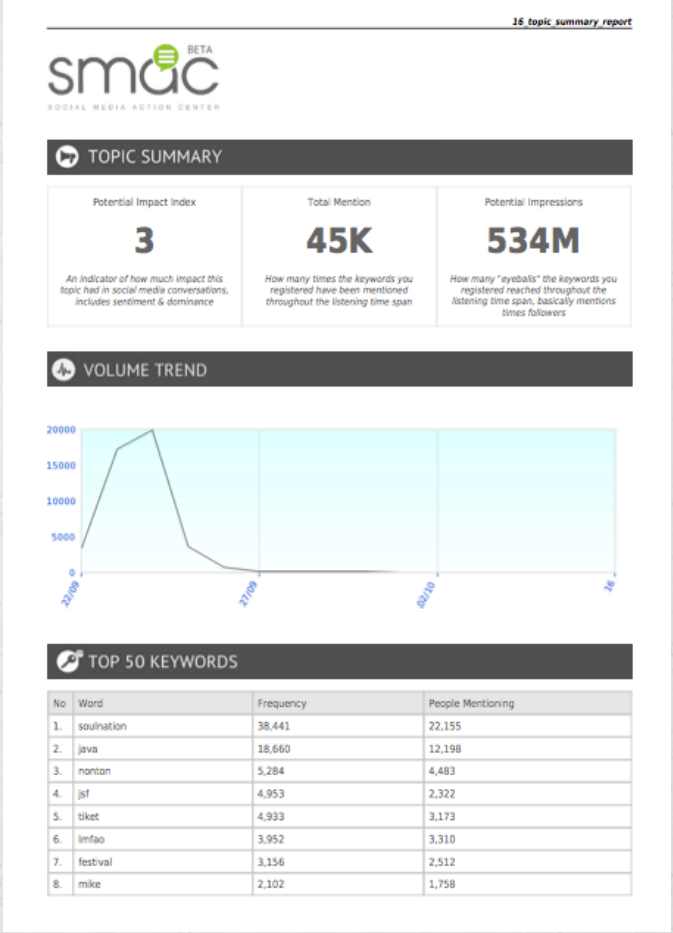
- 45,069,405
- 3494

Countries



The Gist

- Downloadable Topic Overview in PDF
- Topical Summary in PDF
- Generated by Date Range
- Custom PDF Reports (Coming Soon)



16_topic_summary_report

smac BETA
SOCIAL MEDIA ACTION CENTER

TOPIC SUMMARY

Potential Impact Index	Total Mention	Potential Impressions
3	45K	534M
An indicator of how much impact this topic had in social media conversations, includes sentiment & dominance	How many times the keywords you registered have been mentioned throughout the listening time span	How many "eyeballs" the keywords you registered reached throughout the listening time span, basically mentions times followers

VOLUME TREND

TOP 50 KEYWORDS

No	Word	Frequency	People Mentioning
1.	soulnation	38,441	22,155
2.	java	18,660	12,198
3.	nonton	5,284	4,483
4.	jsf	4,953	2,322
5.	tiket	4,933	3,173
6.	lmfao	3,952	3,310
7.	festival	3,156	2,512
8.	mike	2,102	1,758

Pricing

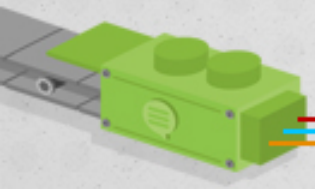
Retail

5 Rules With 100,000 Mentions / Month

Twitter, Facebook, Blogs, Forums & News Sites Monitoring
Topic Impact Scoring
Topic Groups Dashboard
Key Opinion Leaders
Keyword Analysis with Sentiment
Live Track
Workflow
Topic Summary
People Profiling
Workflow

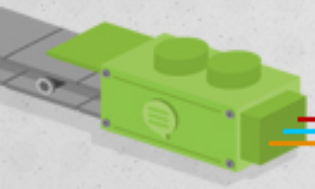
Retail Price : USD 450/Topic/Month

Agency Price : USD 350/Topic/Month



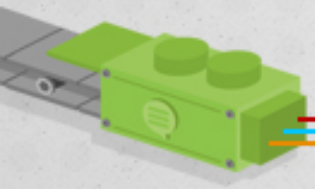
Training & Assistance

- 1 day Training by SMAC Account Personnel
  - Topic Creation
  - Dashboard Comprehension
  - Account Maintenance
- Support Ticket System
  - Same Day Email Response & Helpdesk
  - Phone Support for Premium Clients



Next Steps

- Trial Account Access
- Topic Setup Demo & Training
- Follow-up Meeting On Results
- Pilot Project Discussions
- Contractual/Volume Discussions



Thank You.