**Social Analytics**

* It is basically monitoring, analysing, measuring and interpreting digital interactions and relationships of people, topics, ideas and content.
* Interactions occur in workplace and external-facing communities.
* Social analytics include
  + Sentimental analysis
  + Natural-language processing
  + Social networking analysis (influencer identification, profiling and scoring)
  + Advanced techniques such as text analysis, predictive modelling and recommendations, and automated identification and classification of subject/topic, people or content.

**Web Analytics**

Web analytics is the measurement of data, the collection of information, analysis, and reporting of Internet data for the purposes of optimizing and understanding Web usage. the four important key metrics can be analysed from web analytics

* Total Traffic
* Traffic Source
* Bounce Rate
* Conversion rate

Web analytics uses the data collected directly from a particular business website and Social media analytics uses the data collected from social media networks.

**How on-site web analytics is different from off-site web analytics once associated to current social media activity of your choice**

* **Use on-site metrics:**
  + To know how many people, visit your website, where they come from, which campaigns perform best, engagement and conversion performance (sales, lead generation). This information is so valuable to your organisation it should always supersede off-site data
  + To know the value of your visitors and the value of your content.
  + To measure funnel processes (e.g. cart checkout), abandonment rates, and navigational flow.
  + To know where your visitors are being referred from – which search engine, social conversation, ad, email or banner campaign etc.
* **Use off-site metrics:**
  + when considering the launch or relaunch of a website. For example, what terminology and semantics are being used by potential customers on the search engines – e.g. blue widgets or blue gadgets?
  + To understand your visitor demographics as proportions of the total. Does this match your customer base?
  + To understand what websites your visitors, go to just prior to yours and just after they visit your site.
  + When using off-site panel data, bear in mind that the data is more reflective of a US home audience. If your target is international or a business audience, use ISP data instead.

**Ans 02: Impact of social media over local business owners:**

Create Collaboration - Social entrepreneurs who promote their products or brands

tend to focus on collaboration

• Become an Expert - Serving as a primary source for information and insight from

reporters, bloggers and other media outlets should be the target

• Stay Relevant - needs knowing how people feel about the topic allowing to

effectively engaging in online discussions

• Insights - Setting specific goals for each social media campaign and developing

metrics based on those goals to generate brand awareness.

– Social media engagement can be measured by the number of page views, page clicks,

comments, shares, and likes, and is an indicator of sales outcomes.

– Identifying and tracking such leading indicators is valuable

Leverage social media for better services

• Forming a relationship with the customers.

• Communication and gathering valuable feedback on what customers feel about the

products, brands or services ensures better business.

• Building a community for the products enable people to more likely to share the

products.

• Sharing the content via social media enables continual growth.

Listen - Understanding what is being said about the organization, brand, product, or

service

• Interact - Join in the conversation. Customers expect organizations to attend to their

concerns and suggestions.

• React - Respond to customer feedback and insights.

• Predict - Predicting where future resources should be allocated to properly deliver

the best business results.

• The keys to success in leveraging the power of social analytics are:

– Start with the problem and not the data

– Listen before interacting, reacting and predicting in the four phase approach

– Share data to get the data from consumers

– Let social analytics analyze the impact

Ans 03: