Project Design Phase-I Literature Survey

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| Date | 09 October 2023 |
| Team ID | NM2023TMID05035 |
| Project Name | Dissecting the Digital landscape: A Comprehensive analysis of social media |

Specify the business problem:

1. Sentiment Analysis: Understanding how customers or the general public feel about a brand, product, or service based on social media posts and comments.
2. Brand Monitoring: Tracking mentions of a company or its products to assess brand reputation and identify potential PR issues.
3. Competitor Analysis: Analyzing competitors' social media activity to gain insights into their strategies, customer sentiment, and market positioning.
4. Customer Engagement: Measuring and improving the effectiveness of social media campaigns in engaging and retaining customers.
5. Influencer Marketing: Identifying the right influencers to collaborate with based on audience demographics, engagement, and authenticity.
6. Crisis Management: Detecting and responding to potential crises or PR issues early by monitoring social media for negative sentiment or emerging trends.
7. Product Feedback and Improvement: Gathering feedback from social media to inform product development and enhancement.
8. Audience Segmentation: Identifying and segmenting target audiences for personalized marketing campaigns.
9. Content Strategy: Determining what type of content resonates with the audience, the best posting times, and platforms for content distribution.
10. Social ROI: Measuring the return on investment for social media marketing efforts, including ad spend and resources.
11. Trend Analysis: Identifying emerging trends and topics that could impact the industry or business.