

# SOCIAL MEDIA ANALYTICS AND MARKETING

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# What is Social Media Analytics?



# What is social media?

**Social media is a computer based technology that facilitates the sharing of ideas, thoughts and information through the building of virtual networks and communities :**

- **Social Networks: WhatsApp, Facebook, Instagram, LinkedIn.**
- **Benchmarking Sites: Pinterest, Flipboard, Diggs.**
- **Media Sharing: Pinterest, Youtube, vimeo.**
- **Microblogging: Twitter, Facebook.**
- **Blogs, Social review sites, Social news and etc.**

# What is Social Media Analytics?

Social media analytics is the practice of gathering data from blogs and social media websites, such as Twitter(X), Facebook, Instagram etc., and analyze that data to gather **insightfull information**

## Example of Social Media Analytics Use Case:

- Gather customer opinion to support marketing and customer service activities
- Summarizing citizen response to a new policy or citizen polarity in politics
- monitoring adverse effect of drugs usage

# Types of Social Media Content?

## The most engaging types of in-feed social content

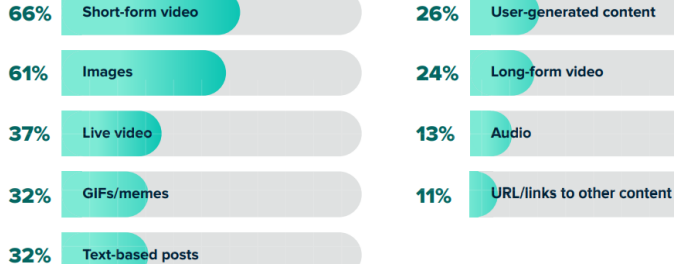


Figure: <https://media.sproutsocial.com/uploads/2023/03/>

# What is the Importance of Social Media Analytics?



# Why it is Important?

**Social media analytics is vital for businesses because it:**

- **Helps understand audience behavior and preferences.**
- **Measures campaign effectiveness in real-time.**
- **Identifies trends and opportunities for growth.**
- **Facilitates competitor analysis and benchmarking.**
- **Provides insights into customer sentiment and feedback.**
- **Improves customer service by tracking relevant metrics.**

**In essence, social media analytics empowers businesses with data-driven insights to enhance marketing strategies, improve customer engagement, and drive growth.**



# What Make SM Analytics Important

- **Instagram** has **2 billion** active users worldwide in **2023** and continues to be one of the most popular networks among **teens** between **13-17** years old.
- **X** has over half a billion monthly monetizable active users. And people spend an average of **31 minutes** on the platform.
- **LinkedIn** is the top platform for **B2B lead generation**, rated by marketers. Some **4 out of 5 LinkedIn** members drive business decisions.
- Some **78%** of **TikTok** users have purchased a product after watching **TikTok** creator content about the product. And some **73%** of users feel a **deeper connection** to brands they interact with on **TikTok** vs other platforms.
- **YouTube** is one of the most popular **search engines** in the world with billions of monthly users across **80 languages** and **100+ countries**.

## **Benefits of tracking social analytics.**

**1. Trendspotting**

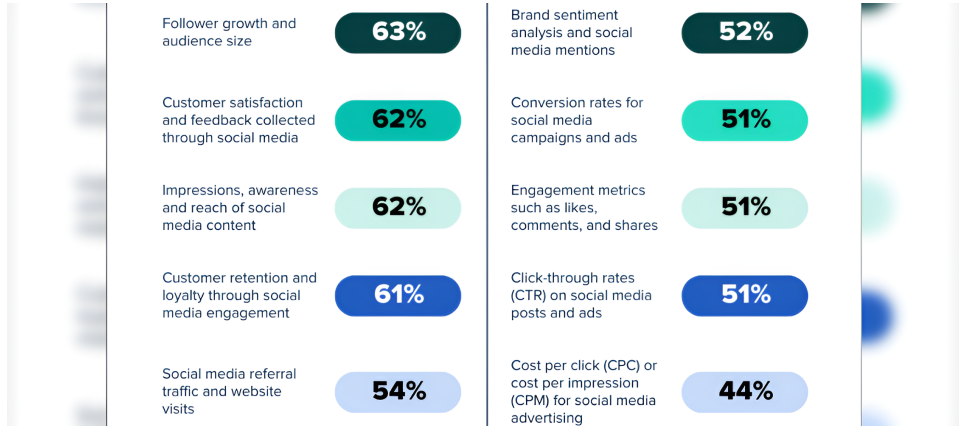
**2. Brand sentiment**

**3. Value perception**

**4. Setting social media goals**

**5. Proving ROI**

# Types of Social Media Metrics?



**Figure:** <https://media.sproutsocial.com/uploads/2023/07/List-with-data-points-1024x1024.png>

# What are the Types of Social Media Analytics?



# Performance analysis...

**First and foremost, you need to measure the overall performance of your social media efforts. This includes social media metrics including:**

- Impressions
- Reach
- Likes
- Comments
- Shares
- Views
- Clicks
- Sales

Audience Metrics	Totals	% Change
Total Audience	351,869	<span>↗ 0.7%</span>
Total Net Audience Growth	2,394	<span>↗ 12.4%</span>
Twitter Net Follower Growth	-66	<span>↗ 85.7%</span>

# Audience analytics...

**This will help you discover which demographics your content is reaching and ensure they match up to your target audience. If not, you may need to adjust your content strategy to better attract your ideal customer profile. Audience analytics will include data like:**

- Age
- Gender
- Location
- Device

Mobile Phones

Data available from Oct 26, 2022 - Present

10/31/2022 - 12/12/2022

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Share

Filters

Competitors & Networks

Keyword Filters

Sentiment

Smart Categories

Content Type

Message Type

More Filters

Clear All

Performance

Scorecard

Conversation

Demographics

Themes

Messages

Device Demographics

Better understand how participants in this conversation like to communicate based on their device preferences.

Technology Breakdown

Mobile Breakdown

Mobile

74%

Web

26%

Android

46%

iOS

54%

Profile Overview

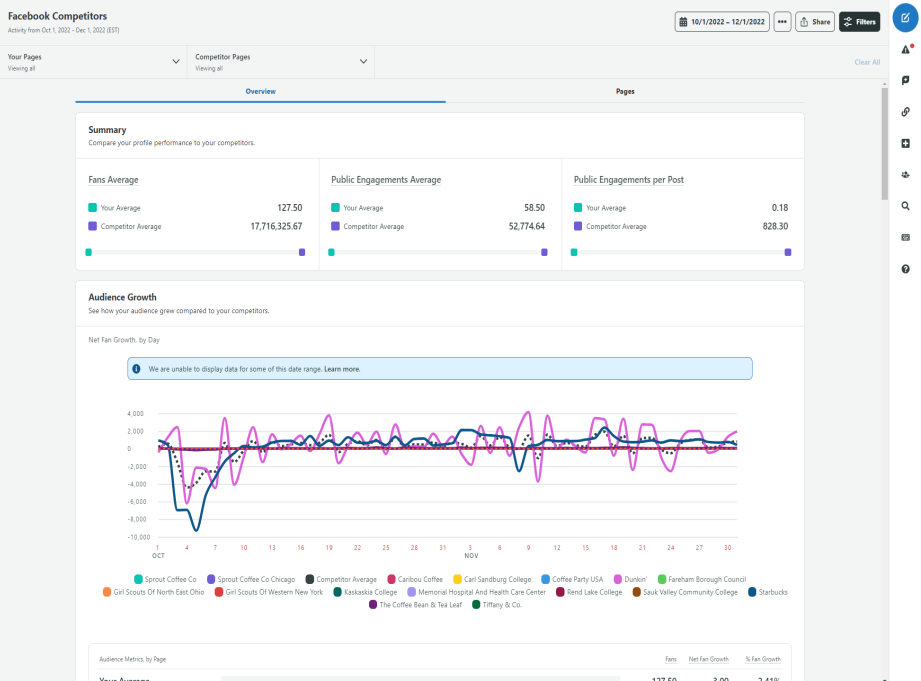
Explore key metrics across specific profiles and identify each competitor's top influencers.

Competitor	Profile	Followers	Volume	Potential Impressions	Likes	Engagements
iPhone	MrBeast	115,000,000	1	115,000,000	8,480,567	8,523,522
	MONEY TALKS WIRELESS	3,630,000	54	179,500,000	4,360,178	4,436,992
	Tech Master Shorts	3,140,000	11	26,670,000	4,262,733	4,268,540
	bharat bachwan fact	2,200,000	2	4,390,000	1,553,500	1,584,747
	Mnkhosetheboss	12,900,000	5	63,000,000	1,142,897	1,162,791
	Phone Repair Guru	3,390,000	8	26,460,000	1,112,915	1,118,041
	bharat bachwan fact	2,200,000	1	2,200,000	1,553,155	1,584,388
	Phone Repair Guru	3,390,000	7	23,170,000	1,106,193	1,110,890
Samsung	Tech Master Shorts	2,340,000	1	2,340,000	912,966	913,623
	QuickBits Shorts	277,000	2	554,000	349,870	350,260



# Competitor analysis...

- Another key area to look into is how your competitors perform on social media. How many followers do they have? What is their engagement rate? How many people seem to engage with each of their posts?
- You can then compare this data to your own to see how you stack up—as well as set more realistic growth goals. Using a tool like Sprout, you can gather all of this data in one place and measure it network by network.
- Pay attention to how your benchmarks stand up to your competitors and consider adjusting your social media strategy to take advantage of opportunity gaps.



# Sentiment analysis...

- **Sentiment analysis**, a subset of AI, discerns data sentiment as positive, negative, or neutral, often utilizing named entity recognition (NER), natural language processing (NLP), and machine learning (ML) for efficiency. Following are the **Types of sentiment analysis**:
- **Document-based sentiment analysis**: Basic opinion mining to determine whether a sentence expresses a positive or negative sentiment.
- **Topic-based sentiment analysis**: Breaks down complex data into topics to understand recurring words and phrases, enabling measurement of sentiments for each topic separately.
- **Aspect-based sentiment analysis**: Classifies sentiments in comments, analyzing topics and aspects for detailed insights.



Listening Home



Active Topics



Featured Topics



New Topic



Java House



Holiday Lattes



Coffee Cabin



Talk #SproutLove



Sprout Coffee Care Chicago



**Sprout Coffee Care**



Sprout Coffee



Archived Topics



Twitter Search



## Sprout Coffee

Data available from Dec 1, 2018 – Present



1/1/2023 – 1/31/2023



Share



Filters

Performance

Conversation

Demographics

Themes

Messages

### Sentiment Summary

Understand how users feel about this topic and see how positive and negative sentiment changed since the last reporting period.



#### Sentiment Trends

##### Net Sentiment Score

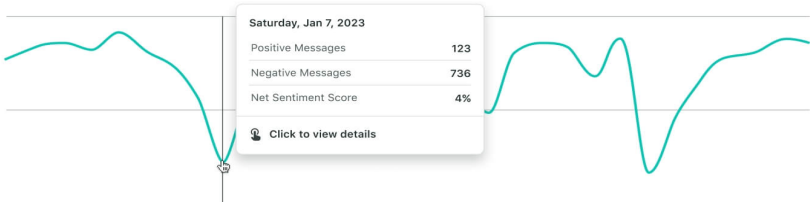
38% difference between positive and negative sentiment this period.

##### Net Sentiment Trend

Your net sentiment score decreased by 11% compared to the previous period.

### Sentiment Trends

View the positive and negative sentiment changes over time for this reporting period.



# Paid social analytics...

**Paid social analytics are vital for evaluating the effectiveness of social media ad campaigns. Key metrics include:**

- **Total number of active ads**
- **Clicks**
- **Click-through rate**
- **Cost-per-click**
- **Cost-per-engagement**
- **Cost-per-action**
- **Conversion rate**
- **Total ad spend**

# Influencer analysis...

**Effective tracking of influencer marketing campaigns is crucial for demonstrating ROI. Utilizing the five W's + H of influencer marketing can guide strategy and measure ROI across the buyer journey. Key data to monitor includes:**

- **Number of posts created per influencer**
- **Total number of interactions per post**
- **Audience size of each influencer**
- **Hashtag usage and engagement**

# What is Social Media Marketing?



# What is Social Media Marketing?

- **Definition:** Social media marketing involves leveraging platforms like Instagram, X (formerly Twitter), and Facebook to promote brands and sell products or services.
- **Activities:** It includes promoting new launches, interacting with customers through comments, and creating engaging content that reflects the brand's values and story.
- **Planning:** Like any other marketing strategy, effective social media marketing necessitates planning.
- **Strategy Creation:** Social media strategy planning starts with your goals. Whether you want to expand your team, build a larger following or a more active community, taking the time to define your social goals is the first step to reaching them.



# Example of SM Marketing Goals

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**Increase brand awareness through authentic content and storytelling.**

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**Generate leads and sales by promoting products, running exclusive deals, and integrating product catalogs into social profiles.**

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**Grow the brand's audience by monitoring conversations and using relevant keywords, hashtags, and mentions.**

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**Provide holistic customer care by responding promptly and personally to customer inquiries and promoting user-generated content.**

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**Drive traffic to the website to measure the ROI of social efforts by tracking conversions and URL clicks.**

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Why does your Brand need  
Social Media Analytics Tool?



# Some Social Media Case Studies



# Social Media Case Study 1: Starbucks

**Starbucks** has a powerful presence on **social media**, drawing in **customers** with engaging **content**. They've mastered **advertising online**, using each platform to target their **audience** effectively. Here's how they do it:

- **Chasing Trends:** Starbucks joins trending conversations, like LGBTQ+ rights, with campaigns such as #ExtraShotOfPride, supporting causes and engaging their audience.
- **Less is More:** Quality over quantity is Starbucks' motto. They post 5-6 times a week on Instagram and 3-4 times on Facebook, focusing on creative and concise captions.
- **User Generated Content:** Starbucks shares content from loyal customers, enhancing brand credibility and saving effort on content creation.

# Continued...

- **Building Rapport:** Starbucks actively engages with their audience, responding to concerns and showing appreciation, fostering a strong connection.
- **Loads of Campaigns:** Starbucks launches innovative campaigns for product launches and festivities, like the #RedCupContest during Christmas, driving engagement.
- **Content Mix:** Starbucks tailors content for each platform, from YouTube recipes to Instagram Guides and Reels, maintaining a consistent aesthetic.

Through these **strategies, Starbucks** proves itself as a **customer-centric brand**, continuously engaging and delighting its **audience**.

## Social Media Case Study 2: PewDiePie

**Felix Arvid Ulf Kjellberg**, known as **PewDiePie**, is a YouTube sensation with **111 million** subscribers. He gained fame by starting early and creating original, engaging content. Key points to learn from his success:

- **Start Early:** Felix began making videos in 2011, pioneering the trend.
- **Engage Your Audience:** He builds connections with followers through challenges and community involvement.
- **Collaborate and Fundraise:** Felix collaborates with others and fundraises for social causes.
- **Keep it Authentic:** He shares raw, relatable content and uses storytelling to connect with viewers.

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<https://youtu.be/oaHRACgJqKw?si=hzDZKHcY7yZEgWnN>
- **YouTube video on social media analytics** -  
[https://youtu.be/LJ\\_JLBPx\\_X0?si=NFRS7MUeKlVymX7a](https://youtu.be/LJ_JLBPx_X0?si=NFRS7MUeKlVymX7a)



**THANK YOU**



**Any Questions?**