1. **Brand Monitoring:**
   * **Objective:** Track brand mentions across social media to gauge public sentiment and identify any shifts in perception.
   * **Scope:** Use sentiment analysis to categorize mentions as positive, negative, or neutral and perform temporal analysis to detect sentiment trends over time.
2. **Market Research:**
   * **Objective:** Understand consumer opinions and feelings about a new product or service.
   * **Scope:** Analyze sentiment and engagement metrics to assess public interest and reception.
3. **Crisis Management:**
   * **Objective:** Quickly identify and respond to negative sentiment spikes that could indicate a PR crisis.
   * **Scope:** Monitor sentiment in real-time and alert communication teams to significant changes.
4. **Competitive Analysis:**
   * **Objective:** Compare brand sentiment against competitors to benchmark performance.
   * **Scope:** Perform cross-analysis of sentiment data by brand and platform to identify strengths and weaknesses.
5. **Content Strategy Optimization:**
   * **Objective:** Tailor social media content based on what resonates best with the audience.
   * **Scope:** Examine platform-specific variations and hashtag trends to inform content creation.
6. **Influencer Partnership Evaluation:**
   * **Objective:** Measure the impact of influencer collaborations on brand sentiment.
   * **Scope:** Analyze engagement metrics and sentiment before and after influencer posts to evaluate effectiveness.
7. **Geographical Marketing Strategy:**
   * **Objective:** Develop targeted marketing campaigns based on regional sentiment and preferences.
   * **Scope:** Explore geographical differences and tailor marketing messages accordingly.
8. **Customer Service Improvement:**
   * **Objective:** Enhance customer support by understanding common complaints or issues.
   * **Scope:** Identify and address recurring negative sentiment themes in user-generated content.
9. **Product Development Feedback:**
   * **Objective:** Gather insights for product improvements or new features.
   * **Scope:** Analyze user sentiment related to specific product aspects or features.
10. **Regulatory Compliance Monitoring:**
    * **Objective:** Ensure marketing efforts comply with regional sentiments and cultural norms.
    * **Scope:** Monitor and analyze sentiment across different countries to avoid potential conflicts.