HOW SOCIAL LISTENING HELPS NESCAFÉ DOLCE GUSTO BREW UP BRAND LOVE IN MALAYSIA:

Following are the insights I could come across while studying the case:

Goal of the company :

To craft a brew that would truly build brand love in Malaysia. That is to know the audience and promote the brand as well as stay in their hearts forever with the implacable taste.

The target audience:

Understanding coffee lovers and their fans in Malaysia: who they are, what they are saying, when they talk about coffee and the brand, where they talk, and why. So that can be done by detecting the viral posts ,tracking the mentions and texts in social media by chasing the hashtags and post sharing.

Metrics used in this case study :

1. Know the audience
2. Identify influencers
3. Detect viral posts
4. Track the mentions and texts
5. Promote the brand
6. Turn the conversation into intelligence - e.g. Home brewing equipment. People imitating the products in their Home, so they buy the equipment so its more easy for them to replicate.
7. User-generated content
8. Measuring the impact
9. Measure the campaign performance
10. Amplify the brand message for one global impact
11. What do the customers think about the brand, product and messages?
12. How much is the audience talking about you compared to your competitors?
13. How much traffic are your PR campaigns driving?
14. Is your message getting through to your target audiences?
15. Whether we are getting Global Coverage .

The outcome :

Through message pull through we got to know that we did, it hit the target audience in three months of time. Nescafé Dolce Gusto had great success, with beautiful content that truly expresses the brand . Re-vamping their social strategy, Nescafé Dolce Gusto has increased Instagram fans by 5x, increased brand mentions by 8x, increased branded search on Google, and quadrupled their Facebook engagement rate. The brand has also gained insights on their content performance, which has helped develop brand strategy . Since their goal was to be in their hearts of their customers forever. We do see the metrics have helped them become famous around the globe giving global coverage.

What did you observe about the complete campaign :

Talkwalker helps us predict future volumes of trending topics and enables us to analyse customer opinions with the most advanced AI-powered sentiment technology on the market. They give insights on Who the customers are, what they are passionate about, and where key conversations are taking place. How performance analysis, reporting & ROI tracking can help us grow in the business. It also involves the competitor analysis & trend reporting which was useful for Nescafe.

As a Data and Business Analyst, what further improvements or suggestions can you provide? ->

I will use the Social media management content strategy and campaign development. Improve the brand guidelines by setting up media profiles . Defining the KPI’s .Promote into many platforms like line, facebook, twitter,etc.

I will also follow more details into the social listening and analytics module where we do the channel performance , analysis and testing it. As well as campaign performance benchmarks , goals and projections.

I will also go for digital PR strategy where I outreach the community growth and engage the influencers and media . With addition to influence management strategy.

Website and app developments can be instigated like blogs, microsites etc. follow the agile approach and also optimize search engines.