

Getting The Most From Social Media Research

1 Start with a question

Great research starts with a fundamental business question you're looking to answer. Using social media analytics to answer this question will take you down a path of discovery leading to insights you likely wouldn't have otherwise found.



Example: Tylenol's agency began their research by searching for who was having conversations online about migraines and headaches. What they found was surprising. A great deal of conversations were taking place about migraines and headaches on knitting forums. As a result they adjusted their SEO/SEM strategies.

2 Think broadly (focus on the forest)

There are many variables affecting a brand, such as competitors, macro industry trends, unintended uses, and complimentary products. Rather than starting your research with the brand itself, create a strategy that focuses first on the industry or category.



Example: In preparation for an upcoming product launch, a major consumer electronics manufacturer was seeking to create messaging and imagery that caught the attention of consumers. They performed a category analysis using social media analytics to determine the features that were discussed most often and with the highest levels of passion. They used their findings as a benchmark to compare their product against and then emphasized messaging based on the features that mattered most.

3

Get to know the category

Before you dive in and begin conducting your research, study the category of the brand you're researching. Who are the primary competitors? What are the main uses? What nicknames or phrases do consumers use when describing products in the category?



Next Step: Once you've established the business question and relevant variables affecting the category, create a list of attributes related to the brand or product.

Example: In their research for Jaguar, an agency wanted to know what component categories are discussed most frequently for service and repair. To accomplish this they built out lists of individual components for each category. For example, the suspension category contained words like shock, strut, ball joint, and tie rod.

4

Let the research begin!

You've defined your business question, committed to beginning your research using a broad approach, and identified the variables that are relevant to the industry or category. Now it's time to build your search and begin the research.

Next Step: Let's say you're researching Dr. Pepper, a brand within the carbonated beverage category. The best way to start your search is with the consumer descriptors of the product type.

Search For

(cola OR pop OR soda OR 'soft drink' OR coke OR 'lolly water' OR 'fizzy drink') -('coca cola' OR 'diet coke')

Query explained: These are the most commonly used descriptors for carbonated beverages like Dr. Pepper. In order to remove brand bias, as Coca Cola is frequently referred to as simply 'Coke', specific terms like 'coca cola', are excluded from the results.

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Refine. Filter. Include/Exclude.

Your query has just returned hundreds of thousands or even millions of results. Use the results to identify the macro trends, capture demographic information, and identify overall consumer perceptions and trends. Now dig deeper.

Suggestions: Create audience segmentation filters to focus on specific consumer groups such as moms, health enthusiasts or doctors. Include or exclude additional terms in your query to widen or narrow the scope of the conversations. Compare thematic differences between genders. Research the lists of attributes you identified for the product type within the main search query.

Note: While conducting your research be sure to record this information so that it can be used as a benchmark for the industry/category.

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Transition from broad to narrow

In Step 5 you established benchmarks for the industry/category. This was done in order to create a baseline to compare the brand and its competitors against.



Now it's time to start narrowing down your research as it pertains to the brand and the brand's competitors. To do this, simply repeat steps four and five, this time with queries specific to the brands themselves. Keep on the lookout for how brands deviate from one another and the overall consumer perceptions of the category itself.

Example: Drilling down into a query for Dr. Pepper related conversations, a unique theme appeared. Consumers were frequently discussing Dr. Pepper as a replacement for coffee and orange juice at breakfast. This theme was not found within research into the category or within conversations about Dr. Pepper's competitors.

Want More Information?

Head over to Infegy's resources page (<http://infegy.com/resources>) for real world case studies and reports that detail how brands and agencies have leveraged our social media monitoring platform to build effective strategies and create competitive advantages.

About Infegy

Since 2006, Infegy has been providing advanced cloud-based software solutions that transform large volumes of dialog into powerful insights.

Infegy's flagship platform, Infegy Atlas, belongs to a category of SaaS products known as social media monitoring, but it's better described as a social media intelligence platform.

The system moves beyond simple number counting to give brands, agencies, and researchers answers that help them understand consumers through advanced analysis of social media. Answers like what moms think about sugar as it relates to cereal, what drives sales for nail polish, and if the Playstation 4 will outsell the Xbox One.

Client Sample



Ready to discover how Infegy can provide powerful insights for your organization?

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