

Sysomos

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Two ways to listen to achieve social media success

The social sphere continues to grow at an astounding rate, and more companies join the fray every day. As a business leader, you need to go beyond using social channels merely for building awareness. You should be using the social sphere to inform strategic decisions and execute your organization's marketing plans and product road maps.

To do this effectively, you need to understand the DNA of the social sphere and the impact it can have on organizations, brands and the customer experience. Many marketers and agencies are already gaining this vital understanding by leveraging two types of social media listening.

Real-time monitoring

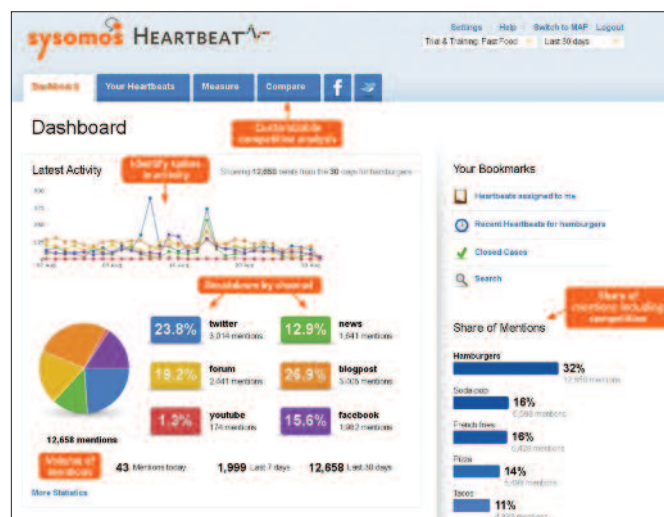
Most companies first jump into social media with the same push-communications mindset that they use in offline channels. But as their efforts mature, many come to discover the benefits of listening before talking and understanding before engaging—the things real-time monitoring enables.

Through Heartbeat, Sysomos offers real-time monitoring of social media conversations and up to 30 days of data. Track mentions of your brand and products, keep tabs on your competitors, know which social media channels your audience prefers, pinpoint what topics spark larger conversations and map the locations of your fans and critics.

Comprehensive platforms such as Heartbeat also allow you to analyze and compare different topics, brands and audiences. Plus, a truly integrated platform like Heartbeat allows you to engage with your audiences without leaving the interface and effectively manage your social media strategy throughout your organization with intelligent work-flow capabilities.

In-depth research

While many companies are already benefiting from real-time mon-



Heartbeat's dashboard screen gives you a snapshot of volume of mentions, breakdowns by channel and share of mentions compared to competitors. And that's just the first screen.

itoring, far fewer are leveraging the power of in-depth social media research that allows them to analyze up to two years of conversations and data.

Through its Media Analysis Platform, or MAP, Sysomos provides the type of historical analytics that help companies spot underlying trends and patterns in conversations that real-time monitoring isn't designed to uncover. You can also stay ahead on product development, avoid duplicating the mistakes of others and get a better read on what the marketplace thinks and wants. A long-term look at the marketplace allows you to evaluate the needs of your target demographic across seasons and different economic conditions.

Together, real-time monitoring and in-depth research can help you listen better and find greater social media and business success.

Sysomos, a Marketwire company, is a leading provider of social media monitoring technology.

Sysomos Key Opportunities

Q&A: Hill & Knowlton Canada President-CEO Mike Coates

Q: How have Sysomos and its tools impacted your business?

Coates: For us at Hill & Knowlton Canada, the benefits of using Sysomos and its tools are around access to insights. In our business, we develop strategies that reach and affect influencers. Our teams work across all industries, demographics and geographies, which means our target audiences are extremely broad and diverse. With Sysomos, we have immediate, reliable access to the people, groups and forces that influence our clients' products and services. This real-time information on who we're trying to reach is critical because it means our programs are tightly targeted and results-driven.

Q: What do these tools allow you to do that you might not be able to do with other tools? Where would you be without tools like these?

Coates: In addition to executing a program, our clients are always interested in measuring the effectiveness of our campaigns. With our PR programs in particular, we're often focused on shaping and reframing conversations about our clients. Tools like Heartbeat and MAP help us synthesize these conversations and track subtle changes in content and tone. We use this data to show our clients the impact of our work, to prove the need for influence campaigns and, in some cases, to identify the need for a change in direction. Without tools like these, we need to rely on traditional research, which is far less cost-effective.

Want to learn more about Sysomos? Visit the Business Library for Social Media.

The Sysomos Business Library for Social Media includes white papers, reports and webinars designed to help organizations expand their thinking about social media and capitalize on conversations to impact every area of their businesses. Through real-world applications, organizations can discover how social media insights may be applied in the areas of campaign promotion and management, customer service, product and offer development, and sales. The library also contains in-depth resources for agencies and information about social media monitoring and research products to assist organizations in ramping up their social media efforts. Find out more at sysomos.marketwire.com.

SYSOMOS AT A GLANCE



WHAT WE DO

Sysomos is redefining social media analytics by giving corporations, marketers and agencies the intelligence and insight needed to make smarter business and strategic decisions. Heartbeat and the Media Analysis Platform bring business intelligence to social media, providing instant and unlimited access to all social media conversations to quickly see what's happening, why it's happening and who's driving the conversations.

UNPARALLELED SOCIAL MEDIA MONITORING

Heartbeat: Monitor social media in real time to effectively listen to, measure and engage in key conversations:

- Influencer identification shows the opinion leaders who are driving critical conversations
- Global data collection provides detailed geographic and demographic data on where social media activity is happening
- Automated sentiment reveals the tone of important conversations and trend sentiment over time
- Text analytics provide graphical representations of topics, events and themes driving key conversations
- Heartbeat provides benchmarks and sentiment comparisons, demographics and share of voice against competitors

IN-DEPTH RESEARCH AND ANALYSIS

MAP: Research and analyze social media conversations in depth to effectively plan and drive social media strategies and results. MAP provides the same underlying, industry-leading technology as Heartbeat, along with:

- A deeper understanding of key conversations, themes and trends
- The power to conduct unlimited queries and prepare detailed reports
- Access to data collected in 186 languages with instant translation capabilities

CONTACT

To learn how to use Sysomos to create the level of success you are seeking with social media, please contact us at community@sysomos.com.