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SOCIAL MEDIA MONITOR OVERVIEW

August 2012

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What is the Social Media Analysis and Response Framework?



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The emergence of social media as a driving force in shaping public opinion has been accelerating over the past five years. The influence of social media “buzz” can have significant impact both positive and negative to a brand and/or issue, from politics to corporate performance.

This can be tremendous challenge and an opportunity for senior executives. We see the ability to track and understand the media buzz around products and events as a proactive business intelligence initiative that should be central to business planning and development and as a critical component in event / crisis management as in the BP case study we recently published

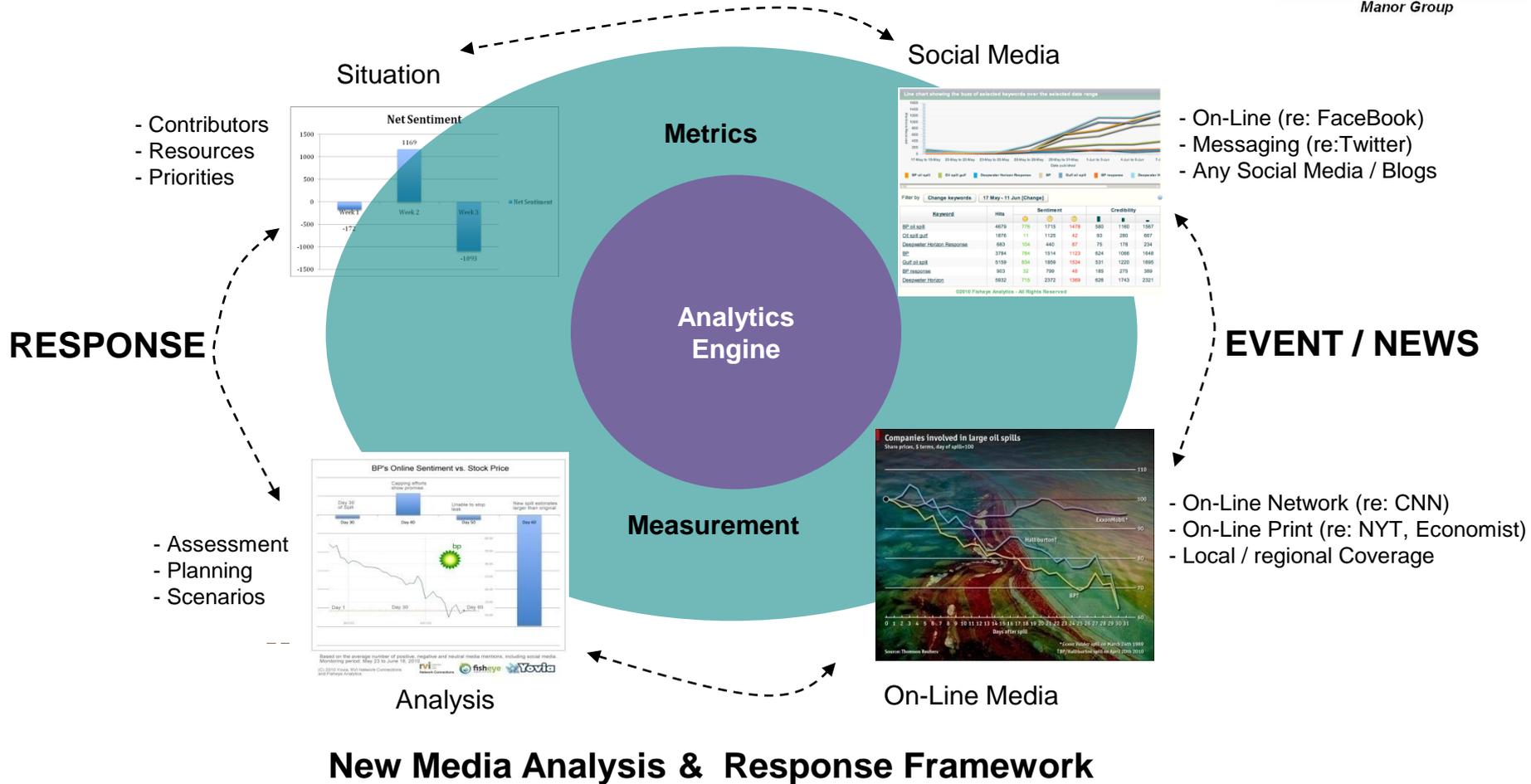
Social software and the technologies that support them provide innovative approaches for discovering, collecting, organizing, managing and distributing data and information. These on-line communities can create, comment, and share information and opinions at a velocity that conventional planning can never hope to keep pace with.

We propose development of a framework for new media analysis and response as a kind of “forward looking business RADAR...” for executives to better understand the contents and discussions in the new media and accurately measure the potential impact / value of “buzz” and if needed plan an effective response to help shape the story for positive outcome or market position.

Social Media Analysis and Response Framework



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New Media Analysis & Response Framework

Social Media Patterns and Analysis



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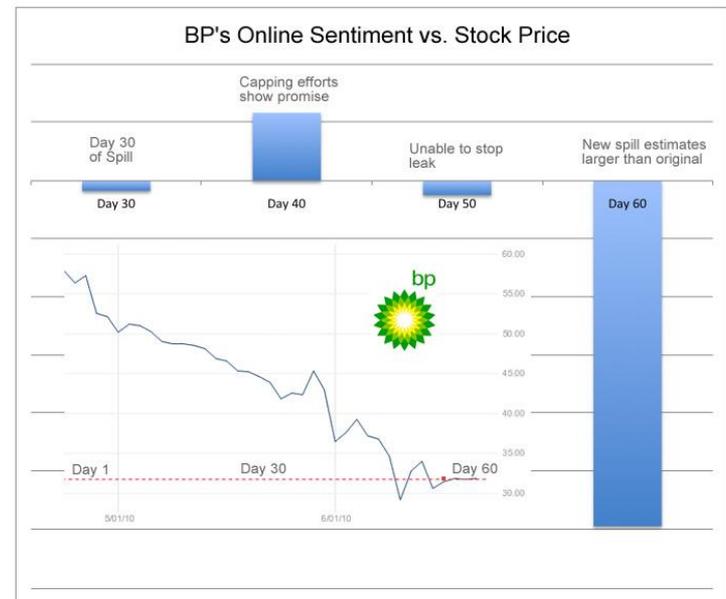
With Our Framework

- ✓ Track and Understand How New Media Drives Your Brand / Performance
- ✓ Measure Sources and Impact
- ✓ Forward Planning and Response Analysis
- ✓ Leverage Contributors to Tell “Your Side of Story”

Our tools, enable organizations to monitor “buzz” and measure specific discussion threads in social media and on-line news media.



Source: RVI Network Connections, Yovia, FishEye Analytics



Based on the average number of positive, negative and neutral media mentions, including social media. Monitoring period: May 23 to June 18, 2010.

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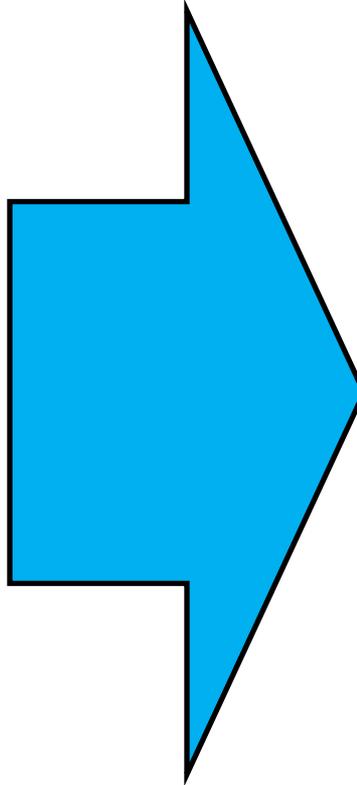


Baseline Engagent



Challenge

- Understanding how social media “buzz” and “sentiment” is shaping the discussion and coverage of a company’s products and services in consumer markets and specific demographics.
- Identify patterns of discussion and specific experiences and preferences relating to company products and services and mapping those patterns to “brand” and “message” management from on-line news and marketing campaigns.
- Early warning signs of emerging issues with product performance or customer satisfaction and plan appropriate response.



Solution

- Monitor and analyze patterns of discussion and specific experiences and preferences relating to company products and services and mapping those patterns to “brand” and “message” management from on-line news and marketing campaigns.
- Carefully measure trends and inject positive,- targeted content created by our blogger network and working with client’s PR / Marketing consultants to “shape the story – create interest and drive visibility for brand partners.
- Understand the net impact of social media patterns on company performance and brands when a potential opportunity or crisis is emerging and plan new media response to get “your side of story” out.



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