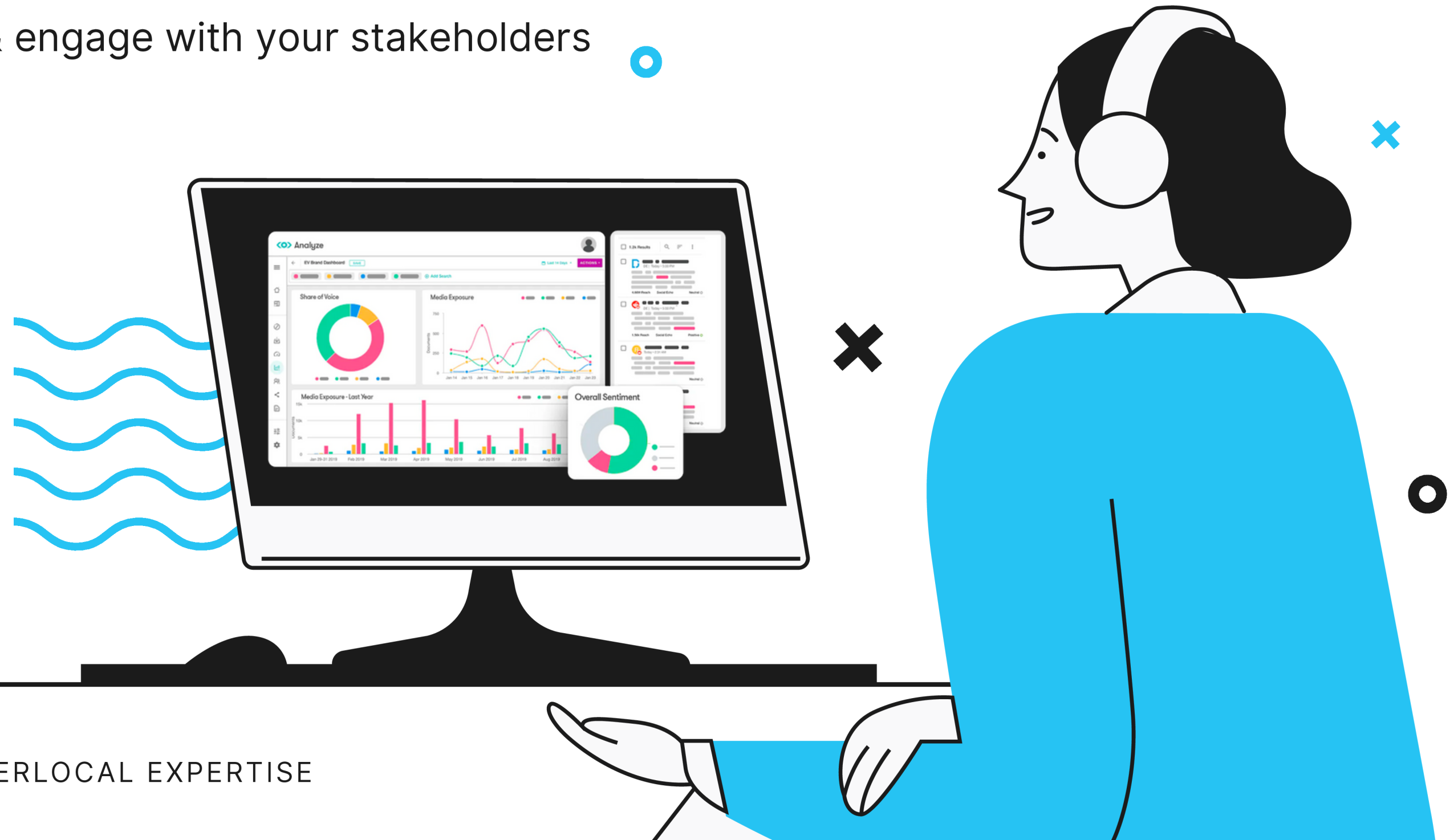


Social Media Listening & Monitoring

better understand, influence, & engage with your stakeholders





WHY

why it matters?



Change in Social Media Landscape

500 million pieces of new content every day

The fastest growing Social Media Channels in APAC



↑ 40.87%



↑ 23.04%



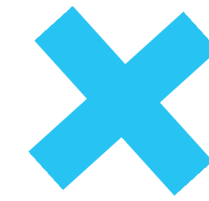
↑ 20.87%



↑ 20.00%

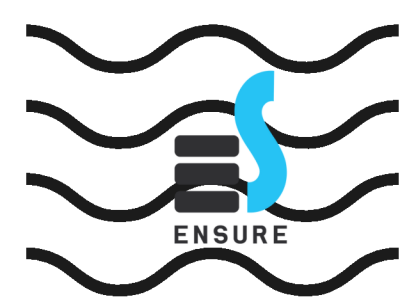
With every channel on the rise, marketers need to consider which channels are a good fit for their marketing mix.

In 2023, video content remains among the top trends and TikTok is the center of attention



The growth of TikTok

40.87% of APAC Marketers stated, that they plan to use more TikTok in 2023 - making it the fastest growing new channel

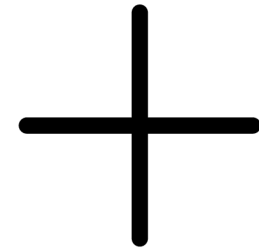


Social Monitoring & Social Listening

Monitoring

Social media monitoring refers to the process of gathering mentions of your keywords and interacting with them.

- Look **back**, **Passive**
- focus on **details**, **micro scale**
- **Gather** information
- **Measure** success/performance



Listening

Social listening analyzes gathered mentions for valuable customer and industry insights

- Look **forward**, **Active**
- focus on **big picture**, **macro scale**
- **Analyze** information
- **Guide** as strategy

SOCIAL MEDIA INTELLIGENCE



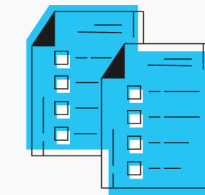


WHAT

what is our solution?



4 Reasons why we partnered with Meltwater



Comprehensive Dataset



Unlimited Keywords



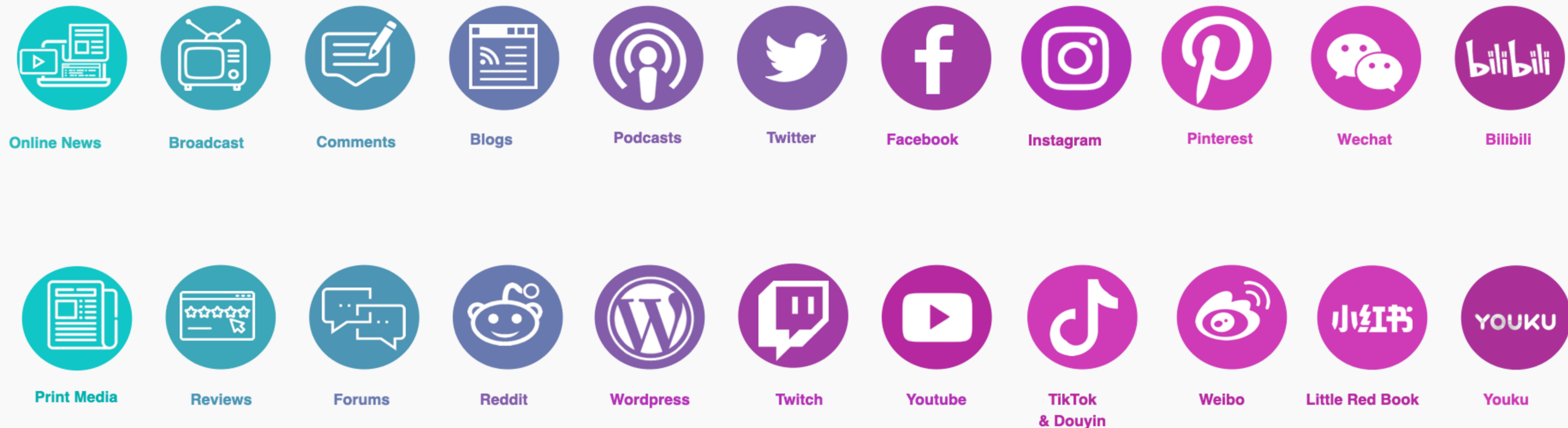
Sentiment Analysis Accuracy



Crisis Alert System

1. Comprehensive Dataset

up to 15 prominent social media channels globally with locally focused in Thailand & China



...along with 270k new sources globally

2.Unlimited Keywords

Our Keywords Structure

Dashboard	Widget	Definition	Purpose	Type	Keyword topic	Keyword query	Keywords
1.Market overview					All Product	("Booster Serum" OR "Soap Vit C And	Boosters Serum Soap Vit C And I Clean Gel Toner Clearrel Gel Acne Soap Acne Mask Acne BB
					Acne/FB		Acne Mask Acne Serum เจลแต้มสิว เซรั่มสิว
					Acne/TW	"Acne Mask" OR "Acne Serum" OR "เจลแต้มสิว"	
					Clean/FB		Clean Gel Acne Soap สิว AND cleanser สิว AND ฉ่ำหน้า สิว AND soap สิว AND สบู่
					Clean/TW	("Clean Gel" OR "Acne Soap" OR "สิวล้างหน้า")	
					Sunscreen/FB		กันแดด Sun Screen DD AND ครีม CC AND ครีม
					Sunscreen/TW	("กันแดด" near5 (ครีม or เจล or เซรั่ม)) NOT (น้ำมัน OR หนั)	
	SOV (product bechmark)		เปรียบเทียบสัดส่วนของแบรนด์ในตลาดกลุ่มสินค้า	Social			
	Timeline (product bechmark)		ไทม์ไลน์เปรียบเทียบแบรนด์ในตลาดกลุ่มสินค้า	Social			
	Top FB by volume		อันดับเพจFB ที่มีคนแชร์มากที่สุด	Social			
1.Brand	Top TW by volume		อันดับทวีตเตอร์ ที่มีคนแชร์มากที่สุด	Social			
	Top Source by volume (news)		อันดับข่าว ที่มีคนแชร์มากที่สุด	News			
	Trending theme		แสดงเทรนด์ของสิ่งที่กำลังฮิตในสื่อออนไลน์	Social			
	Topic momentum		แสดงการเปลี่ยนแปลงของสิ่งที่กำลังฮิตหรือการรับรู้	Social			
	Top social post		The Top Social Posts wid	Social			
	Top social echo		The Top Social Echo wid	News			
	Total mentions				BK Acne All/FB	สินค้า BK Acne	Bk acne BK Booster Seru New BK Soap Vi BK Clean Gel BK Toner BK Clearrel Gel BK Acne Soap
					BK Acne All/TW "Bk acne" OR ("BK acne" Near5 ("skin		BK Acne Mask BK Acne BB BK Acne Serum BK Expert Bright BK Concealer BK Shimmer BK Loose Powdi BK Loose Powdi
					BK/Acne/FB	"BK Acne Mask" OR "BK Acne Serum"	BK Acne Mask BK Acne Serum เจลแต้มสิว AND เซรั่มสิว AND BK
					BK/Clean/FB		
1.Brand					BK/Clean/TW	("New BK Soap Vit C And E" OR "BK	New BK Soap Vi BK Clean Gel BK Acne Soap BK AND สิว AND BK AND สิว AND BK AND สิว AND BK
					BK/Sunscreen/F		
					BK/Sunscreen/T	"BK SENSI PERFECT PROTECTION"	BK SENSI PERF BK Acne AND Si กันแดด AND BK
	SOV		เปรียบเทียบสัดส่วนของแบรนด์ในตลาดกลุ่มสินค้า	Social			
	Timeline		ไทม์ไลน์เปรียบเทียบแบรนด์ในตลาดกลุ่มสินค้า	Social			
	Top FB by volume		อันดับเพจFB ที่มีคนแชร์มากที่สุด	Social			
	Top TW by volume		อันดับทวีตเตอร์ ที่มีคนแชร์มากที่สุด	Social			
	Top Source by volume (news)		อันดับข่าว ที่มีคนแชร์มากที่สุด	News			
	Trending theme		แสดงเทรนด์ของสิ่งที่กำลังฮิตในสื่อออนไลน์	Social			

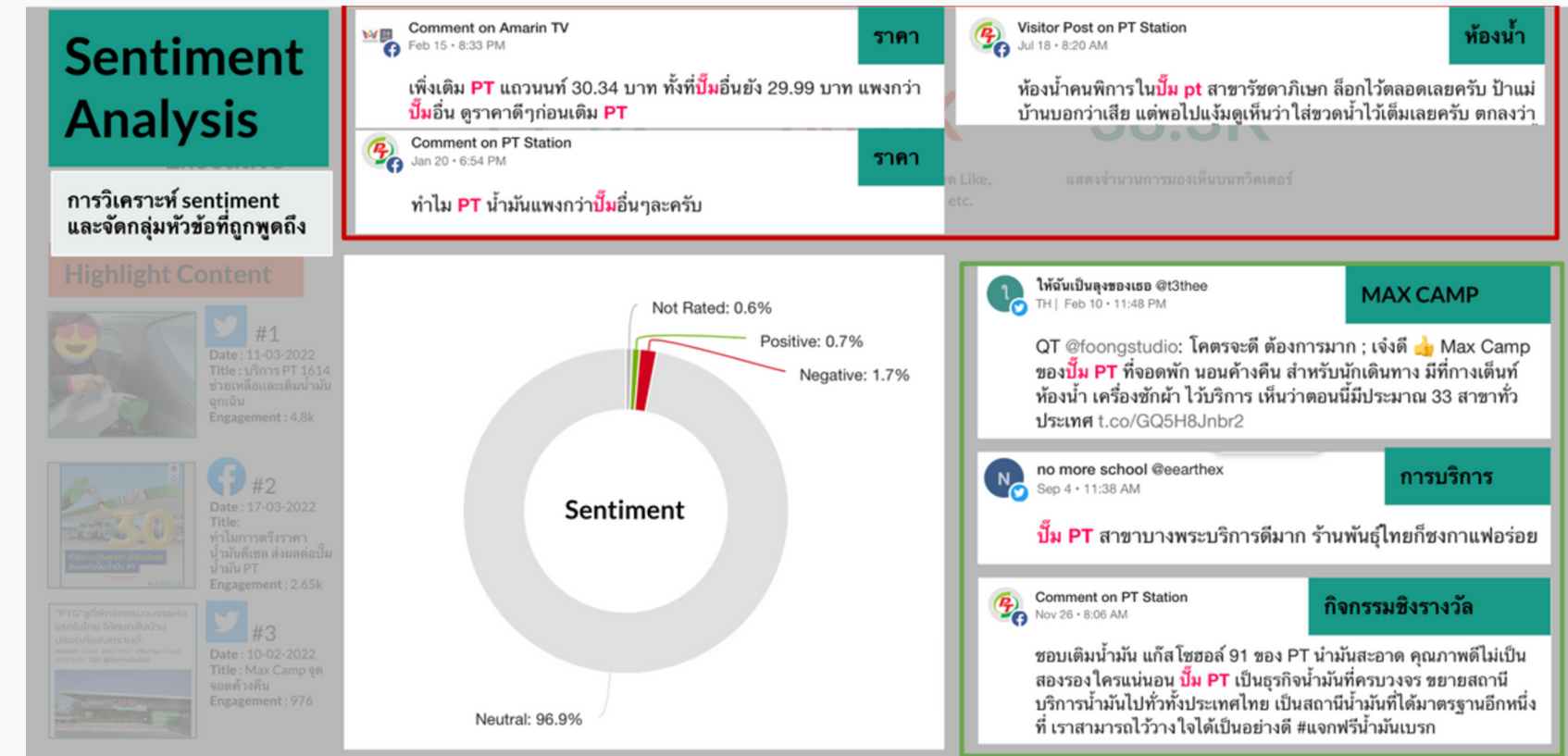
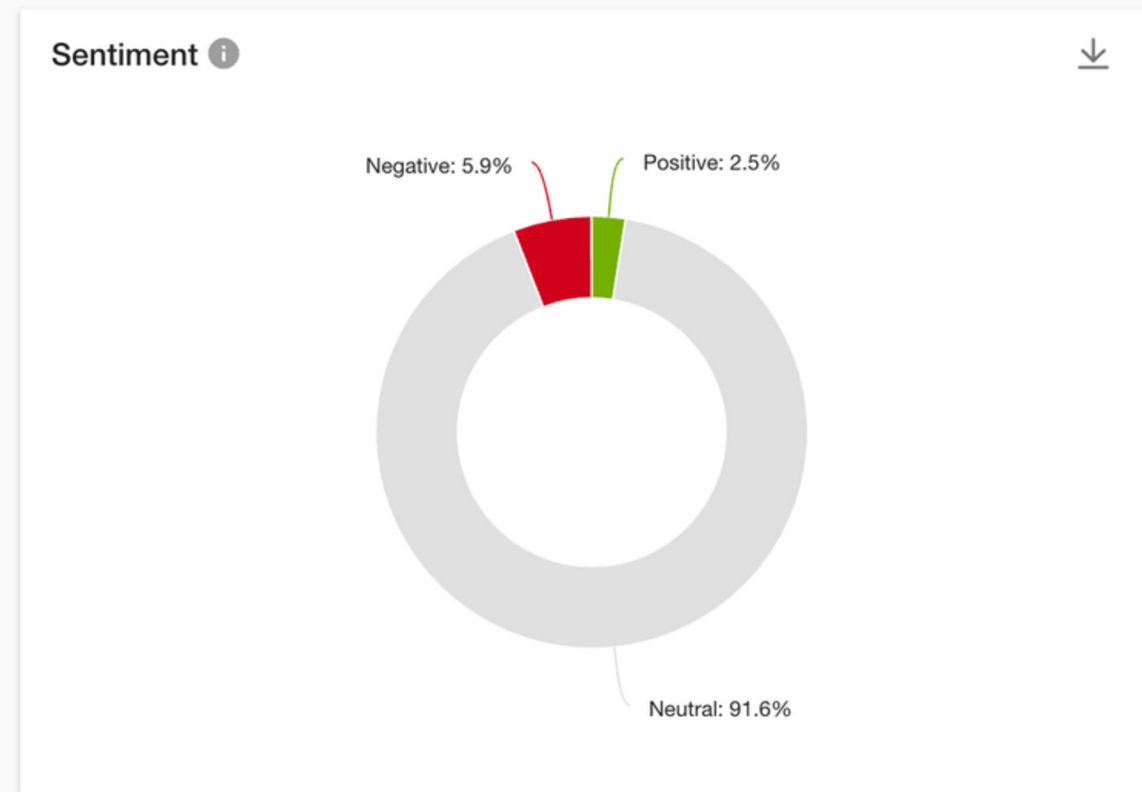


Say Goodbye to Keyword Limits

gives you unlimited keyword search capability with no caps on result volumes. What does this mean? You can search for as many different keywords, brand names or hashtags as you like



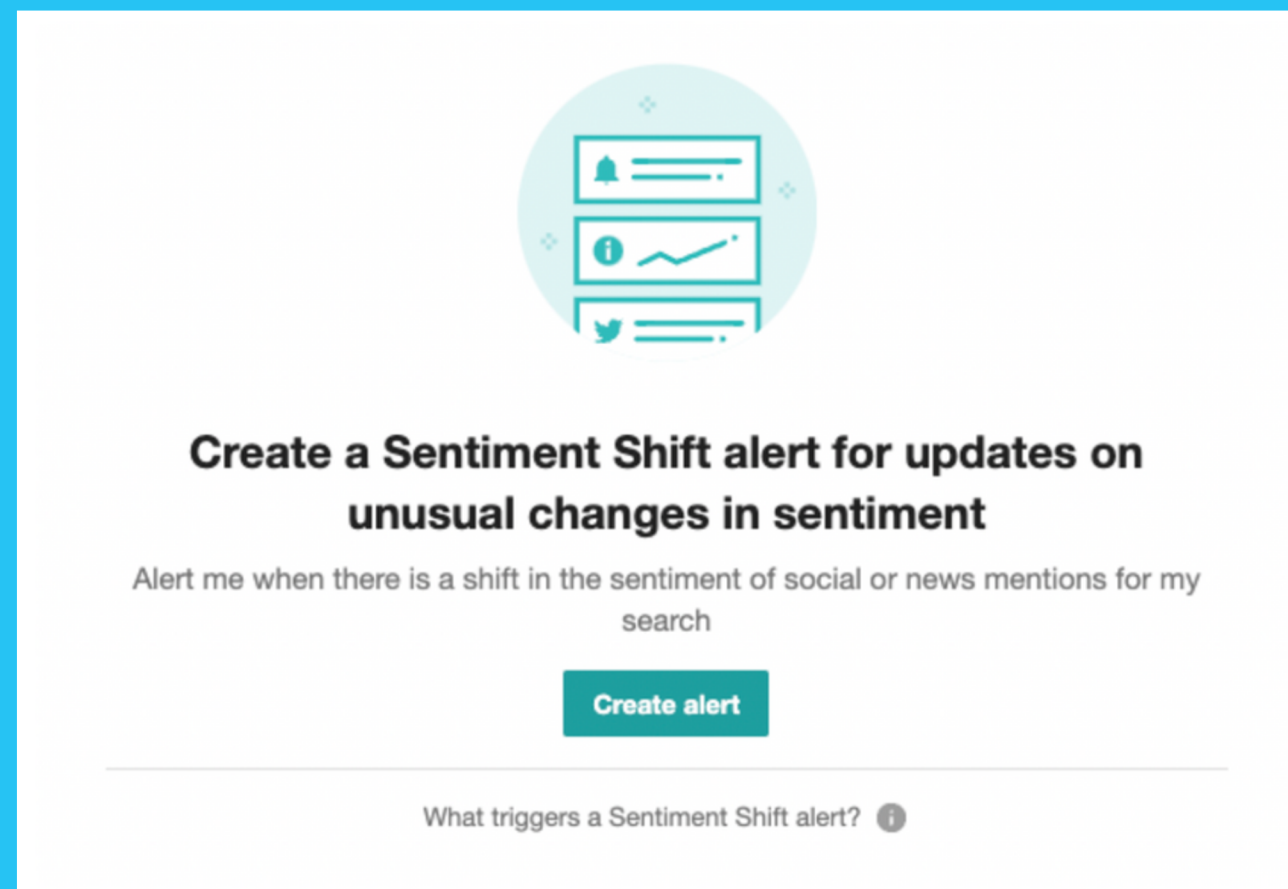
3.Sentiment Analysis Accuracy



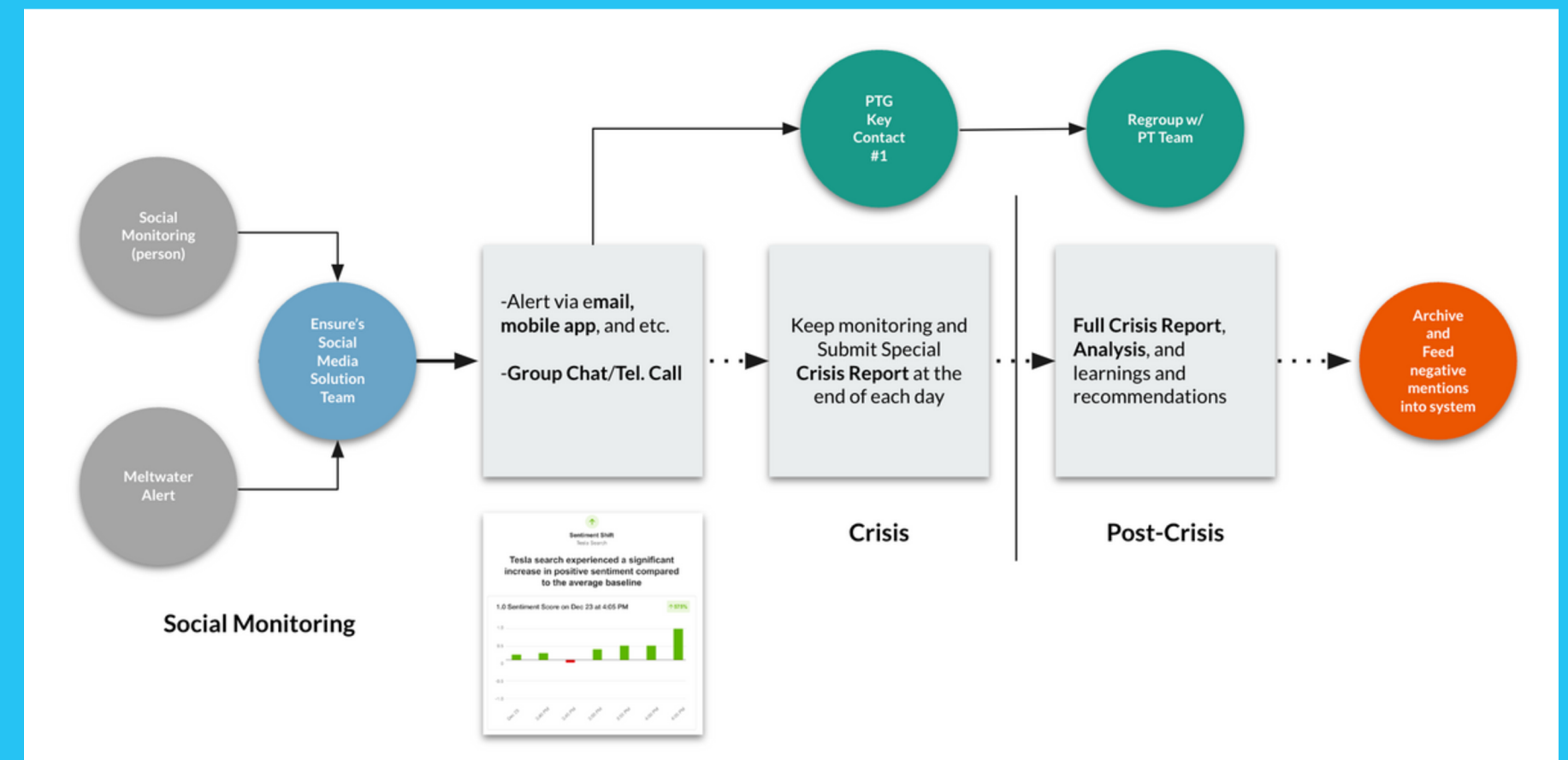
Our sentiment analysis tools help you get **a quick view of how people feel about your brand, or any other topic**. Tracking sentiment over time means you can easily see trendlines for positive and negative sentiment, to clearly understand if your campaigns are having the right impact on the perception of your brand

4. Spot Crisis before it's a crisis

Meltwater's Alert System



Ensure's Crisis Management Protocol



With Meltwater social monitoring, you'll get an early warning when people start talking about your brand online, whatever the reason, and quickly understand the underlying themes that are driving the conversation.

We send alerts directly to your phone so you can move quickly to get ahead of the issue. When you spot the signs of a potential problem you'll be able to take action fast, before it spirals into a full-blown crisis and spills over into the news media



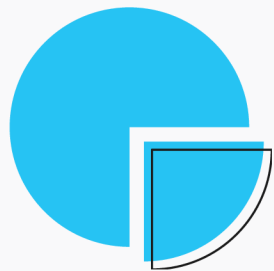


HOW

how do we do it differently than others?

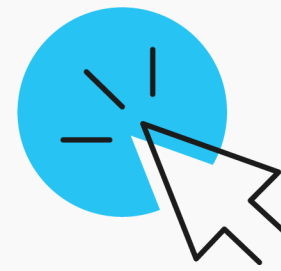


we are not a social listening agency we are a communication agency that does social listening



Reinforce a number with a communication specialist.

An insight depends on who is telling it. Let the insight be crafted by people who have a holistic experience with social data.



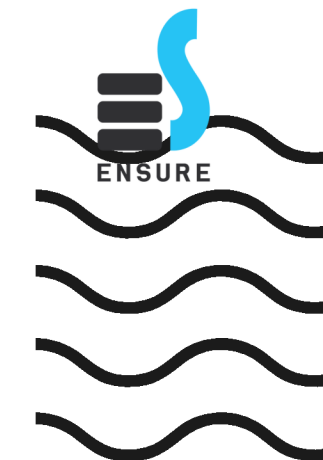
Value the voice that matters

Time is limited, we can not tell everything all at once. We value only the voice that affects your business. It can be a minority which had more influence, and indeed we clean a noise from a voice and identify what you should listen to.



Customized design framework

We think outside of the social listening box. Every process and protocol are designed by experts understanding end-users. We think for your business.



SCOPE OF SERVICE

1. Corporate Reputation & Crisis Monitoring

- Keyword(s) List
- Most Searched keywords
- Total Mentions
- Sentiment Analysis
- Top 5 shared mentions
- Top 5 Users

2. Media Monitoring (Social Media)

- Overall mentions regarding brand image and reputation
- Mentions + Sentiment
- Key Topics & examples

3. Media Monitoring (Online News)

- Overall Mentions (News)
- Sentiment
- Key Topics & Examples

4. Crisis Alert on Corporate Reputation

- Archive and Feed negative mentions
- Report on potential crisis and ongoing crisis.

Social Media
Monitoring

Social Media
Listening

5. Ad-hoc Research

- Research Structure
- Research and Summarize
- Executive Summary
- Findings about i.e. Brand, Products, Services and its competitors
- Identify KOLs and Influencers
- Campaigns : Example of successful campaign and analysis

6. Analysis & Recommendation

- Summarize / Analyze / Recommend for Social Strategy (monthly)

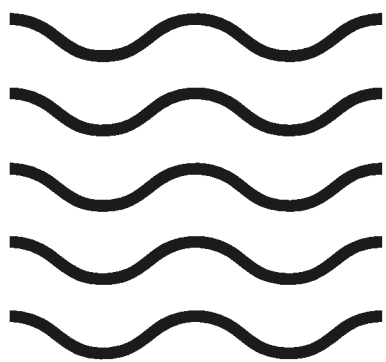
An example of scope of service we provide for one of our clients in Petroleum Industry

- ad-hoc researches and reports
- crisis Alert System



Thai Beauty Brand in China Market

How our Client use SMI?



Find the correlation

i.e between the numbers of social conversation (mentions) and sales from each region, especially in Guangdong where it had the highest sales, to pinpoint other factors which could potentially be the reason why the region generated the highest sales in that timeframe.

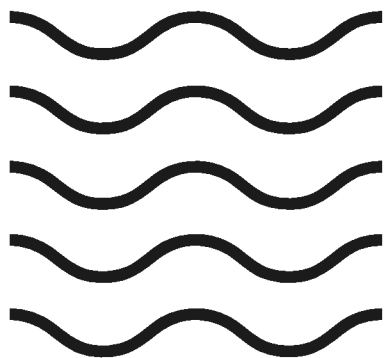
Test the hypothesis

i.e. that the brand might have. For instance, "Chinese people who live in a colder region tend to use less loose powder at this time of year". Because they perceive it to be product for warmer months.

Identify new use cases

Use social listening to find new 'use cases' i.e. alternative usages of the product, customer insights regarding the product or its category.

How our Client use SMI?



- Ensure Communication | Social Media Intelligence 2023





Demo

Link:

[Sentiment mockup report](#)

[Campaign mockup report](#)



starts listening today

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