



# Social Listening

*Gaining comprehensive insights through proactive social listening programs*

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*Your customers are talking.  
Are you listening?*

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# ABOUT QUANTZIG

At Quantzig, we firmly believe that the capabilities to harness maximum insights from the influx of continuous information around us is what will drive any organization's competitive readiness and success.

Our objective is to bring together the best combination of analysts and consultants to complement our clients with a shared need to discover and build those capabilities and drive continuous business excellence.

## OUR CORE COMPETENCIES

Our core specialty lies in offering a complete range of analytics solutions and services that help in strategic decision making across industrial sectors.

## OUR OBJECTIVE

Our objective is to bring together the best combination of analysts and consultants to complement our clients with a shared need to discover and build those capabilities and drive continuous business excellence.

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# Introduction

## *What is social listening?*

### Listen before you speak.

It's a phrase that you are well aware of and something that you were told growing up.

While individuals have been trained to understand and analyze the importance of active listening and thoughtful communication, brands haven't always had the right business strategies or tools to do so at scale.

“Social listening refers to the detailed analysis of conversations and trends happening not just around your brand, but around your industry as a whole, and leveraging those insights to improvise business decisions.”

Today it wouldn't be wrong to say the sales funnel is the holy grail of marketing metaphors. For anyone who dreams of setting up a successful business, a road map describing how you would pitch your products or services to consumers is extremely appealing.

And in this context- 'Social Media' typically fits at the top of the classical sales funnel. It acts as the best platform to bring in strangers into your sales funnel, with other strategies kicking in afterward. Social listening basically helps businesses to discover what their current and potential clients are saying on social channels.

The catch here lies in turning this information into specific marketing strategies that will help businesses target potential customer groups. Also, this turns out to be a good option to optimize investments in acquiring new customers and retention costs.



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# Social Listening vs. Social Monitoring

Social listening tells you why, whereas social monitoring tells you how and what.

The difference between these two terms isn't just semantic. Even though social listening and social monitoring are often used interchangeably they represent two entirely different strategies.

## Social Monitoring

The processes associated with social monitoring revolve around categorizing and responding to individual brand mentions on social media. It helps businesses to address customers on a micro scale, by responding to the incoming queries and customer issues.

## Social Listening

Social listening takes a macro look at your customer's perspectives. It leverages data obtained from customer interactions and social monitoring to build a detailed overview of customers and their perceptions about your brand.

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# Business Benefits of Social Listening

## Improve customer experience

Social media is not always the platform that is solely used to contact the brand itself, sometimes it is just a rant or side note dedicate to something entirely different. Businesses can make use of this opportunity to improve customer experience, by leveraging social listening to discover and respond to such comments on social channels.

## Keep an eye on the competition

You're probably following your competitors on social channels to keep track of what their up to unaware of the fact that social listening is the secret key that'll help you gain access to the bigger picture. Analyzing market conditions from a competitor's viewpoint will help businesses to understand the key metric to success, while avoiding misconceptions.

## Market your products/services through industry influencers

Most of the social media listening tools used today offer a new feature called 'social influencer' using which brands can identify people who are already interested in their brand and offer free products or an early trial, while also tracking buzzwords relevant to the product/industry.

### Key takeaway:

Explore your social mentions to gain a true view of how your brand is perceived and take necessary actions to progress and achieve long-term benefits.

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# Social Listening Success Stories

The following case studies illustrate how social listening can help businesses to enhance their marketing and business decisions:

1. A fortune 500 retail company relied on social listening to identify effective brand advocates who would help them increase customer connections and drive engagement of social platforms.

**Read the complete success story here: <https://goo.gl/Pyhtjo>**

2. A leading personal grooming brand used social listening to identify decision drivers and build better products to meet the needs of their customers.

**Read the full case study for in-depth insights: <https://goo.gl/QqdS8p>**

3. A well-known financial services provider leveraged social listening to categorize the emerging trends in public affairs. Gaining real-time insights into consumer opinions and preferences helped them to profile their target audiences and drive targeted campaigns.

**Here's the complete success story: <https://goo.gl/esE5Mm>**

*In each of these use cases, the insights obtained couldn't have been gleaned in any way other than social listening. Get in touch to know how you can benefit from it:*

**CONTACT US**

# Get in touch!

At Quantzig, we help our clients to gain comprehensive insights and achieve long-term benefits through proactive social listening programs.

Get in touch with us here:  
<https://www.quantzig.com/contact-us>

