

SOCIAL LISTENING

WHY?

Listening to the online conversations that surround your business, products and brand can provide valuable insight.

We can gather data from millions of sites, including social media platforms such as X (formerly Twitter), Instagram, forums and news outlets. We can then use the intelligent insights gathered to help you better position and grow your business.



WHAT?

RiF Social Listening is a new solution that can monitor mentions of your brand online. We can help you understand not only what your clients are talking about, but why.

We can provide insights on:

- **Client sentiment and brand health:** How clients perceive your brand and why? What can be done to improve your brand health?
- **Campaign analysis:** How has a particular marketing campaign resonated with audiences on social? What could be done to improve future campaigns?
- **Competitor analysis:** How are competitors performing? What is their market share of voice? What do your clients think of your competitors?
- **Industry trends:** What topics and products are currently trending? How can we become known as experts in a particular sector?

HOW?



- We will work together to decide exactly what it is you want to monitor and understand
- We will work with you to define the right search terms, ensuring that we collate the right data to drive intelligent insights that can help shape your business and brand strategy
- We will create a live dashboard which you can access at any time. You will also receive summary reports on a regular basis

BENEFIT FROM:

- Being able to predict consumer behaviour before your competitors and beat them to market
- Determining which campaigns have been effective and well received
- Managing your reputation and brand by better understanding public sentiment

For more information

Please get in touch with [Mick Hrabe](#) or [Richard Ley](#). You can also call us on 0207 104 2235.

