

# AI Powered Online Brand Monitoring: What can It do for Your Brand (... and for Real)

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What do customer centric companies like Netflix, Chipotle, Taco Bell, Fitbit have in common? They are one of the few companies which are very active in managing their online brand presence. Whether it is listening to their customers, resolving queries, generating product ideas, or simply engaging with their customers, they have developed a strategy that is proactive rather than reactive.

So what let them to be so active? Answer is that they have splurge in the User Generated Content (UGC). In fact, about 80% data that is being generated today is unstructured in nature (Gartner) and majority of it is generated by consumers. Research suggests that taking advantage of this trend by listening, engaging and using this consumer generated content could provide benefits in all relevant digital marketing KPIs such as website visits, engagement, click through rate and conversions. Moreover, given how fast this data is being generated, there is a need for companies to analyze this information in real time by using an AI powered solution such as SAAS platforms, in-house softwares or social analytics tools.

## So what is online brand monitoring aka social media listening?

It is the process of **monitoring** and **measuring** all the consumer generated online activities about your brand in the form of comments, likes, shares, tweets, blogs, news articles, reviews etc.

In practical terms, it represents a **service or software**, the platform that provides extraordinary potential to monitor and measure *consumer behaviors* and *opinions*, and offers companies the data analytics required for strategic planning.

## What are the main benefits of online brand monitoring?

Aspect	Explanation	Key benefits
<b>Integration</b>	Manage multiple social networks at the same time	<ul style="list-style-type: none"><li>• Consistency in timing and frequency of the content</li></ul>
<b>Listening</b>	Understand <i>what</i> and <i>where</i> are people talking about your brand	<ul style="list-style-type: none"><li>• Identify the main keywords people associate with your brand</li><li>• Also find the most active channels where content regarding your brand is being generated</li></ul>
<b>Engagement</b>	Connect with consumers directly and in real time	<ul style="list-style-type: none"><li>• Find better leads by engaging with potential customers</li><li>• Improve customer service</li></ul>

<b>Audience</b>	Find your loyal audience & organic influencers	<ul style="list-style-type: none"> <li>• Create brand advocates: People who not only interact but actively promote your brand</li> </ul>
<b>Brand reputation</b>	Get an holistic view on your brand awareness & reputation	<ul style="list-style-type: none"> <li>• Build a global brand: Locate conversations by country, trends; create localized customer targeting</li> </ul>

### What real time KPIs one can measure using online brand monitoring?

KPI	Explanation	How to measure
<b>Volume of mentions</b>	Indicates your brand presence	No. Of times a brand was <i>mentioned online</i> over a specific period of time
<b>Reach of mentions</b>	Indicates the reach of your brand content; how many people have the potential of engaging with your content?	Reach is based on the number of <i>followers / fans / subscribers / connections / hash tags</i> and visibility percentage
<b>Engagement</b>	Measures active engagement	Number of likes, views, shares and comments
<b>Share of voice</b>	Brand's share of mentions vis-à-vis competitor's	Market share of mentions with respect to a base of competitors
<b>Lead generation effectiveness</b>	Funnel optimization by checking the quantity & quality of leads	No. of leads generated from social media channels
<b>Sentiment analysis</b>	Measure the sentiment around the brand	Sentiment score/ Sentiment tag/ Sentiment probability

### How to undertake online brand monitoring?

Online brand monitoring is what helps brands be “everywhere” and be on the top of their digital marketing game. The benefits and implications of such a strategy are enormous and have implications for both digital KPIs and business KPIs. Some of the tools that could be used are:

- Social Studio – Part of the SalesForce.com suite
- Brand Watch – One of the leaders in this space and used by large brands
- Netbase – Used by companies such as American Airlines & Coca-Cola
- Hootsuite – All in one planning & listening tool
- Brand24.com – More suitable for small to medium brands

Others tools include Awario, Sprout Social, Sprinklr etc.

In conclusion, this process is easier said than done as there are lot of limitations to this exercise. Some of them include accuracy of data, detecting sarcasm, different formats of data in each source, privacy concerns, prioritizing data. In general, it's a continuous process, and over a period brands can become more connected and streamlined with their audiences online.