

You just might lose market share without even knowing it!

Cadbury New Zealand didn't see it coming: Social Media channels suddenly erupted with the story that Cadburys chocolate recipe included Palm Oil labelled as Vegetable Fat sourced from the deforested areas of Indonesia. The Palm Oil industry is one of the leading causes of deforestation in Indonesia and is causing the extinction of the Bornean and Sumatran Orangutans. Immediate boycotting of the product and this effect on the bottom line figures had Cadburys staring into the headlights of a Social Media onslaught. Without a solid Social Media policy in place and unable to scramble the communication troops into this unknown Social Media territory they had to look outside the company for help. The eventual outcome was in them having to change the chocolate recipe to suite their customer beliefs and world views. If they had heard the message earlier and been listening to the Social Media channels they could have responded and had time to plan to phase out the Palm Oil without loss to profit or damage to their Brand.

Telstra and Optus successfully use Social Media to address client service issues and tailor their products to the client's needs as a result of listening. Dell has measured a 3 million dollar revenue gain over a year by way of coupon redemption on Twitter alone. This didn't take into account their Brand value gained from this kind of Social Media campaign. All three companies started with a Social Media listening strategy to work out how to engage in the most appropriate way and also to find out where their customers were most active.

The importance of listening to the online voices:

- **Who** – You need to understand who is talking about you or your products. Are they an “influencer”? It is important to understand your customers concerns by listening, planning and responding.
- **What** – What are your customers saying about you? Is it about their experience with your product or service? Are the discussions positive, negative or neutral i.e. what the sentiment is?
- **Where** – Is it happening online? forums, blogs, online newspapers? Which geographic regions?
- **When** – Are they event-driven? Is it periodic?
- **Why** – This is what you can strategically address and respond to in time, based your Social Media Listening Report we send you.

We don't believe that anyone can analyse the meaning and sentiment better than people can and that's why we use professional Social Media research analysts to do the work and NOT analytical software.

We break our report down into:

1. Your Brands Online Social Media positive/negative discussion (sentiment) history. As this is the first report for you we would gather information from more than just the last 30 days i.e. History. We would break out the last 30 days as a separate report in addition to the history.
2. The report would include:
 - a. Your Brands Online Influencers and Advocates in different Social Media channels.
 - b. “Share of voice” graphs on the different Social Media channels in relation to your competitors.
 - c. Links to more specific posts about your Brand.
 - d. A graph of activity trending in relation to your Brand over the last 30 days specific to the different Social Media channels.
 - e. We would also break the report down into positive and negative sentiment analysis from the different cities and states in your country as best possible.

Our deliverables to you: We provide you with a presentation pack in PowerPoint which is developed by our multimedia staff based on our finding. This presentation can be used immediately in management meetings or Board presentations and is provided in a consistent format so each time you receive it you know what you are getting.

We also give you an Excel report outlining the detail of your brand. This gives you the ability to drill down into the details of conversations and respond simply by clicking on the links we provide.

Why do it our way? We use trained researchers to develop the report. This human touch leads to a proper analysis of the social media brand conversation, the situation and an understanding of the comments in terms of their impact on brand positioning. The researchers sift through all the rhetoric, hype, irony and street talk to provide you with the real state of your Brand online. **We bring this all to you at a lower cost than analytical software options currently available with the added value of being in a presentable format.**

For more details contact Knowledge Solutions PTY Ltd

phone +61 (3) 90014488 Site: <http://www.knowledge-solutions.com.au> e-Mail: info@knowledge-solutions.com.au

Twitter: @lukegrange