



SOCIAL MEDIA MONITORING BENCHMARK QUICK PLAN

Description

Program from SocialMedia8 that benchmarks conversations, buzz, mentions of brands, products, services within the social media landscape (micro-blogs, blogs, forums, communities, social networks, social bookmarking sites and video sharing portals). A Brand Benchmark explores conversation activity about a brand and its products or services and competitors within the social media landscape.

Purpose

Companies need to understand **new consumer insights** and what online consumers say about brands and its products and services. Social media is becoming the primary medium for consumer recommendations and unprompted discussion about their brand experiences and preferences.

The purpose of a Brand Benchmark program is to understand what is driving recommendations and advocacy. It helps to understand the sentiment of consumer discussion as well as the subtle differences between markets and understand which brand values are discussed and why. It also measures the presence of the brand within the social media landscape.

With insights on what is being said, brands are able to set KPI's by which (social media) campaigns can be measured.

Success outcomes

A successful Brand Benchmark Project delivers a benchmark that:

- Shows the presence of the brand within the social media landscape, defines the target audiences' sentiment and perception regarding the brand of many brand stakeholders
- Benchmarks the current situation, strengths, weaknesses and gaps
- Compares the Share of Voice of the brand within social media vs. its competitors
- Detects possible important consumer generated fan pages or communities around the brand and its products or services
- Gains important consumers insights that will help to define next strategic choices
- Reports buzz and opinions on the actual experience of the brand and its products, services and social services
- Contains important strategical conclusions and recommendations from the Social Strategy Director and Social Media Specialists

Guiding principles

A Brand Benchmark identifies conversations, buzz and sentiment within social media spaces for a brand about the brand itself, products and services.

Why is this of importance?

Online reputation, positive reviews and ratings by influencers are the **decision making differentiators** in the buying process of Digital Natives, advertising comes next. 92% of all 16-34 year old consumers only buy a product if their network of social influencers or connected peers have written a positive review about it (Forrester Research).

It is important brands need to understand what consumers say online about their brand.

Deliverables

Completion of the project will provide the following:

- A **Brand Benchmark** with valuable information on consumer insights, target audiences sentiment and perception regarding a brand, it's products & services
- **Comparisons** on the Share of Voice of the brand within social media vs. competitors
- **Advanced reporting** created by experienced and skilled social media specialists
- **Valuable recommendations** and consulting by leading SocialMedia8 specialists

Quantification

SocialMedia8 uses different Brand Benchmark systems. The systems depend on the **number of markets** and **languages**. All Brand Benchmark programs exist of both automated analysis through technology and the manual analysis performed by our social media specialists, since technology is simply not able to monitor conversations in closed social environments (i.e. forums, Facebook and other conversations behind a login and password).

Timeline

A Brand Benchmark provides valuable insights on what consumers say about a brand over a period of 3 months. SocialMedia8 is even able to track 2 months back in time, the so called back-tracking. Signed approval is needed 6 weeks prior to the project start. Fill out the briefing template: 3 weeks prior to the project start. Review program and approval by the client: 1 week prior to the project start. The total Brand Benchmark will only take **1 month**, so with the outcome of your Brand Benchmark we are able to create your tailored Social Media Marketing Strategy.

Work steps

The figure below depicts the production of a Brand Benchmark:



Client will provide a clear briefing with objectives, target audience, target markets. The SocialMedia8 Account Director will send a detailed proposal to client for approval. After signed approval the Account Director and Strategy Director will create a de-briefing for the client. SocialMedia8 will send a detailed planning with all deliverables and milestones to client. SocialMedia8 will comprise a Brand Benchmark Strategy based on the project briefing.

After the strategy a Benchmark Plan & Method will be defined for executing the program within the targeted countries. SocialMedia8 will perform a final-pass edit for clarity, logic, and meaning, submitting the Brand Benchmark for detailed analysis by the client.

The tracking will be set up by defining relevant keywords in order to track conversations and sentiment regarding the brand and its products and/or services. Once the Brand Benchmark has started data will be analyzed by Social Media Specialists and Strategy Director and delivered in the Brand Benchmark Report.

Case studies

SocialMedia8 is WPP's leading social media marketing agency with offices in Amsterdam, London, Milan and Madrid. We are a WOMMA member and fully compliant to their code of ethics. We have performed Brand Benchmarks, Seeding campaigns and developed Social media marketing strategies for over **100 leading brands**. Please see our [case studies](#) here.