

# Evaluation of the content of forum posts

Evaluation of mentions about company/organization/brand on so called social networks and other Internet forums

*The goal of this service is to provide the client with information how the company/brand activities are viewed by customers/citizens in Internet forums. This **feedback** can be then used by clients as an impulse to immediate reactions (participating in discussions – crisis communication) and to adjust the communication and market strategy according to the discovered needs and wishes of the target segment.*

*This service **is based** on usage of the specialized online software tools which allow searching, sorting and evaluation of the mentions about client on so called **social networks** (Facebook, Twitter, YouTube etc.) and other Internet **discussion forums** including Czech news or specialized servers etc. Mainly the expressions of satisfaction or dissatisfaction with products and other mentions about the awareness and “mood” around the specific company/organization/brand and its competitors are being searched.*

*The **core** of this service is “manual” evaluation of discovered forum posts by the eMerite specialists and not access (resale) to the software. Only approximately 10-20% of the discovered posts are interesting/important/relevant for the client which can only be discovered **manually with the help of the software tools.***

## Benefits of the service, resp. the value for clients

### Protection of good reputation, improvement of crisis communication, building of brand prestige

- watching the immediate **reactions** of the market on client's activities with the possibility to react immediately
- minimizing **the impact** of negative client and product ratings
- **comparison** of the client's expectations with the perception of consumers (discover the reasons of possible negative perception and/or unsuspected aspects of the brand as viewed by consumers)
- search for new fans, allies and **partners** (individuals, groups, communities, e.g. visitors of specialized servers)

### Identification of opportunities and threats

- discovery of current and predicted **trends**, influences, needs and wishes of the target group
- finding out the ideas for the **innovation** of products and services
- discovery of new **competitors**
- identification of the types and **sources** of usual **threats** to prevent them

### Discovery of consumer motivation and their perception of company/brand

- identification of the common **themes** and terms related to brand and used in discussion forums
- discovery of the **impulses** that are starting the discussions (e.g. quality of service)
- discovery of the **factors** used in consumer decision process (e.g. price of the service)
- finding the **relation** of consumer sociologic profiles to the products and services

### Campaign analysis

- quantitative data: **range** of discussion during the campaign vs. before the campaign
- qualitative data: evoked impressions and perception of consumers, content and “**mood**” of discussions (positive/negative/neutral to the client)
- usage of the new data for the **future activities**

## The basis: combination of monitoring tools

Before the start of monitoring it is necessary to define the **keywords** related to the company/brand/product/industry which will then be searched.

**Special social media monitoring software tools** are then used for collection and sorting of the forum posts.

The mentioned benefits of this service can be fulfilled only by the **combination of several software tools used simultaneously**, i.a. to ensure the evaluation of content of Czech internet servers, to have the possibility to set/change the details of discovered forum posts manually (set the sentiment or the popularity/influence) etc.

## The content of reports and analyses sent to the client

The analysed information from the monitoring are being sent to the client in the periodicity he sets (daily/weekly/monthly) or ad hoc (e.g. to analyse the impact of the three-month campaign, semi-annual summary report etc.). The monitored metrics are especially:

- the share of discovered **posts** based on the source type: social network (Facebook), microblogs (Twitter), discussion forums on news, specialized or other servers, blogs, encyclopaedia (Wiki), photo sharing sites (Flickr), video sharing sites (YouTube) etc.
- the share of discovered posts **based on the specific servers** including the evaluation of popularity/influence of websites with forum posts (based on the publicly available information from on-line services Alexa, Quantcast, Compete or Czech NetMonitor)
- content of the forum posts, i.e. the most discussed **topics** related to the brand – in general and by the type of source and specific servers, i.e. where and how is the brand rated
- **sentiment** (emotional charge) of forum posts, i.e. the share of positive/neutral/negative posts related to the client
- **comparison** of the number of posts about clients with the number of posts **about competition** and their products (the “market share” in on-line forums)
- **details about the most active commenters** (opinion makers) – their favourite topics, influence (based on the number of posts, number of their followers on Twitter, number of retweets and other Twitter data, if applicable), ideally including the socio-demographic profile (gender, age) and contacts that people have in their online profiles
- detailed **evaluation of the client’s YouTube channel**, if applicable – the most viewed and the longest watched videos, the most and best rated and commented videos, traffic sources of client’s channel visits, where the videos were watched (whether on YouTube.com or on other website in embedded player), the trend in the number of subscribers etc.
- the share of discussions forums on **traffic of the client’s website** (e.g. number of clicks on links from Twitter leading to the client’s website etc.), for which the website traffic monitoring tool Yahoo! Web Analytics can be concurrently used

The reports and analyses contain apart from the tables and charts **professional comments** in which the eMerite specialists on online communication interpret the measured data, put them into the **context**, explain the **reasons** behind discovered trends (effect of campaigns, launch of new product) etc. They also add concrete **suggestions and recommendations** what the client could/should do to improve his internet campaigns and services.

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