IBM

They're talking. Do more than listen.

Learn more about your customers and prospects with IBM Social Media Analytics.

- Social media is now the #1 use of the Internet:[1]
- 90% use it to learn.[2]
- 78% use it to share knowledge and experience with others.[3]
- 37% use it to engage experts.[4]

C-suite executives respect customer input.
90% of CEOs plan to collaborate much more extensively with customers over the next 3-5 years.[5]

Your people engage, but you want more.
70% of business employees engage in internal and external social media.[6]

Discover what you don't know by following the digital breadcrumb trail.

Organizations can analyze social media comments to uncover rich details about customers and prospects. You can gain insight into their true feelings about your market, your products, your services and your brand.

- Customer preferences: "Love it! This is my favorite color!"
- Buying patterns: "Definitely worth the money - and it was on sale!"
- Demographics: "With the kids in college, there's more time to travel."
- Affinities and associations: "Great to meet another fan of chamber music."
- Influential recommenders or detractors: "Anyone who wants a deal should try it." OR "Do not buy it from here. It's a waste!"

Don't just listen.
Learn. Understand. Act.
65% of executives use social business tools to understand market shifts.[7]

IBM Social Media Analytics can help you build better relationships can craft a more customer-center experience.

Its advanced analytics can help you:
- Tailor campaigns for specific audience segments or individuals
- Refine new products or features based on consumer trends
- Discern your reputation as an employer to attract the best employees
- Steward your brand
- Evaluate your supply chain and mitigate risk

Learn how actionable insights from IBM Social Media Analytics can help your organization.
http://www.ibm.com/software/analytics/solutions/customer-analytics/social-media-analytics/index.html

Sources:
[1] Belinda Goldsmith, Reuters, Sept 16, 2008
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[3] PRWeb, July 19, 2012
[4] PRWeb, July 19, 2012
[5] IBM Goal C-Suite Survey, IBM Institute for Business Value, October 2013
[6] Pew Research Center, May 2013
[7] Davis Kron, et al, Social Business Study: Shifting Out of First Gear, MIT Sloan Management
   Review, July 16, 2003

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