YOUSCAN

The ultimate social media intelligence kit: case studies for every industry

including pharmaceuticals, automotive, retail and marketing agencies
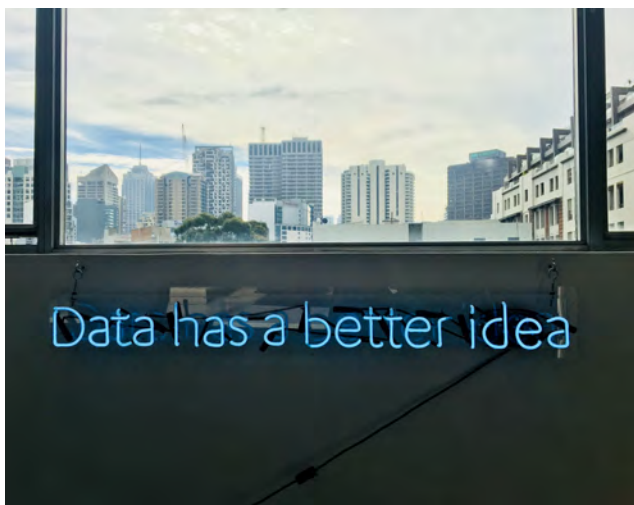
Introduction

Social media intelligence allows you to take qualitative stock of public discussions around your brand image, products and services, and actively leverage them for continuous improvements to your internal and public-facing practices.

Note the use of "qualitative," which marks a key difference between the practice of social media intelligence and social media monitoring. While the latter provides you with a big-picture view of all public mentions of your brand, their sentiment, frequency and geographical distribution - just to name a few you could track with a tool like **YouScan** - social media intelligence puts more emphasis on the content of those mentions and action items that they might present.

Social media addresses many challenges of traditional audience research methods, such as access and data collection. According to a **Journal of Consumer Marketing review,** social media has become an integral part of market research due to ever-evolving consumer habits.

Social media intelligence benefits:

✓ No geographical limits

✓ Instant actionable insights

✓ Increased customer loyalty

✓ Improved brand image

✓ Faster market growth

✓ Increased sales

✓ New product ideas

This eBook demonstrates the advantages of social media intelligence for four distinct fields: **retail, pharmaceutical, automotive** and **marketing agencies.**

Each case exemplifies how social media intelligence can help address challenges posed by traditional market research methods, such as difficulty of data collection via customer surveys, wide geographical distribution of target audience, and data volume.

Social media intelligence in the retail industry

Social media intelligence offers key advantages to businesses across the board, but it is especially important for retail brands.

Whether the business is fully online, offers delivery options or operates exclusively out of a brick-and-mortar location, it is imperative that customers have an option to connect with it online.

With over 4.5 billion people with internet access spending an average of **2.5 hours every day online**, the opportunities are yours to miss - so make sure you meet your customers on their territory!

Benefits of social media intelligence for retail businesses

✓ Better customer interactions ⓘ

✓ Discovering engagement opportunities ⓘ

✓ Reputation management ⓘ

✓ Product development and customer feedback ⓘ

In the world of retail, social media intelligence is an extension of the brand's customer service. It offers insights into the customers' opinions and needs, and helps address any crises at their early stages.

Research shows that **32%** of customers who contact a brand for support over social media expect a response within **30 minutes.**

And nearly 60% of those who reach out to brands for support over social media expect the same response time on weekends and evenings. So it is vital for both customer retention and loyalty to have a dedicated social intelligence routine and be ready to respond to your customers in a timely fashion.

Social intelligence can also help retail businesses identify influencers among its online audience. Influencers can use their following to increase the reach of retailers' products and their brand image.

In **2020,** the average earned media value per $1 spent on influencer marketing is **$5.78,** which has increased since the previous year.

Finding influencers has shown to be one of the top challenges for businesses, so social intelligence presents a unique opportunity to overcome this hurdle. With a social media intelligence tool like YouScan, you can determine top mention authors by influence and reach out to the ones that seem the most excited about your brand.

Auchan

- one of the largest retail companies with more than 55 years of successful operation on the international market. Auchan is a store presented in 4 formats: hypermarkets, superstores, supermarkets and convenience stores. The company is in 35th place among the largest employers in the world.

Region:	**Europe**	Industry:	**Retail**
Countries:	**17**	Employees:	**354,000+**
Stores:	**4084**	Pre-tax profit:	**€50.3 billion**

Auchan has long been looking for a way to get reliable customer feedback. The main method was a questionnaire, which turned out to be ineffective: in such a way, clients tend to tell what a company wants to hear from them. This is precisely what served as the main reason for the decision to start monitoring social media.

Challenges:

○ Reliability of customer feedback is questionable;

○ inability to conduct end-to-end analytics;

○ inability to evaluate the employees performance.

Challenge accepted!

Results:

✓ Adjusted customer communication strategy;

✓ revised pricing policy per customer reviews;

✓ analyzed service quality;

✓ got the opportunity to respond to critical situations quickly;

✓ increased customer loyalty;

✓ amended marketing activities to drive lead acquisition.

"By the way, it is worth noting that we managed to build an effective feedback process within a large team. Also, we resolve different issues, like inaccuracies in price tags, disagreements with a client, etc. within 24 hours."

- Irina Yargina, Community manager at Auchan

Social media intelligence in the pharmaceutical industry

Pharmaceutical companies can benefit from aspects of social intelligence that allow them to conduct competitor analysis and gauge brand recognition.

As many pharma companies provide their own versions of generic drugs - for example, a popular NSAID ibuprofen is known under trade names like Advil and Nurofen from Pfizer and Reckitt Benckiser respectively - it is helpful to know how informed customers are on your brand's products and how they compare with the competition.

With **54% of social media users reporting researching brands or products on social platforms**, it is imperative for pharmaceutical companies to provide that information in places where people look for it. Furthermore, **71%** of customers who have a positive experience with a brand on social media **are likely to recommend it to others.**

When looking to edge out competition, it pays off for brands to focus on the customer experience.

Social intelligence can also help pharmaceutical companies in marketing efforts for their seasonal products: tracking mentions of cold and flu during the winter months can help pharmaceutical marketers better target promotion campaigns for their cold medicine, while mentions of allergy symptoms in early spring can inspire appropriate ads then. The same technique can be used to track outbreaks for seasonal illnesses or more serious epidemics.

Listening to public discussions on social media can also help pharmaceutical companies find their next market for geographical expansion.

For example, in our Teraflu case study, social media intelligence with **YouScan** helped the GSK brand track dynamics of the cold season across multiple locations in one country. This could determine the next location of geo-targeted ads for appropriate medication and public health campaigns to mitigate symptoms.

Social media intelligence can also help collect customer feedback about the effectiveness of a drug or feedback about changes to its formula or packaging.

GSK

- a science-led global Pharmaceutical and Vaccine company. It's a global business focused on the research, development, and manufacturing of innovative pharmaceutical drugs, vaccines, and consumer healthcare products.

Region: **Europe**		Employees: **over 99,000**	
Industry: **Healthcare**		Healthcare Brands: **12**	
Revenue: **$33.754 B**		Countries: **95**	

Theraflu, one of GSK brands, launched an AI-based project in Russia - an interacting service "The Flu Forecast" to increase the customer awareness of the spread of the virus, boost the recognition of Theraflu products as antiviral and anti-flu; and increase sales. Social Media Listening helped monitor the spread of the flu through public online posts, track the dynamics and trends of the epidemic in a given location. To create an accurate data search, more than 200 queries were created.

Challenges:

- ○ The country's regions significantly vary in climate, population density, etc.;
- ○ Difficulty in setting queries (minus words);
- ○ Bots with mentions about "sickness" mess up the statistics;
- ○ Comments wishing users' good health, which interfere with data collection;
- ○ Small regions that don't have any mentions.

Results:

- ✓ 5 times faster market growth;
- ✓ A record index of a market share (34%);
- ✓ The number of unique visitors increased to more than 854 000;
- ✓ Bounce rate decreased to 18%;
- ✓ More than 15 000 people subscribed to the chatbot;
- ✓ Featured at such festivals: Effie Awards Russia, The Festival of Media, DCA 2018 Global, Red Apple.

"This project is the first step towards the digital transformation of the healthcare business. The Flu Forecast is a real breakthrough where Big Data, social media analysis, AI, and deep modeling helped the brand increase the market share and boost ROI at the peak of the flu season. Now users spend more than 5 minutes on the websites, while the international recognition of professionals emphasized that similar cases set new trends in the industry."

- Adila Ilyasovaa, Digital-Manager of GSK Consumer Healthcare Russia

Social media intelligence in the automotive industry

Social media intelligence can benefit businesses specializing in any stage of the automotive purchase, from new vehicle purchases to maintenance and repair to auto parts dealership.

Qualitative analysis of customer conversations allows businesses in the automotive industry address customer feedback and incorporate it in their services; tailor their products and services to the customers' needs; and increase customer loyalty.

87% of car buyers use an online discovery platform while shopping for a new vehicle, with the majority of them consulting a social media platform like Facebook during their **decision-making process.**

Furthermore, **customers reported** spending the majority of their time - nearly **9 hours!** - on online research in addition to conversations with others and visiting auto dealers, which suggests that automotive companies should be investing a large portion of their efforts online.

Beyond major automotive companies, businesses that offer auto parts and maintenance services can be using social media intelligence for reputation management.

Studies show that **97%** of customers read reviews before visiting a local business, which means it's crucial that auto repair shops stay on top of their customer communications and address any pain points brought up in reviews.

For an automotive company like Michelin, which offers a variety of services in the auto sector as well as its own restaurant and travel guides, it is important to be able to distinguish signal from noise in the process of social media intelligence. Having **well-constructed online search queries**, like the ones available to **YouScan** users, can help sort mentions into relevant categories and avoid missing any important information.

Michelin

- the leading tire company, is dedicated to sustainably improving the mobility of goods and people by manufacturing and marketing tires and services for every type of vehicle, including airplanes, automobiles, bicycles/motorcycles, earthmovers, farm equipment and trucks. It also offers digital mobility support services and publishes travel, hotel and restaurant guides, maps and road maps.

Region: **Europe**	Industry: **Automotive**
Countries: **170**	Employees: **111,000+**
Plants: **67 in 17 countries**	

Considering that Michelin provides services and goods for all car segments as well as releases its own maps and restaurant guides, it was necessary to understand how to categorize the mentions to ensure quality monitoring.

Challenges:

○ Inability to track the requests of potential customers;

○ no tools for customer feedback segmentation by various types of products and services;

○ inability to process all the mentions.

Results:

✓ Got the opportunity to measure the level of customer loyalty, thanks to automatic sentiment detection;

✓ improved the accuracy of feedback, using the functionality of auto categories, which excluded all commercial posts;

✓ thanks to a well-thought-out search query, all irrelevant references were eliminated;

✓ increased sales by tracking potential customers' queries on relevant topics.

"Modern technologies should help businesses, in particular, our company, satisfy their customer needs as much as possible — in our case, by creating tires that meet their needs to ensure high-quality and timely services. The information collected allows us to understand our customers better, their needs and preferences, evaluate the perception of our products. Also, YouScan enables us to quickly find customers who need our support and assist them immediatly"

- Artem Stepanov, Influencer marketing and technical communication manager at Michelin.

Social media intelligence for marketing agencies

Marketing and advertising agencies provide a wide range of services, including consumer behavior research, campaign planning and strategy, lead generation and sales optimization.

Social media is an essential part of any marketing strategy, with **3.8 billion** active social media users **reported** globally in January **2020**. Ignoring such a large portion of the audience could cost marketing agencies (and their clients) their business!

Social media intelligence can help improve many services offered by marketing agencies, as a cost-effective alternative to more traditional market research methods. The practice provides large datasets with numerous qualitative insights about customers all over the world, with all the data freely available to anyone who can use it wisely.

And with users spending an average of **2.5 hours** online, that is plenty of time to generate a lot of data useful to marketers.

It is particularly important for marketing campaigns to have a well-researched target audience in order to achieve maximum effectiveness. Social media intelligence can also help marketing agencies construct customer personas and determine target demographics by analyzing publicly available social media user data.

For example, in our recent work with Wavemaker Russia, we determined three main buyer personas with shared demographics, interests and lifestyles. Using **YouScan's** monitoring topic, we analyzed over a thousand mentions to find users with similar goals and pain points related to a specific product. Marketers can now use this data to create an informed marketing strategy.

Wavemaker

Wavemaker Russia is part of an international network of innovative advertising agencies. The Russian branch provides a full range of services, such as: strategic and tactical planning, consumer behavior research, analysis of competitors, campaign performance forecast, and buying optimization.

Region: **Europe**		Employees: **7600**	
Industry: **Marketing and Advertising**		Projects: **500K**	
Revenue: **$38 billion**		Countries: **90**	

With YouScan's help, Wavemaker has conducted a case study on instant noodles to find out how Social Media Listening tools can help identify a customer persona, analyze consumer behavior, detect target audience, and get insights for brand campaigns. 2 billion mentions were collected and more than 1000 messages were analyzed.

Challenges:

○ Lack of experience in social media monitoring and mentions collection;

○ Lack in the understanding of the full potential of Visual Insights;

○ Difficulty analyzing all the collected mentions and choosing the most influential ones.

Results:

✓ 3 target audiences detected: students, esports athletes, women on a diet (20-50 years old)

✓ Perceptions: favorite ready-to-eat meal, a cheat-meal, hangover remedy; quick and nourishing; exotic; children's treat;

✓ Expectations and new product ideas: a dry snack; noodles in a drink container (cup); more focus on cultural codes; bigger portion size; low-calorie noodles; a blog with Asian recipes; make noodles a more suitable and attractive meal option for children.

"Today, brands are shifting their focus from the conventional search and analysis of the target audience based on age, gender, and social position. They are looking for situations, objects, and other details that can tell them more about customers. Social Media Listening (SML) tools with AI-powered visual insights help our clients solve their pain points, get inspired for new marketing campaigns, and boost ROI. YouScan helps us share, enrich our experience and create novel brand strategies without cliches." - **Irina Syagina, Senior Insight Specialist, Wavemaker**

ABOUT YOUSCAN

A social listening platform powered by image recognition technology.

YouScan provides instant access to customer conversations happening online, enabling enterprises and agencies to listen, analyze and turn social data into action. Sentiment analysis, trends detection and smart alerts combined with an intuitive and powerful dashboard allow users seamlessly fulfill the most complex tasks.

FREE TRIAL

For Reputation Management
Track mentions of your brand in real-time and quickly act on them.

For Customer Support
Quickly resolve customers' issues and react to the most critical social media posts instantly.

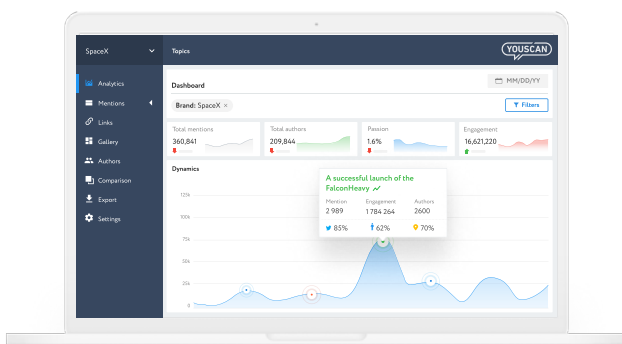**For Marketing and Research**
Uncover all discussions about your brand, find new promotion channels and influencers.

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Awards: