



# Social Media Monitoring And Analysis

Lorcan Bannon

**Data Storytellers**

Thursday 23<sup>rd</sup> February 2017



@olytico

@lorcanbannon



**are you listening?**



# Who Am I?



Lorcan Bannon

**Head of Client Strategy  
Olytico**



# Who we are

---

Olytico is Ireland's most respected social media monitoring and analysis agency.

We help brands to cut through the digital chaos and to identify the most relevant online conversations.

We provide both real-time information and retrospective reports on how our clients' actions and reactions are being received by audiences online.

Our insights help power:

- Smarter Business & Content Decisions
- Benchmark / KPI Setting
- Better Customer Care
- Qualified Lead Generation



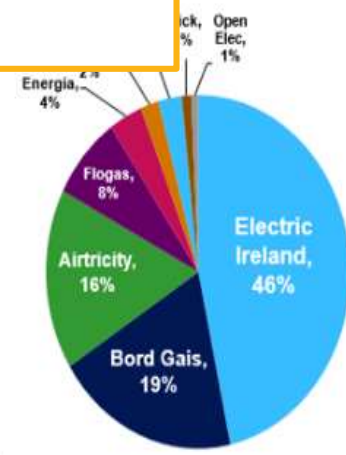
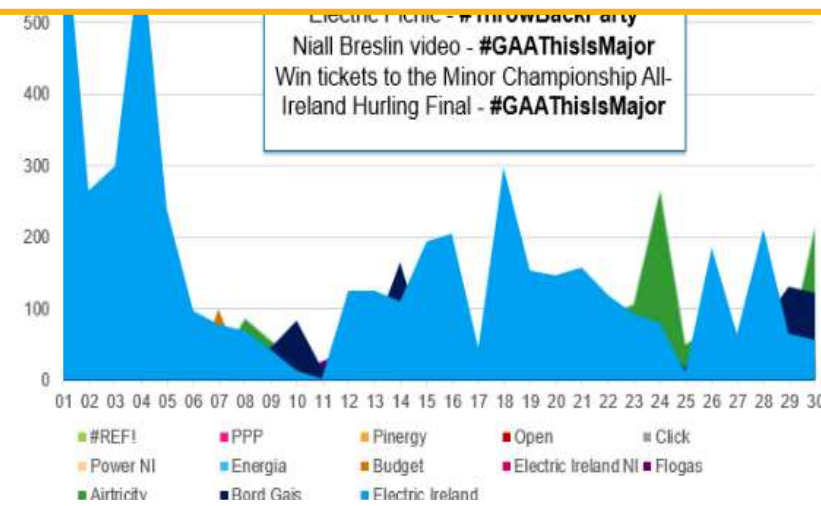
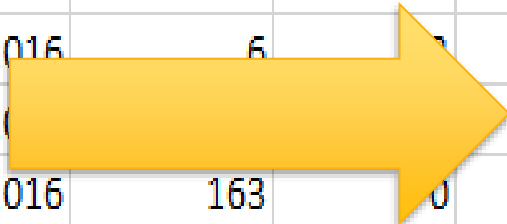
MODERN  
STORY  
TELLER



**The Power of Storytelling**

# The Power of Storytelling

|            |     |     |
|------------|-----|-----|
| 03/08/2016 | 1   | 0   |
| 04/08/2016 | 3   | 0   |
| 05/08/2016 | 11  | 9   |
| 06/08/2016 | 12  | 15  |
| 07/08/2016 | 15  | 5   |
| 08/08/2016 | 7   | 4   |
| 09/08/2016 | 6   | 1   |
| 10/08/2016 | 163 | 0   |
| 11/08/2016 | 118 | 2   |
| 12/08/2016 | 37  | 7   |
| 13/08/2016 | 37  | 12  |
| 14/08/2016 | 20  | 8   |
| 15/08/2016 | 9   | 26  |
| 16/08/2016 | 55  | 1   |
| 17/08/2016 | 41  | 1   |
| 18/08/2016 | 47  | 139 |
| 19/08/2016 | 20  | 50  |



## September 2016 – Competitor Analysis (SSE Airtricity)

### Social Care

**Technical Issues**

Sophia McLoughlin (@sophiamc) @sseairtricity I am trying to top up online but key getting an error 508?

**Door-to-door sales**

audrey ward (@Audreyward12) @sseairtricity hi just wondering if the guys going door to door selling your brand understand the word no, just had a caller at 8.30

---

### Non Social Care

**Dublin Marathon**

Dublin Marathon (@DublinMarathon) Massive congratulations to our @sseairtricity Dublin Half Marathon participants!! Check out the full event video over on our Facebook Page

**Dublin Marathon**

Dublin Marathon (@DublinMarathon) Check out the full course video for the 2016 @sseairtricity Dublin Marathon over on our Facebook page now

# Who we work with

---





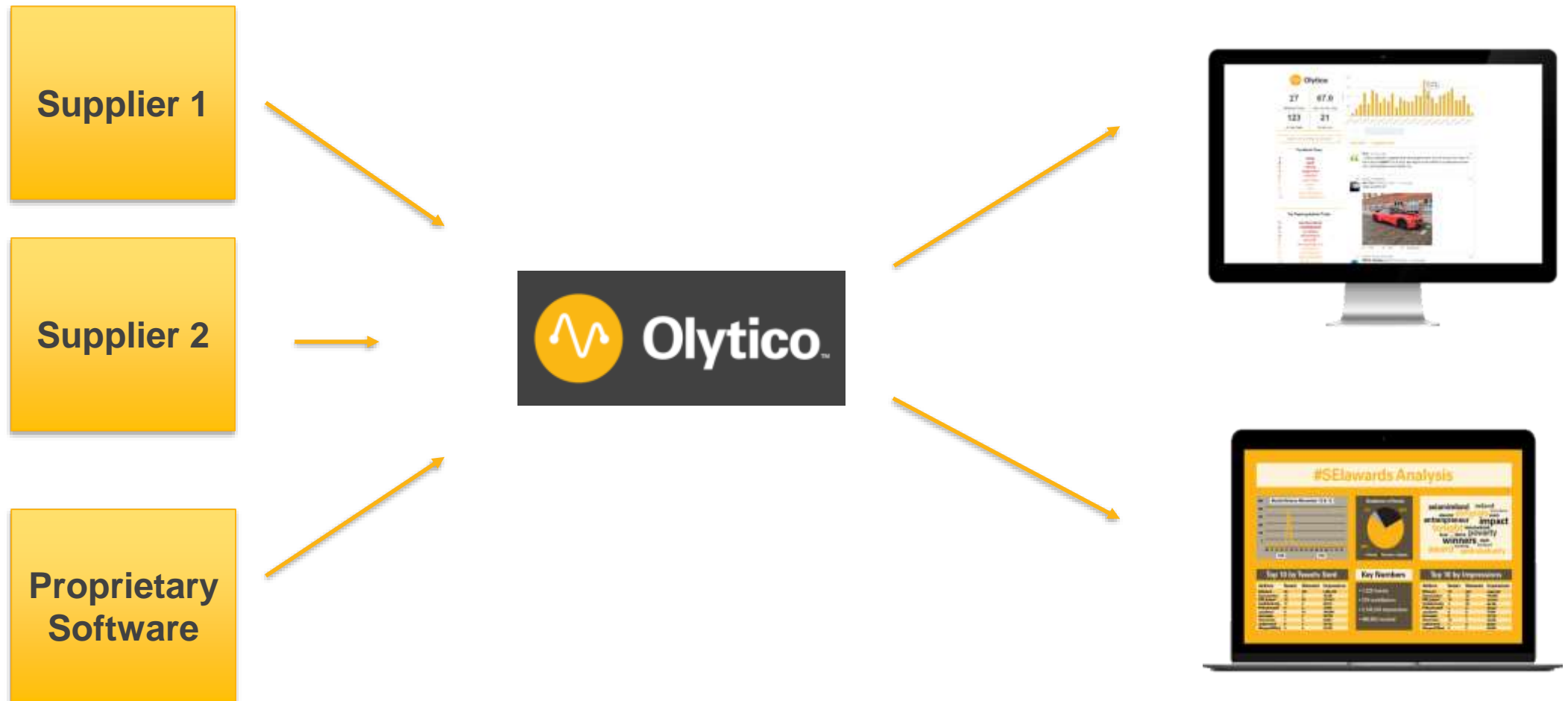


# How Does Social Media Monitoring Work?



# Olytico Tools and Methodology

Combining best-in-class software providers, with unrivalled social media monitoring and analysis expertise





# **How Does Social Media Monitoring Help Our Clients?**



**1. Real Time**



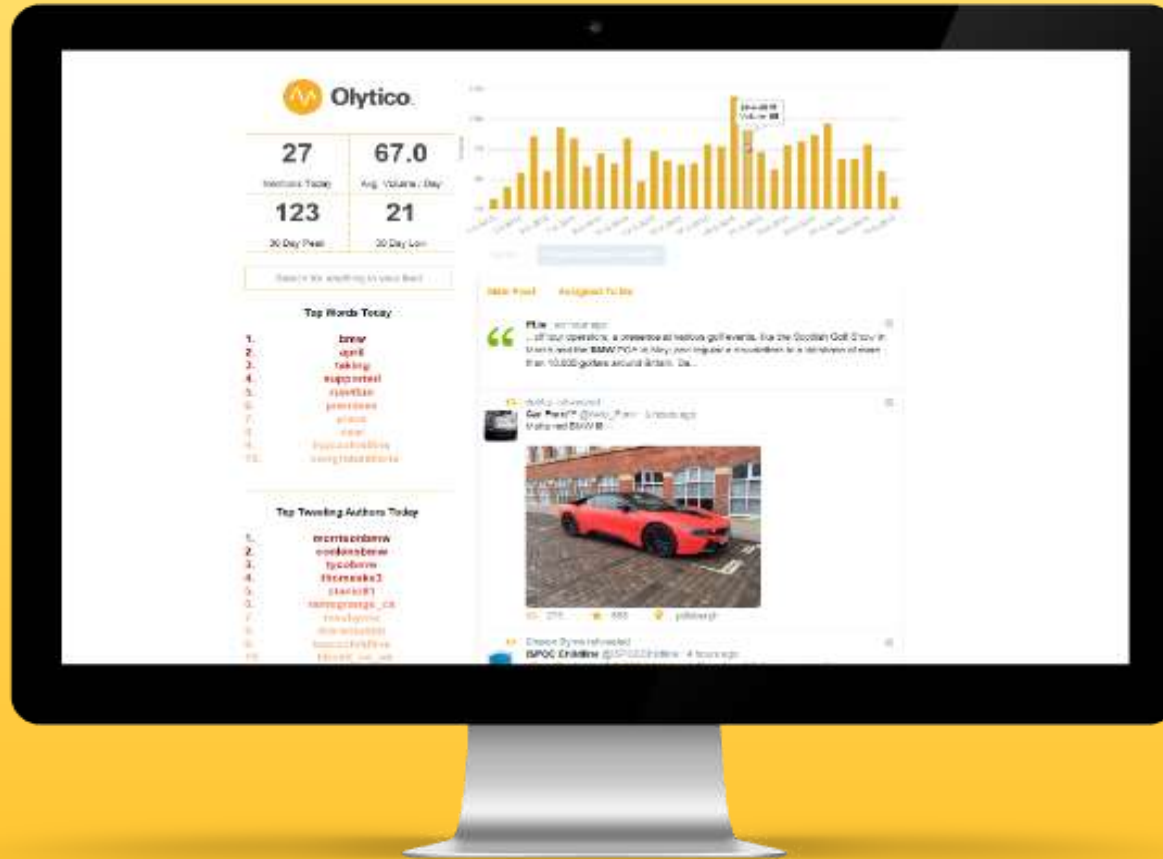
**2. Retrospective Reports**



**3. Influencer Identification**



**4. Innovation**



# 1. Real Time Dashboards



|                             |                                 |
|-----------------------------|---------------------------------|
| <b>18</b><br>Mentions Today | <b>145</b><br>Avg. Volume / Day |
| <b>549</b><br>30 Day Peak   | <b>18</b><br>30 Day Low         |

**SuperValu**

|           |             |             |
|-----------|-------------|-------------|
| Top Words | Top Authors | Top Sources |
|-----------|-------------|-------------|

**Top Words Today**

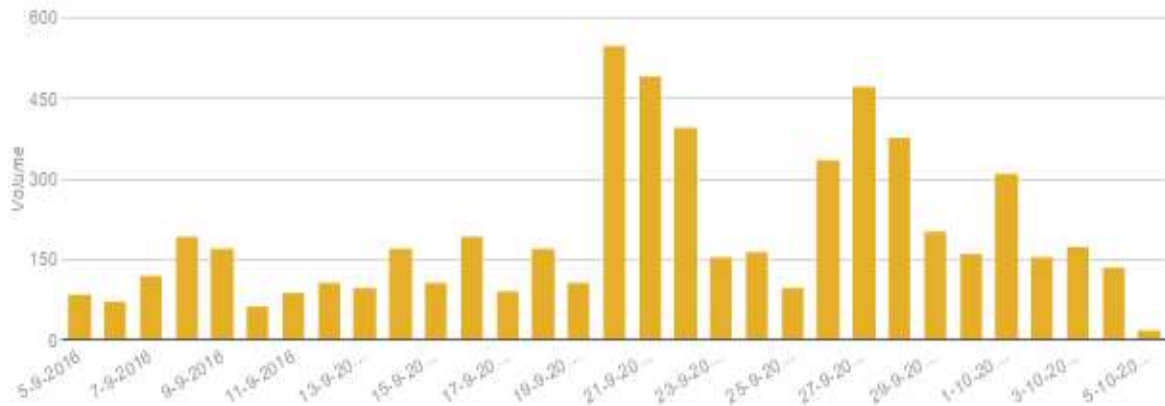
1. **supervaluirl**
2. **blas2016**
3. **amp**
4. **blasnaheireann**
5. **bronze**
6. **follow**
7. **food**
8. **win**
9. **6x**
10. **available**

**Export Report**

Content from date  X

Content to date  X

**Export**



**Example Only**

Content from date  X

Search for anything in your feed  X

**Assign**

**Ade Walsh** @AdeWalsh **42** - an hour ago

Thank you for generous info & tour in ur lovely store @SVCionmel @SuperValuIRL @Bordbia last workshop #food academy now @BullseyeFood

Explicit Hide

**SuperValu Ireland** @SuperValuIRL **63** - an hour ago

@janiceowalsh Hi Janice, apologies for the delay. We will follow this up right away for you.

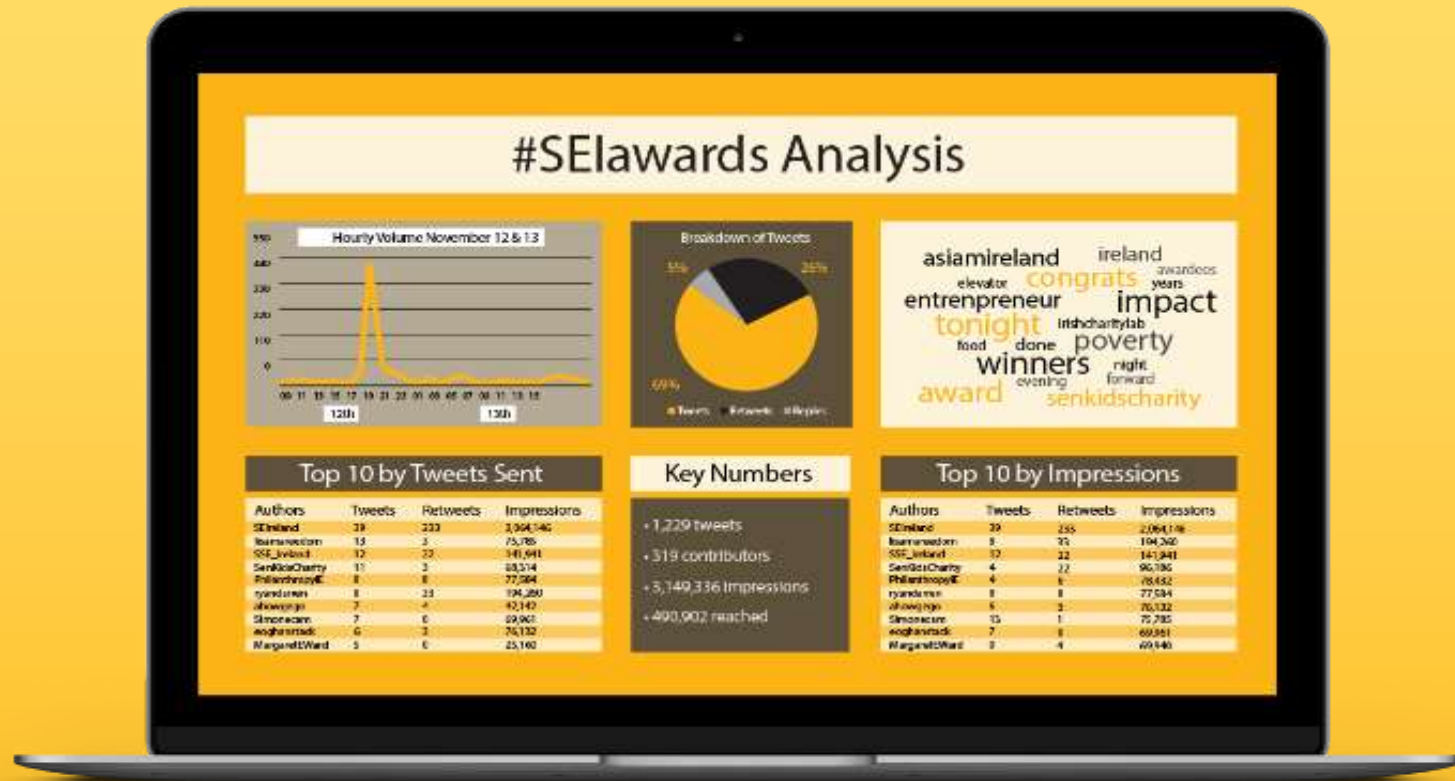
Explicit Hide

**NaturallyCordial** @ClodaghDavis **43** - an hour ago

@AyleFarm @BiasNahEreann @SuperValuIRL @tippfood Congratulations to you both! Enjoying toast and certain rum and orange mamalade....

Explicit Hide





## 2. Retrospective Reports



## 2. Retrospective Reports



### **Storytelling Through Retrospective Reports:**

- Greater ability to identify and implement insights
- Allows clients to compare with competitive set performance
- Helps to gauge brand sentiment



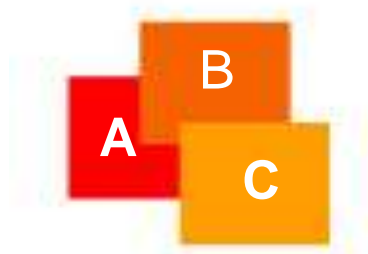
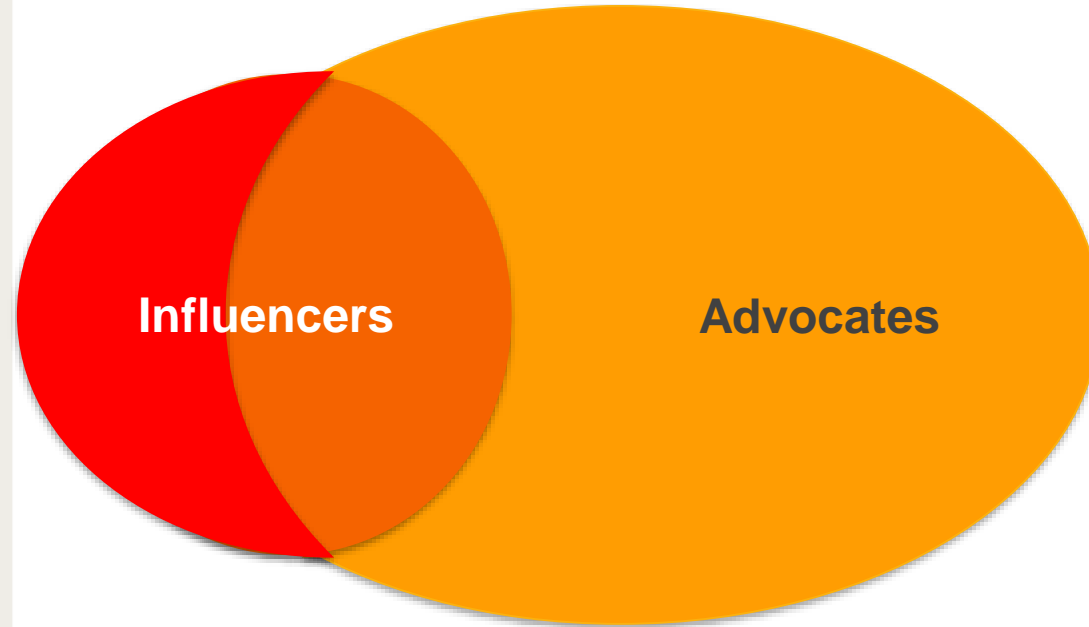


## **3. Influencer Identification**



# Influencers vs Advocates

## *Reach vs Relevant Reach vs Reliable Relevance*



### A.

- People with a large follower base (**Reach**)
- They work with many brands / events

### B.

- People with large follower base (**Reach**)
- People who regularly and positively engage with your brand (**Relevance & Reliable**)
- A sweet spot – Influencers who are advocates
- **Action:** PR Out Reach / Potential Brand Ambassadors

### C.

- People who regularly and positively engage with your brand (**Relevance & Reliable**)
- People with a relatively small follower base
- **Action:** Involve in the conversation



## 4. Innovation

At Olytico we like to listen.  
Over the last few years we have been listening to  
when people have said:

*“If only there was a way to...”*

*“I wish someone invented...”*

*“Will somebody please create a ...”*

*“Will someone please build...”*

.....



**Colette Donnelly**

@cdonnelly94



 Follow

I wish someone invented a pillow that always has a cold side.

 Retweeted by Ashley Upton

 Reply  Retweet  Favorite

**5**  
RETWEETS

**3**  
FAVORITES



4:32 AM - 17 Jul 12 · [Embed this Tweet](#)



**Jimmy Marsh**

@Jimmy\_Marsh8



 Follow

I would love if someone invented a pillow  
that always had a cool side

 Reply  Retweet  Favorite

**1**

RETWEET



1:33 AM - 16 Apr 12 · Embed this Tweet



**Adam Phoenix**

@adamphoenix2



Follow

Imagine if someone invented a pillow that stayed cold forever!

Retweeted by Chris(py bacon)

Reply Retweet Favorite

**10**  
RETWEETS

**3**  
FAVORITES



3:37 PM - 16 Sep 12 · Embed this Tweet



**zoey thompson.**

@zoeythompson17



 Follow

has someone invented a pillow that doesn't get warm and stays cold??? Cause they should!! They'd get sooo much money.. I'm a fucking genius!

 Reply  Retweet  Favorite

11:17 AM - 21 Aug 12 · Embed this Tweet





Soothing, cooling comfort  
on your favorite regular pillow

HOME    FAQs    ORDER NOW

**BUY ONE  
GET ONE\***    NOW ONLY  
**\$12.99**

\*Just pay add'l \$6.95 P&H

PLUS \$6.95 P&H



**ORDER NOW!**

As seen on  
**RACHAEL RAY SHOW**    **GOOD MORNING AMERICA\***  
**OPRAH\***                      **THE TODAY SHOW\***

**WINTER SALE!**

**GET YOUR FREE GIFT  
WHEN ORDERING TODAY**



**Features & Benefits**



**Karrah Miller**

@K\_MILL90



Follow

why has no one invented a see-through toaster yet so you can see exactly how toasted your toast is getting...? #charcolforbreakfast

Reply Retweet Favorite More

RETWEET

1

FAVORITES

10



2:10 PM - 11 Feb 2014



## Magimix by Robot-Coupe Vision Toaster

★★★★☆ [Read Reviews ▶](#)

Sugg. Price: \$350

**Our Price: \$249.95**

*Exclusive*

1

**ADD TO CART ▶**

**ADD TO REGISTRY ▶**

### ▼ Summary

Experience the only toaster with a viewing window that lets you watch the toasting process in action. Set the toaster to an automatic brown setting, or simply press a button to pop up your toast when it's browned just the way you like.

- Four quartz heating elements produce crisp, uniformly browned toast.
- Four preprogrammed heat settings include Toast, Bagel, Reheat and Defrost.
- Extra-wide slots accommodate the thickest bagels and toast.
- Durable stainless-steel construction.



**What are your customers asking you  
to create / build / make / do / deliver?**

**are you listening?**



Thank You



@olytico

@lorcanbannon