



What Can Intelligence do?

Intelligence makes it easy to surface real-time & historical insights to inform your marketing and customer care efforts. Make your work smarter with insights from the most critical social networks to impact your strategy.

Use Cases:

- 1. Trend Listening/Reporting - Real-time and Past Trends**
 - a. Whether a crisis, PR event, top news drivers or content trends (e.g. media outlets, celebrities, politicians, etc.), these moments can be identified and tracked to stay on top of current conversation and inform social strategy.
- 2. Competitive Analysis**
 - a. Leverage conversation trends around competitor social activations to inform your brand's strategy. Compare content, audience response and engagement to elevate your brand over a competitor.
- 3. Campaign Monitoring**
 - a. Use Intelligence to keep an eye on relevant social conversation during a campaign to optimize content in real-time. Additionally, track a campaign's audience growth and demographics in order to understand who is reacting to the campaign.
- 4. Influencer Identification/Reporting**
 - a. Intelligence can assist in building out an influencer program by identifying users who are currently talking about your brand or active people within related topics with a large following. Share of Voice and Spotlight compare your influencers and track their actions to understand the results of your investment. Additionally, Spotlight can help monitor how influencers are engaging with your brand.
- 5. Crisis Monitoring and Reporting**
 - a. Monitoring conversation on major social networks will provide stakeholders a clear understanding of a crisis situation. Intelligence can be beneficial to establishing a crisis plan by looking at past crisis moments. Additionally, it can help anticipate those crisis moments by keeping track of conversation themes and inbound volume.
- 6. Sentiment Analysis**
 - a. Utilize Intelligence widgets to monitor overall sentiment to decide if your brand wants to participate in positive conversation, or avoid negative conversation. Tracking sentiment will also provide insight into the overall perception of your brand and how it's shifted over time.
- 7. Sourcing Leads (UGC, Surprise and Delight, advocates, etc)**
 - a. Through hashtags and keywords, use Intelligence to search for relevant conversation that your brand may not have been directly tagged in. This will help your brand find potential UGC opportunities and brand advocates.

Best Practices:

- Have clear goals of what your team wants to understand to help inform their social strategy (ie: Looking for real-time trends or historical data?).
- Ensure that your questions are able to be answered or studied with the tools available.
 - Keep in mind the API limitations of Facebook & Instagram.
- Lead with fairly specific questions, but don't be so narrow in your focus that the available social data is unable to be gathered.
- Consider what aspects of a broader conversation you might not be seeing and question why you might not be seeing them.