

IBM Social Media Analytics Framework

IBM Social Media Analytics Framework

Social Media Impact

ARE WE MAKING THE RIGHT INVESTMENTS IN PRODUCTS/SERVICES, MARKETS, CAMPAIGNS, EMPLOYEES, PARTNERS?

- Share of Voice
- Reach
- Sentiment



Social Media Discovery

WHAT NEW IDEAS CAN WE DISCOVER?

- Topics
- Participants
- Sentiment



Social Media Segmentation

ARE WE REACHING THE INTENDED AUDIENCES—AND ARE WE LISTENING?

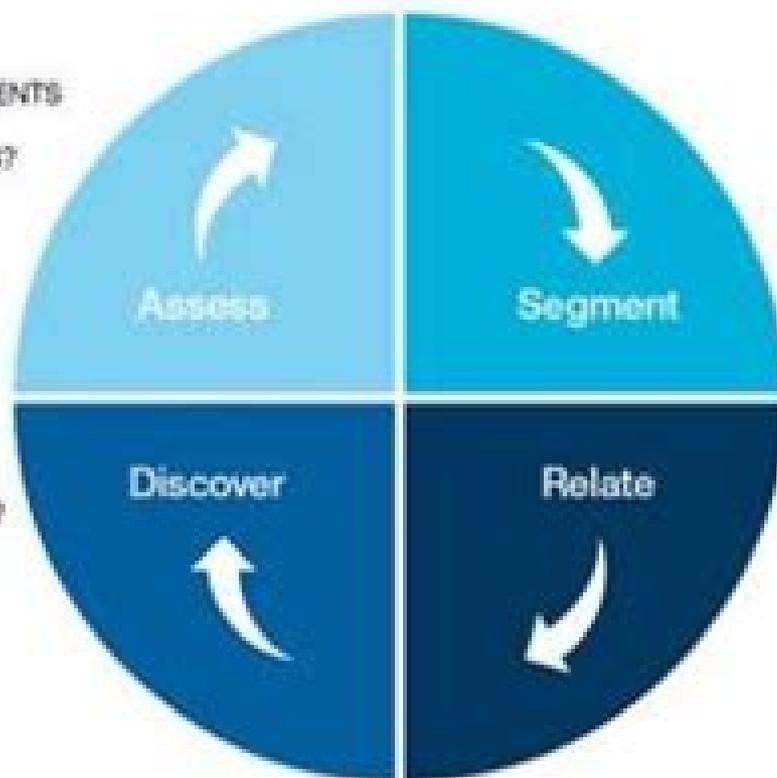
- Geographics, Demographics
- Influencers, Recommenders, Detractors
- Users, Prospective Users



Social Media Relationships

WHAT IS DRIVING SOCIAL MEDIA ACTIVITY, BEHAVIOR AND SENTIMENT?

- Affinity
- Association
- Cause



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