

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?

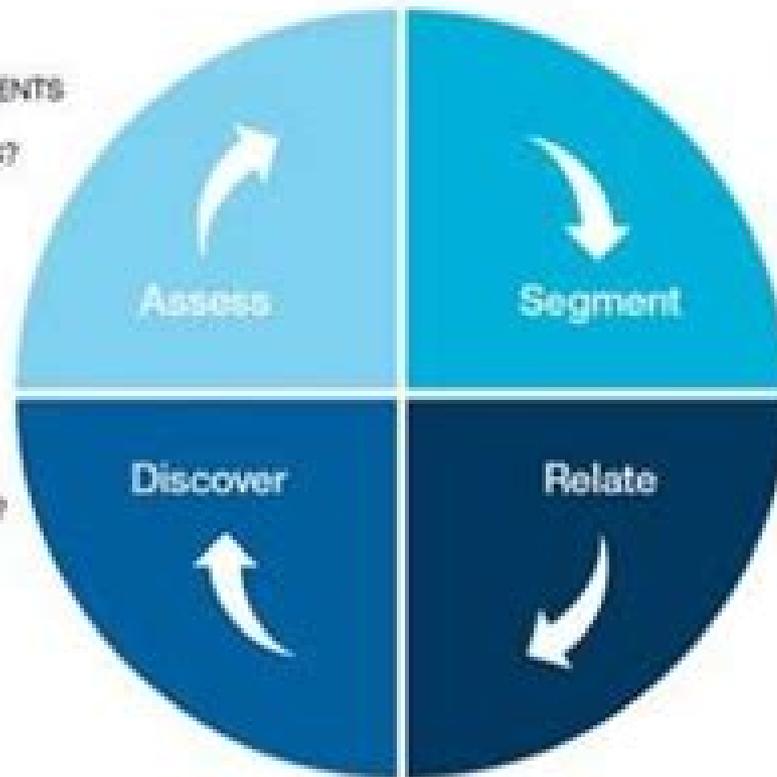
- Share of Voice
- Reach
- Sentiment



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



Ibm Social Media Analytics

Matthew Ganis, Avinash Kohirkar



Ibm Social Media Analytics:

Social Media Analytics Matthew Ganis, Avinash Kohirkar, 2015-12-14 Transform Raw Social Media Data into Real Competitive Advantage There's real competitive advantage buried in today's deluge of social media data. If you know how to analyze it, you can increase your relevance to customers, establishing yourself as a trusted supplier in a cutthroat environment where consumers rely more than ever on public opinion about your products, services, and experiences. Social Media Analytics is the complete insider's guide for all executives and marketing analysts who want to answer mission-critical questions and maximize the business value of their social media data. Two leaders of IBM's pioneering Social Media Analysis Initiative offer thorough and practical coverage of the entire process: identifying the right unstructured data, analyzing it, and interpreting and acting on the knowledge you gain. Their expert guidance, practical tools, and detailed examples will help you learn more from all your social media conversations and avoid pitfalls that can lead to costly mistakes. You'll learn how to focus on the questions that social media data can realistically answer. Determine which information is actually useful to you and which isn't. Cleanse data to find and remove inaccuracies. Create data models that accurately represent your data and lead to more useful answers. Use historical data to validate hypotheses faster so you don't waste time. Identify trends and use them to improve predictions. Drive value on the fly from real-time, near-real-time, and ad-hoc analyses. Analyze text and data at rest. Recognize subtle interrelationships that impact business performance. Improve the accuracy of your sentiment analyses. Determine eminence and distinguish talkers from true influencers. Optimize decisions about marketing and advertising spend. Whether you're a marketer, analyst, manager, or technologist, you'll learn how to use social media data to compete more effectively, respond more rapidly, predict more successfully, grow profits, and keep them growing. *Harnessing the Power of Social Media and Web Analytics* Ayanso, Anteneh, Lertwachara, Kaveepan, 2014-02-28 Social media has opened several new marketing channels to assist in business visibility, as well as provide real-time customer feedback. With the emergence of new internet technologies, businesses are increasingly recognizing the value of social media and web presence in the promotion of their products and services. *Harnessing the Power of Social Media and Web Analytics* documents high-quality research to empower businesses to derive intelligence from social media sites. These emerging technological tools have allowed businesses to quantify, understand, and respond to customers' conversations about their corporate reputation and brands within online communities. This publication is ideal for academic and professional audiences interested in applications and practices of social media and web analytics in various industries. **Social Network Analytics for Contemporary Business Organizations** Bansal, Himani, Shrivastava, Gulshan, Nguyen, Gia Nhu, Stanciu, Loredana-Mihaela, 2018-03-23 Social technology is quickly becoming a vital tool in our personal, educational, and professional lives. Its use must be further examined in order to determine the role of social media technology in organizational settings to promote business development and growth. *Social Network Analytics for Contemporary Business Organizations* is a critical scholarly resource.

that analyzes the application of social media in business applications Featuring coverage on a broad range of topics such as business management dynamic networks and online interaction this book is geared towards professionals researchers academics students managers and practitioners actively involved in the business industry

Social Entrepreneurship: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources,2019-04-01

Businesses are looking for methods to incorporate social entrepreneurship in order to generate a positive return to society Social enterprises have the ability to improve societies through altruistic work to create sustainable work environments for future entrepreneurs and their communities Social Entrepreneurship Concepts Methodologies Tools and Applications is a useful scholarly resource that examines the broad topic of social entrepreneurship by looking at relevant theoretical frameworks and fundamental terms It also addresses the challenges and solutions social entrepreneurs face as they address their corporate social responsibility in an effort to redefine the goals of today s enterprises and enhance the potential for growth and change in every community Highlighting a range of topics such as the social economy corporate social responsibility and competitive advantage this multi volume book is ideally designed for business professionals entrepreneurs start up companies academics and graduate level students in the fields of economics business administration sociology education politics and international relations

Business Ethics Joseph W. Weiss,2014-07-14 R sum This book integrates a stakeholder perspective with an issues oriented approach so students look at how a business s actions affect not just share price and profit but the well being of employees customers suppliers the local community the larger society other nations and the environment Fourteen of the twenty three cases are brand new to this edition touching on issues such as cyberbullying fracking neuromarketing and for profit education and involve institutions like Goldman Sachs Google Kaiser Permanente Walmart Ford and Facebook The text has been updated with the latest research including new national ethics survey data perspectives on generational differences and global and international issues Each chapter includes recent business press stories touching on ethical issues Several chapters now feature a Point Counterpoint exercise that challenges students to argue both sides of a contemporary issue such as too big to fail institutions the Boston bomber Rolling Stone cover student loan debt online file sharing and questions raised by social media

Social Media and Networking: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources,2015-07-31 In the digital era users from around the world are constantly connected over a global network where they have the ability to connect share and collaborate like never before To make the most of this new environment researchers and software developers must understand users needs and expectations Social Media and Networking Concepts Methodologies Tools and Applications explores the burgeoning global community made possible by Web 2 0 technologies and a universal interconnected society With four volumes of chapters related to digital media online engagement and virtual environments this multi volume reference is an essential source for software developers web designers researchers students and IT specialists interested in

the growing field of digital media and engagement This four volume reference includes various chapters covering topics related to Web 2.0 e governance social media activism internet privacy digital and virtual communities e business customer relationship management and more

Perceived Brand Localness Jörg Igelbrink, 2019-11-27 Jörg Igelbrink's study provides the disclosure of a comprehensive explanation approach of the consumers purchase motivation and attitude towards local fashion brands The structure equation model reveals six direct impacts on the consumers LFB attitude The author's findings identify a new consumer typology presenting a model of four positive consumer attitude types such as the influencing Realign Performance Advocates In the research field of consumer behaviour the new consumer typology illustrates both the consumer purchase motivation and derived local fashion brand positioning

Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics Marshall Sponder, 2011-09-02 Align Strategy With Metrics Using Social Monitoring Best Practices Two or three years from now every public relations firm that wants to be taken seriously in the C suite and or a lead marketing role will have someone like Marshall in its senior leadership ranks a chief analytics officer responsible for ensuring that account leaders think more deeply about analytics and that the firm works with the best available outside suppliers to integrate analytics appropriately Paul Holmes The Holmes Report Marshall has provided much needed discipline to our newest marketing frontier a territory full of outlaws medicine men dot com tumbleweeds and snake oil Ryan Rasmussen VP Research Z calo Group Marshall Sponder stands apart from the crowd with this work His case study approach borne of real world experience provides the expert and the amateur alike with bibliography tools links and examples to shortcut the path to bedrock successes This is a reference work for anyone who wants to explore the potential of social networks W Reid Cornwell Ph D Chief Scientist The Center for Internet Research Marshall is a solutions design genius of unparalleled knowledge and acumen and when he applies himself to the business of social media the result is a timely and important commentary on the state of research capabilities for social media Barry Fleming Director Analytics Insights WCG and Principal DharmaBuilt.com About the Book Practically overnight social media has become a critical tool for every marketing objective from outreach and customer relations to branding and crisis management For the most part however the data collected through social media is just that data It usually seems to hold little or no meaning on which to base business decisions But the meaning is there if you're applying the right systems and know how to use them With Social Media Analytics you'll learn how to get supremely valuable information from this revolutionary new marketing tool One of the most respected leaders in his field and a pioneer in Web analytics Marshall Sponder shows how to Choose the best social media platforms for your needs Set up the right processes to achieve your goals Extract the hidden meaning from all the data you collect Quantify your results and determine ROI Filled with in depth case studies from a range of industries along with detailed reviews of several social monitoring platforms Social Media Analytics takes you beyond up to date and leads you well into the future and far ahead of your competition You will learn how

to use the most sophisticated methods yet known to find customers create relevant content and track it mash up data from disparate sources and much more Sponder concludes with an insightful look at where the field will likely be going during the next few years Whether your social media marketing efforts are directed at B2B B2C C2C nonprofit corporate or public sector aims take them to the next step with the techniques strategies and methods in Social Media Analytics the most in depth forward looking book on the subject

Social Media Analytics Matt Ganis, Avinash Kohirkar, 2016

Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics Marshall Sponder, 2011-07-19

Align Strategy With Metrics Using Social Monitoring Best Practices Two or three years from now every public relations firm that wants to be taken seriously in the C suite and or a lead marketing role will have someone like Marshall in its senior leadership ranks a chief analytics officer responsible for ensuring that account leaders think more deeply about analytics and that the firm works with the best available outside suppliers to integrate analytics appropriately Paul Holmes The Holmes Report Marshall has provided much needed discipline to our newest marketing frontier a territory full of outlaws medicine men dot com tumbleweeds and snake oil Ryan Rasmussen VP Research Z calo Group Marshall Sponder stands apart from the crowd with this work His case study approach borne of real world experience provides the expert and the amateur alike with bibliography tools links and examples to shortcut the path to bedrock successes This is a reference work for anyone who wants to explore the potential of social networks W Reid Cornwell Ph D Chief Scientist The Center for Internet Research Marshall is a solutions design genius of unparalleled knowledge and acumen and when he applies himself to the business of social media the result is a timely and important commentary on the state of research capabilities for social media Barry Fleming Director Analytics Insights WCG and Principal DharmaBuilt com About the Book Practically overnight social media has become a critical tool for every marketing objective from outreach and customer relations to branding and crisis management For the most part however the data collected through social media is just that data It usually seems to hold little or no meaning on which to base business decisions But the meaning is there if you re applying the right systems and know how to use them With Social Media Analytics you ll learn how to get supremely valuable information from this revolutionary new marketing tool One of the most respected leaders in his field and a pioneer in Web analytics Marshall Sponder shows how to Choose the best social media platforms for your needs Set up the right processes to achieve your goals Extract the hidden meaning from all the data you collect Quantify your results and determine ROI Filled with in depth case studies from a range of industries along with detailed reviews of several social monitoring platforms Social Media Analytics takes you beyond up to date and leads you well into the future and far ahead of your competition You will learn how to use the most sophisticated methods yet known to find customers create relevant content and track it mash up data from disparate sources and much more Sponder concludes with an insightful look at where the field will likely be going during the next few years Whether your social media marketing efforts are directed at B2B B2C C2C nonprofit corporate or public

sector aims take them to the next step with the techniques strategies and methods in Social Media Analytics the most in depth forward looking book on the subject

The Social Employee: How Great Companies Make Social Media Work Cheryl Burgess, Mark Burgess, 2013-08-21 Presents cases studies and interviews about companies that have successfully used the digital presence of its employees and customers to represent the company brand

Analytics Across the Enterprise Brenda Dietrich, Emily C. Plachy, Maureen F. Norton, 2014 Analytics systematically informs human judgment with data driven insight improving decision making and enabling greater innovation and creativity in support of strategy This book hows how IBM has successfully leveraged analytics across the enterprise worldwide Through 31 case studies the book shares real world perspectives on what does and doesn t work and how to start or accelerate the business transformation Coverage includes creating a smarter workforce through big data and analytics more effectively optimizing supply chain processes systematically improving financial forecasting managing financial risk increasing operational efficiency and creating business value reaching more B2B or B2C customers and deepening their engagement optimizing manufacturing and product management processes deploying your sales organization to increase revenue and effectiveness achieving new levels of excellence in services delivery and reducing risk transforming IT to enable wider use of analytics and measuring the immeasurable and filling gaps in imperfect data

B2B Content Marketing and Buyer Stage. How to Engage Website Visitors with Appropriate Content Kim-Cheyenne Greiner, 2020-10-26 Master s Thesis from the year 2018 in the subject Business economics Offline Marketing and Online Marketing grade 1 2 Zurich University of Applied Sciences language English abstract This Master s thesis explores whether there are content stimuli that are best suited to a specific stage of the customers buying cycle In other words is there a connection between the engagement of website visitors and their current stage within the buying cycle To study this relationship an external webpage of IBM and its sub pages are used to analyze webpage visitors click and scroll behavior and to assess their interest in the presented content assets The exploratory investigation was undertaken based on three online surveys with a total sample of 234 participants The age of classical advertising is over The introduction of digital technology and the spread of the Internet have led to radical changes in the way companies meet the expectations and interests of their stakeholders In digital communication content marketing plays a major role in achieving business benefits In fact valuable B2B content marketing initiatives can drive website traffic customer engagement and inbound leads which yield sales and retain customers In the context of this digital environment companies increasingly aim to provide relevant engaging content assets to acquire new leads and create business benefits This raises the following question What digital content assets encourage website visitor engagement and how does this relate to customer progress in the B2B buying cycle According to the literature content that is consistent timely and contains exclusivity messages that matter to the target audience lead to engagement However engagement is obviously dependent on individual customer needs motives and goals It should therefore be interesting for companies to know how to turn their

website visits into engaged visits but research on engagement combined with content marketing is scarce especially in the B2B context

Get Bold Sandy Carter, 2012 Get Bold offers a systematic approach to creating and implementing an effective and successful social business strategy that moves your company beyond just looking at social media to realizing tangible business results

Understanding Big Data: Analytics for Enterprise Class Hadoop and Streaming Data IBM Paul Zikopoulos, Chris Eaton, Paul Zikopoulos, 2011-10-19 Big Data represents a new era in data exploration and utilization and IBM is uniquely positioned to help clients navigate this transformation This book reveals how IBM is leveraging open source Big Data technology infused with IBM technologies to deliver a robust secure highly available enterprise class Big Data platform The three defining characteristics of Big Data volume variety and velocity are discussed You'll get a primer on Hadoop and how IBM is hardening it for the enterprise and learn when to leverage IBM InfoSphere BigInsights Big Data at rest and IBM InfoSphere Streams Big Data in motion technologies Industry use cases are also included in this practical guide Learn how IBM hardens Hadoop for enterprise class scalability and reliability Gain insight into IBM's unique in motion and at rest Big Data analytics platform Learn tips and tricks for Big Data use cases and solutions Get a quick Hadoop primer

Python Social Media Analytics Siddhartha Chatterjee, Michal Krystyanczuk, 2017-07-28 Leverage the power of Python to collect process and mine deep insights from social media data About This Book Acquire data from various social media platforms such as Facebook Twitter YouTube GitHub and more Analyze and extract actionable insights from your social data using various Python tools A highly practical guide to conducting efficient social media analytics at scale Who This Book Is For If you are a programmer or a data analyst familiar with the Python programming language and want to perform analyses of your social data to acquire valuable business insights this book is for you The book does not assume any prior knowledge of any data analysis tool or process What You Will Learn Understand the basics of social media mining Use PyMongo to clean store and access data in MongoDB Understand user reactions and emotion detection on Facebook Perform Twitter sentiment analysis and entity recognition using Python Analyze video and campaign performance on YouTube Mine popular trends on GitHub and predict the next big technology Extract conversational topics on public internet forums Analyze user interests on Pinterest Perform large scale social media analytics on the cloud In Detail Social Media platforms such as Facebook Twitter Forums Pinterest and YouTube have become part of everyday life in a big way However these complex and noisy data streams pose a potent challenge to everyone when it comes to harnessing them properly and benefiting from them This book will introduce you to the concept of social media analytics and how you can leverage its capabilities to empower your business Right from acquiring data from various social networking sources such as Twitter Facebook YouTube Pinterest and social forums you will see how to clean data and make it ready for analytical operations using various Python APIs This book explains how to structure the clean data obtained and store in MongoDB using PyMongo You will also perform web scraping and visualize data using Scrappy and BeautifulSoup Finally you will be introduced to different techniques to perform

analytics at scale for your social data on the cloud using Python and Spark By the end of this book you will be able to utilize the power of Python to gain valuable insights from social media data and use them to enhance your business processes Style and approach This book follows a step by step approach to teach readers the concepts of social media analytics using the Python programming language To explain various data analysis processes real world datasets are used wherever required

The Most Powerful Brand On Earth Chris Boudreaux, Susan F. Emerick, 2013-08-22 Brands that thrive and profit from employee and customer empowerment generate significantly greater awareness and revenues while also decreasing the costs of marketing selling and customer service However employees must engage in public real time conversations And most people are not professional communicators Achieving those outcomes requires new skills business processes governance measurement and infrastructure In addition leaders must learn new ways of managing risk while helping employees build and manage external relationships in real time Now in *The Most Powerful Brand on Earth* social business pioneers Chris Boudreaux and Susan Emerick help you successfully manage all these changes Drawing on their experience leading social media transformations at IBM and other top companies they present frameworks and case studies from key innovators that show how to Leverage the surprising dynamics of online influence Plan execute and manage the development of key relationships Measure outcomes and performance in effective and useful ways Resolve crucial security privacy and regulatory issues that arise when others represent you online Gain crucial support from leaders participants and other stakeholders Empower the people and teams you attract hire and support Navigate cultural and process changes that will make or break your program Preview trends that will shape your social empowerment programs in coming years **The**

Economist, 2010 [Machine Learning and Deep Learning Using Python and TensorFlow](#) Venkata Reddy Konasani, Shailendra Kadre, 2021-04-29 Understand the principles and practices of machine learning and deep learning This hands on guide lays out machine learning and deep learning techniques and technologies in a style that is approachable using just the basic math required Written by a pair of experts in the field *Machine Learning and Deep Learning Using Python and TensorFlow* contains case studies in several industries including banking insurance e commerce retail and healthcare The book shows how to utilize machine learning and deep learning functions in today s smart devices and apps You will get download links for datasets code and sample projects referred to in the text Coverage includes Machine learning and deep learning concepts Python programming and statistics fundamentals Regression and logistic regression Decision trees Model selection and cross validation Cluster analysis Random forests and boosting Artificial neural networks TensorFlow and Keras Deep learning hyperparameters Convolutional neural networks Recurrent neural networks and long short term memory [Management](#) John R. Schermerhorn, Jr., Daniel G. Bachrach, 2023-05-03 Inspire students to be responsible and self aware decision makers *Management 15th Edition* supports active and engaged course environments while centralizing new topics such as diversity equity inclusion and social impact With a refocus on career application the

underlying goal is to translate foundational theories into lasting tools for students as they move beyond the classroom where their skills will be put to the test

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