



**Brandwatch**  
Social Media Monitoring

## MIPAA presentation

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**Brandwatch** is a monitoring and analysis company with offices in the UK, Germany and New York (from July).

# Brandwatch: how our clients use us



# Online Reputation Management

All brands have issues from time to time. Being able to identify the issue, understand what and where it is and whether it needs action is a critical part of managing a brand online

In this example the brand wants to understand what's happening around their brand

- Identify the issue and alert them
- Track the issue
- Respond if needed





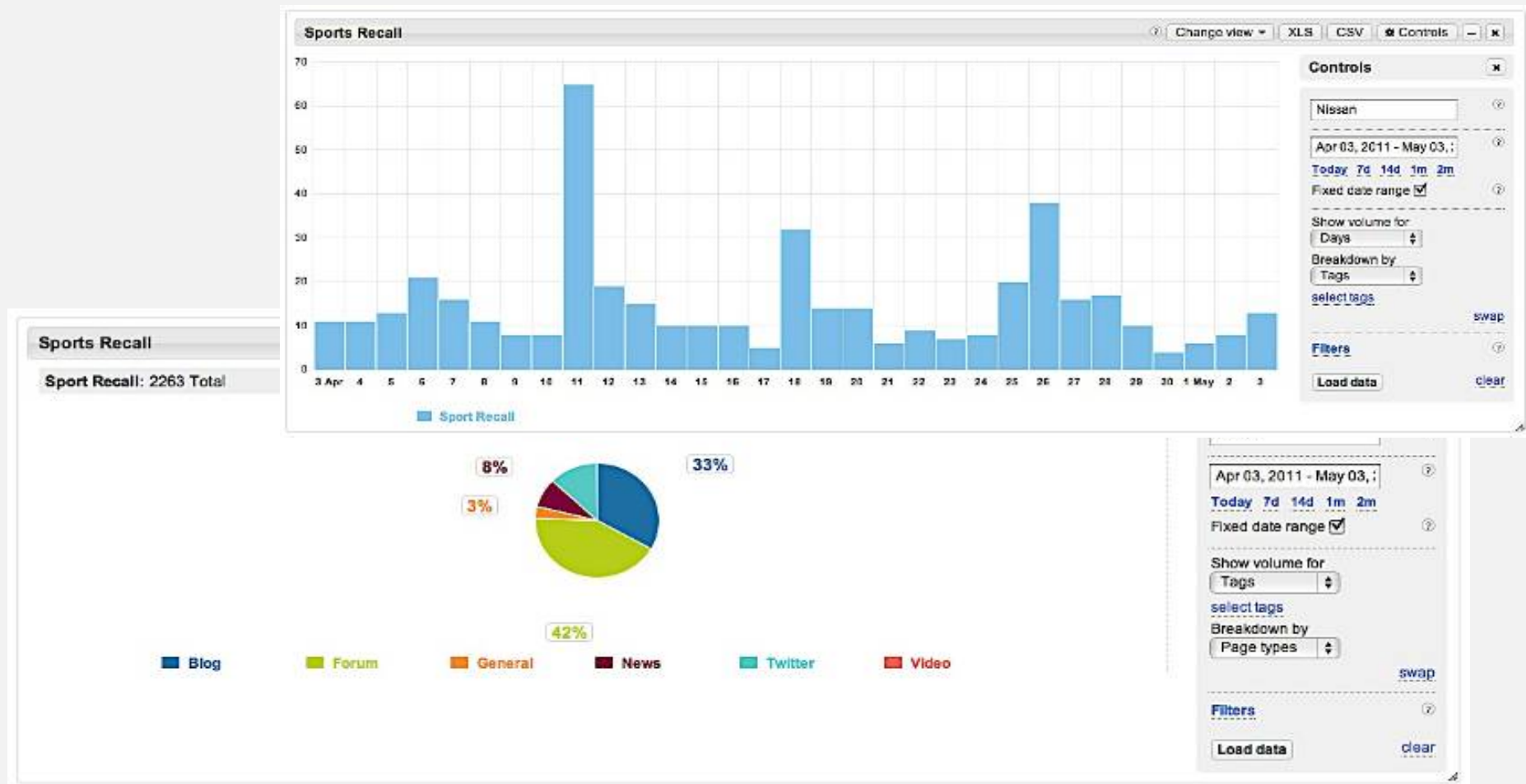
# Online Reputation Management - Nissan

Tracking the issue - there are huge numbers of mentions (219K per month)



# Online Reputation Management

.... but about **1%** are the ones the brands PR team would be interested in.



# Online Reputation Management - Alerts

The screenshot displays a web-based interface for monitoring online mentions. A 'Mentions & Search' window is open, showing a list of mentions. A 'Create alert' dialog box is overlaid on top of the mentions list. The dialog box has a 'Name' field containing 'Nissan Recall' and an 'Email me' section with radio buttons for 'As it happens', 'Every 15 minutes', 'Hourly', 'Twice daily', 'Daily', and 'Weekly'. The 'As it happens' option is selected. A 'Create alert' button is at the bottom of the dialog box.

**Mentions & Search**

Mentions 1 - 50 of 1359 (0 selected.)

	Assignment	Ch
01	None	no
<b>Nissan is recalling not quite 196,000 vehicles modish U.S.</b>		
★ Nissan choice inspect the affected vehicles and dar like wanted. Nissan North America has announced 196,000 sport usefulness vehicles all the rage the U decay problems with the purpose of might smash u systems.The recall extends to the Nissan...		
Start entering tags...		
02	None	no
<b>2004 Nissan Titan 4x4 SE Crew Cab from North America – Comments   4x4suv.us</b>		
★ ...2004 Nissan Titan 4x4 SE Crew Cab from North A Categories: News   0 comments 2004 Nissan Titan America - Comments Front brakes were replaced o was coming off. Several minor rattles and squeaks. this one is pretty much a complete package...		
Start entering tags...		
03	None	no
<b>Nissan recalls about 200,000 Pathfinders/Infinitis   abc13.com</b>		
★ Nissan is recalling nearly 200,000 Pathfinder and Infiniti QX4 sport utility vehicles sold in the U.S. because of a problem that could cause the steering column to break and the driver to lose control. Consumer Product Safety Commission The recall comes just months after Japan's No. 2 automaker launched two other major recalls, including one...		

**Create alert**

Name: Nissan Recall

Email me:

- As it happens
- Every 15 minutes
- Hourly
- Twice daily
- Daily
- Weekly

Create alert

## Social CRM

Identify and manage responses for customer service issues, PR issues and sales opportunities. To do this you need to:

- Identify the right mentions
- Route the right mentions to the right people
- Engage (if needed)
- Manage the process

## Our Unique Culture

### Zappos Family Core Values

Blogs

Events

Video Experience

Community Involvement

The Zappos Family Library

Zappos.com Gear

Zappos.com Furry Customers

Zappos.com Customers-  
In-Training

## Follow

## Zappos Family Core Values

As we grow as a company, it has become more and more important to explicitly define the core values from which we develop our culture, our brand, and our business strategies. These are the ten core values that we live by:

1. Deliver WOW Through Service
2. Embrace and Drive Change
3. Create Fun and A Little Weirdness
4. Be Adventurous, Creative, and Open-Minded
5. Pursue Growth and Learning
6. Build Open and Honest Relationships With Communication
7. Build a Positive Team and Family Spirit
8. Do More With Less
9. Be Passionate and Determined
10. Be Humble



### What Is The Zappos Family?

Take a gander! See what puts the "Zap" in the Zappos Family and what makes us so special and unique!



<http://www.youtube.com/watch?v=DgVCVoa1Ofo>

## Social CRM: Find the right mentions

In this example sales want to engage with English language mentions where someone may be looking to buy a Nissan Qashqai, Brandwatch looks for mentions that match the following profile:

**(qq OR qashqai) NEAR/5 ("looking at" OR buying OR "brand new" OR buy OR test OR getting OR try)**

The following mention found on <http://farmingforum.co.uk/> matches that profile:



The screenshot shows a forum post from a user named 'AandR'. The post title is 'Nissan Qashqai' and the content reads: 'Any one no if £16320 for a band new Nissan Qashqai 1.5dci Acenta delivered to my door with 12 months tax a good deal or not. Delivery time is March so will be an 11 plate'. The word 'Qashqai' is highlighted in yellow. The user's profile information on the left includes 'AandR Member', 'Join Date: Oct 2009', 'Location: Bicester, Oxfordshire', and 'Posts: 171'. The post is dated 'Yesterday, 22:38' and is the first in a thread.

## Social CRM: Route the mentions

The customer service team add different category information to the mention to route the mention to the right person and to add data to the mention that will help measurement.

The screenshot displays a social CRM interface with a table of mentions. Three blue callout boxes point to specific columns: 'RBU' points to the 'Sales' column, 'mention type' points to the 'Model' column, and 'Model' points to the 'Timestamp' column. Two other blue callout boxes point to the 'Checked' and 'Status' columns, with the text 'Priority level and Status are checked'. Another blue callout box points to the 'Timestamp' column, with the text 'Mention is time stamped automatically'.

	Assignment	Checked	Priority	Status	Sales	Model	Timestamp	Sentiment	More
01	Nissan Qashqai - British Farming Forum	None	yes	high	open	Lead - price question	-12-14 13:23:39	positive	
02	MPG? - Qashqai Club Forum - Page 1	None	no	n/a	n/a	n/a	2011-01-05 13:12:01	neutral	

# Social CRM: Route the mentions

They add notes to the mention and assign it to the relevant user

The screenshot displays a social CRM interface with a table of mentions and a secondary window for adding notes. A blue callout box labeled "Assigned by email address" points to the "Assignment" column in the table, which shows "QQ@brandwatch.com" for the first mention. Another blue callout box labeled "Notes are added to the mention" points to the "Add a note for: Nissan Qashqai - British Farming Forum" window. A third blue callout box labeled "Notes have a full audit trail" points to the "History" section of the note window, which lists previous actions such as "Added Model: Qashqai" and "Added Status: open" with timestamps.

	Assignment	Checked	Priority
01 Nissan Qashqai - British Farming Forum	QQ@brandwatch.com	yes	high
02 MPG? - Qashqai Club Forum - Page 1	None	no	n/a
03 Rear Lights - Qashqai Club Forum	None	no	n/a

**Add a note for: Nissan Qashqai - British Farming Forum**

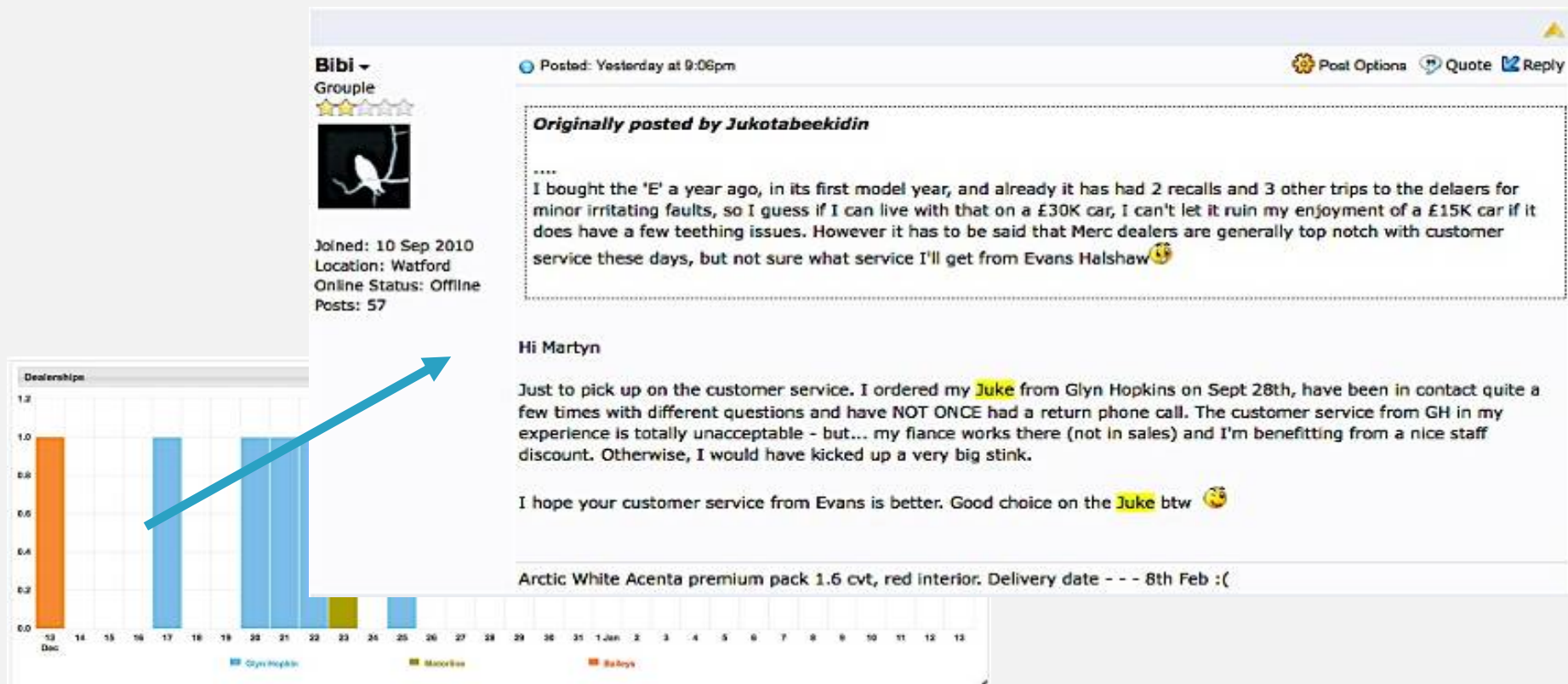
General reaction from the rest of the forum is positive towards the price he has been offered.

**History (edit history)**

- nissan@brandwatch.com  
Added Model: Qashqai  
13.01.2011 at 00:20 (GMT)
- nissan@brandwatch.com  
Added Status: open  
13.01.2011 at 00:19 (GMT)
- nissan@brandwatch.com  
Removed Status: open  
12.01.2011 at 23:52 (GMT)

# Social CRM: Manage the mentions

The user can click on the chart to read the actual mention



# E.On - Fitting into org. structure

## DEPARTMENTS

PR, Product & pricing, Talent, Retail, Renewables...

## WHAT DO THEY TRACK?

Brand, plants, competitors, lobby groups, sponsorship, campaigns, events

# Fit the data to the organisation

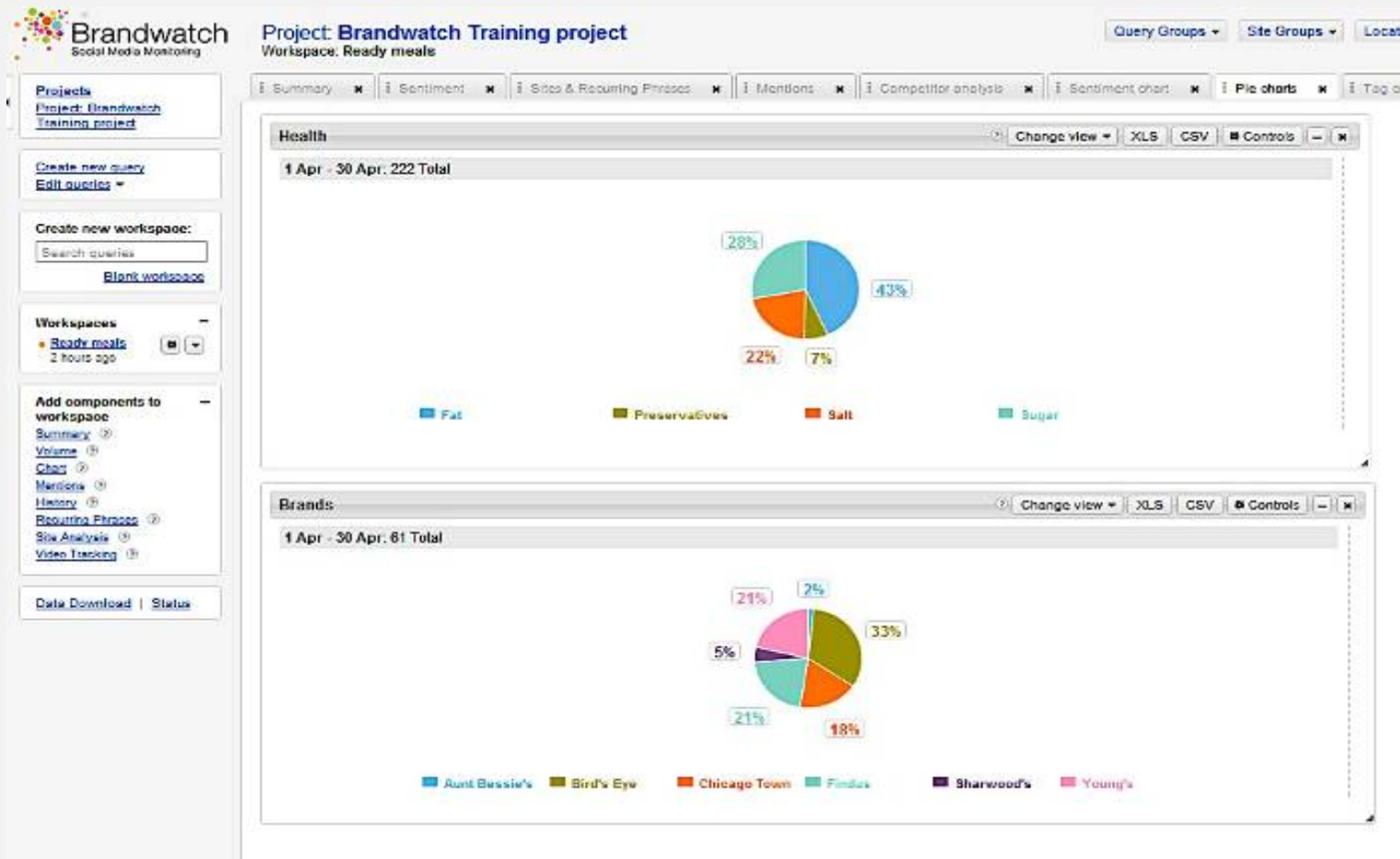


# Reporting - managing data and tagging

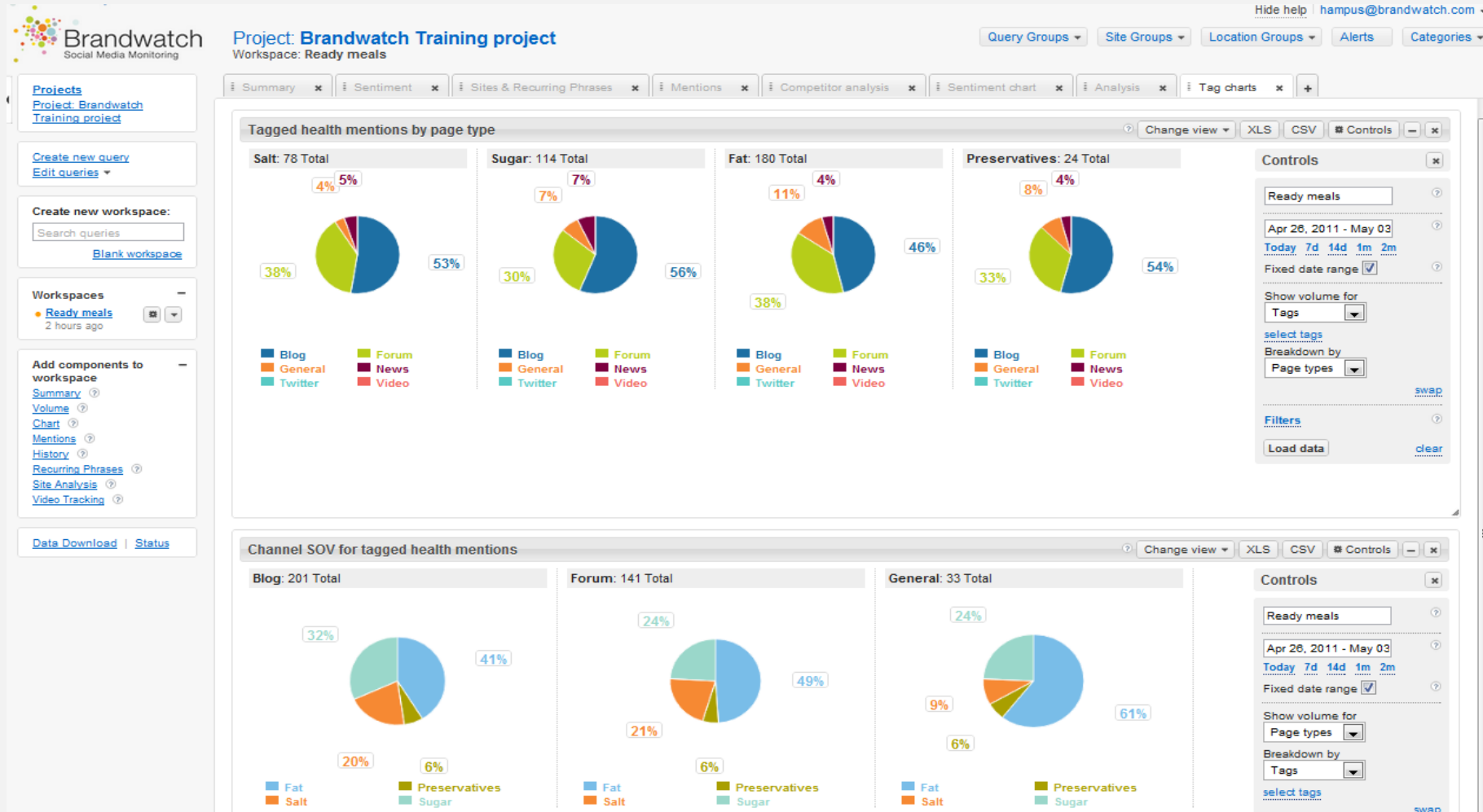
The screenshot displays the Brandwatch social media monitoring interface. At the top, it shows the project name 'Brandwatch Training project' and the workspace 'Ready meals'. The interface includes a sidebar with navigation options like 'Projects', 'Create new query', and 'Workspaces'. The main area is titled 'Mentions & Search' and contains a table of search results. The table has columns for Assignment, Checked, Priority, Status, Site, Date found, Sentiment, Publish, Page type, mozRank, and Followers. Below the table, there are detailed views for each mention, including the text of the mention and a list of tags.

Assignment	Checked	Priority	Status	Site	Date found	Sentiment	Publish	Page type	mozRank	Followers
01 Vision Shopsters: Innovations in Ready Meals: Market drivers, NPD and alternative sales channels :: Gadget Worlds	no	n/a	n/a		2011-04-29	neutral	Publish	blog	0	n/a
02 Mumsnet Discussions - Are there any good ready meals for toddlers? - Food	no	n/a	n/a		2011-04-29	positive	Publish	forum	0	n/a
03 Food [Are there any good ready meals for toddlers? [Mumsnet Discussion	no	n/a	n/a		2011-04-30	positive	Publish	forum	5.84	n/a
04 Featured CPG Employer: Annie's Inc.	no	n/a	n/a		2011-05-02	neutral	Publish	blog	3.38	n/a

# Tagging & charting



# Drill down



## A word on **influence**

- What is online influence?
- How does measuring it vary by source?
- How to use influence metrics

# Influential bloggers .....

# Existing systems & Integration





**THANK YOU** for listening

**Giles Palmer**

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