

BRAND

listening

A SIMPLE STRATEGY TO UNCOVER THE TRUTH BEHIND
YOUR BRAND PERCEPTION



YOUR ACTION

plan

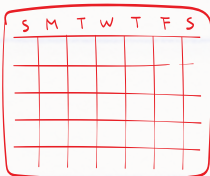


Weekly



Stay on top of the conversation

- **Monitor Brand Mentions:** Track mentions of your brand, relevant hashtags, and competitor brands across social media platforms and online review sites. Use social listening tools to automate this process.
- **Analyse Sentiment:** Categorise mentions as positive, negative, or neutral to understand overall brand sentiment.
- **Engage with Customers:** Respond to comments and messages promptly, especially negative ones. Address concerns, answer questions, and show appreciation for positive feedback.
- **Identify Trends:** Look for recurring themes and topics in conversations. Are there any emerging trends or pain points your brand can address?

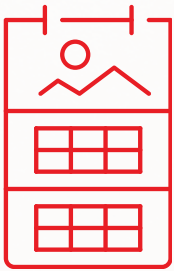


Monthly



Deeper dives

- **Analyse Demographics:** Use social listening tools to understand the demographics of those mentioning your brand. This helps refine your target audience.
- **Content Performance Review:** Track the performance of your content (posts, articles, videos) based on engagement metrics (likes, shares, comments) and identify what resonates with your audience.
- **Competitor Analysis:** Monitor competitor mentions and their brand sentiment. Learn from their successes and identify gaps you can fill in the market.
- **Report Generation:** Compile a monthly report summarising key findings – brand sentiment, audience insights, content performance, and competitor analysis.



Quarterly



Taking action

- Customer Persona Refinement: Based on your listening data, refine your customer personas to better understand their needs, wants, and pain points.
- Campaign Development: Use insights from social listening to develop targeted marketing campaigns that address customer needs and capitalise on emerging trends.
- Content Strategy Review: Based on content performance data, adjust your content strategy to create content that resonates with your audience and achieves your marketing goals.
- Identify Influencers: Look for potential brand influencers among those who frequently mention your brand or industry in a positive light.



Annually



Strategic refinement

- Review Annual Goals: Revisit your initial brand goals for the year. How has your listening strategy helped you achieve them?
- Refine Brand Strategy: Based on a year's worth of listening data, refine your overall brand strategy. This might involve adjusting your brand messaging, target audience, or product offerings.
- Develop Long-Term Listening Strategy: Leverage learnings to create a long-term listening strategy that aligns with your evolving brand goals. This may involve using new tools or incorporating brand listening into other departments like product development or customer service.

THE METHODS FOR YOUR

'how'



Social Media Listening

- Track brand mentions across platforms (LinkedIn, Facebook, TikTok, Instagram) using relevant keywords and hashtags.
- Analyse sentiment (positive, negative, neutral) of mentions.
- Identify common themes, questions, and pain points discussed in relation to our brand and competitors.
- Engage with positive mentions and address negative ones promptly.

TOOLS WE RECOMMEND: Hootsuite, Sprout Social, Brandwatch, Talkwalker, Mention.



Customer Reviews & Feedback

- Implement a system to collect reviews on relevant platforms (Google My Business, Yelp, internal surveys).
- Analyse the sentiment and content of reviews, identifying recurring themes and areas for improvement.
- Respond to all reviews, thanking positive feedback and addressing negative concerns with solutions.



Direct Outreach

- Conduct short customer satisfaction surveys via email or phone calls.
- Offer incentives for participation (discount code, free consultation).
- Tailor questions to specific services, overall experience, and brand perception.



Website Analytics

- Utilise website tracking tools (e.g., Google Analytics) to analyse user behaviour.
- Identify popular pages, bounce rates, and conversion points.
- Gain insights into how users interact with our brand messaging and offerings.



Competitor Analysis

- Monitor competitor communication channels (social media, website) and customer reviews.
- Identify their strengths and weaknesses in brand perception.
- Leverage competitor insights to differentiate our brand and messaging.

SUCCESS

measured

- Increased positive brand sentiment in social media mentions and reviews.
- Improved customer satisfaction scores.
- Increased website engagement (time spent on site, page views) and conversion rates.
- Differentiated brand positioning compared to competitors.



YOUR

turn!

1. Edit the tasks and notes provided to suit your own business.
2. Copy those into your project management tool or task list.
3. Schedule time in your calendar (or simply share this guide with your marketing person ... remembering the *Who Not How* concept of delegation).
4. Continue to make improvements to this strategy as you learn more about your brand's perception.