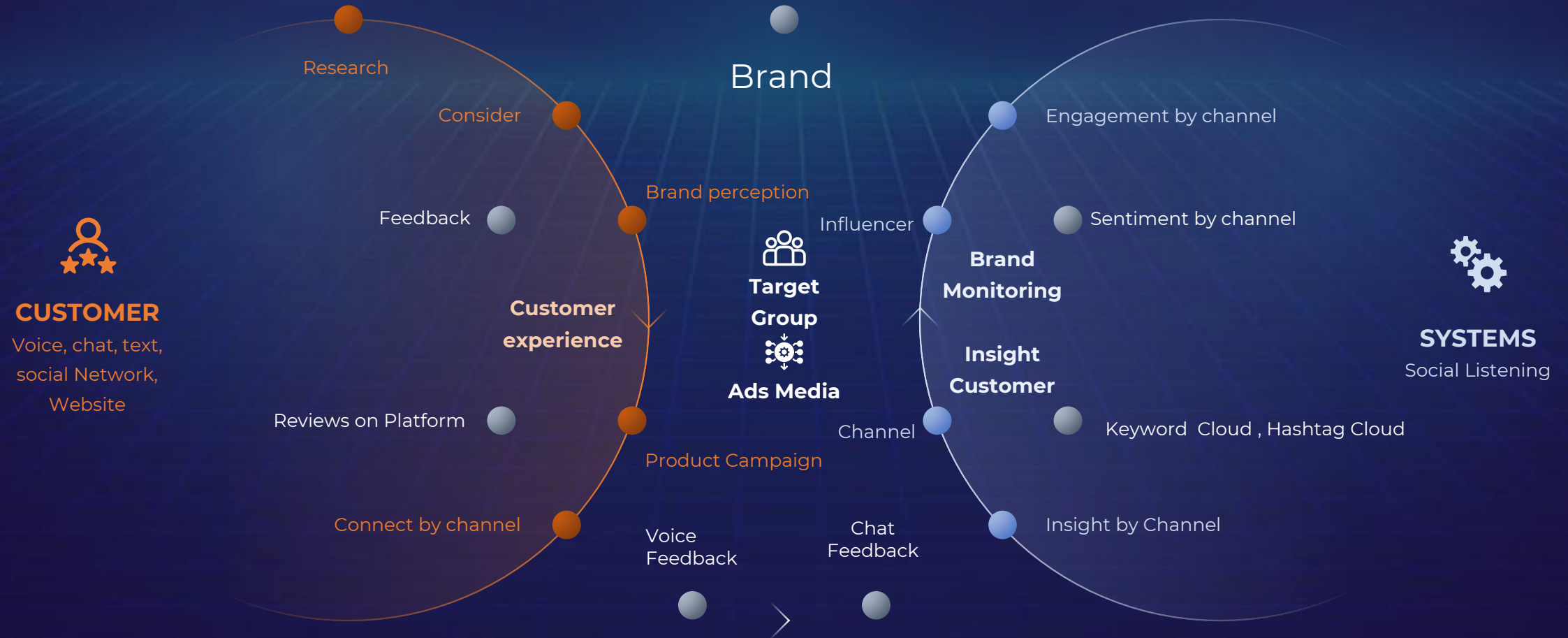


Social Monitoring Brands | Product Campaign



Our Service

- Social Monitoring
- Data insight research

Brand Perception

- Brand overall
- Brand Feedback

Product Campaign

- Trend analysis
- Product feedback
- Influencer identification

Customer Insight

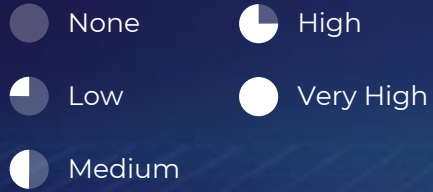
- Audience Segmentation

Brand Perception

Example : Brand Monitoring & Competitor



Service : Social Monitoring

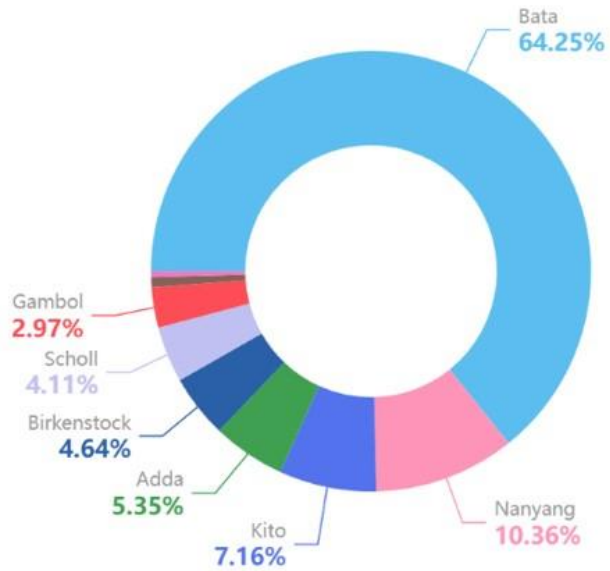


	Brand intelligence			
	Top of Mind	Engagement	Channel	Page / Influencer
Brand Keyword Research	●	●	●	●
Brand Comparations	●	●	●	●
Customer Perceive	●	●	●	●
Brand Post performance	●	●	●	●
Brand Communication	●	●	●	●

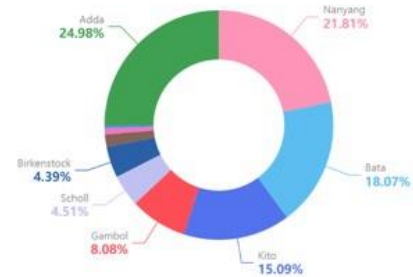
	KPI		
	Top Engagement	Top Channel	Trends
Brand Keyword Research	●	●	●
Brand Comparations	●	●	●
Customer Perceive	●	●	●
Brand Post performance	●	●	●
Brand Communication	●	●	●

Example : Social Monitoring Report

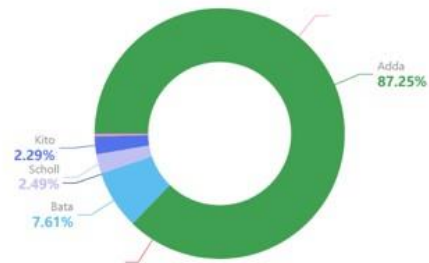
Engagement



Mentions



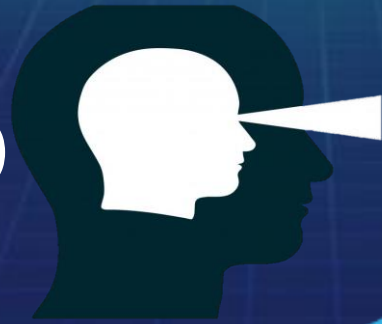
Views



KPI	Result
Engagement	Bata
Mentions	ADDA
Views	ADDA

Social Monitoring Report Campaign Performance

- KPI (Product Campaign)
- Customer Feedback



Product Campaign

- Overall Product Keyword
- Compare Product Keyword

Product

Product Performance

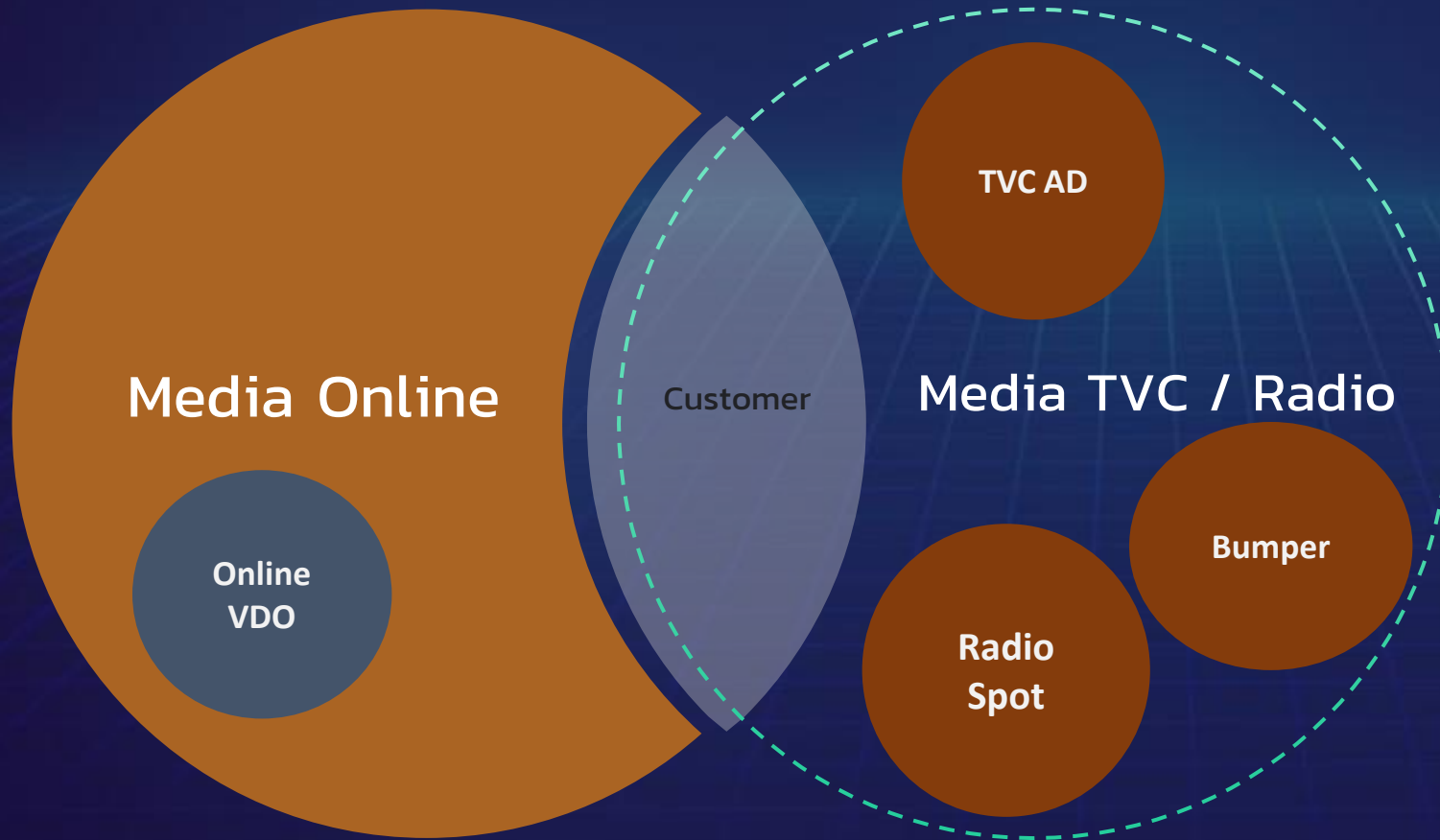
- KPI Product Campaign

Customer Insight

- Audience & Segmentation

Social Monitoring Report

Example : Product Campaign



Product Campaign

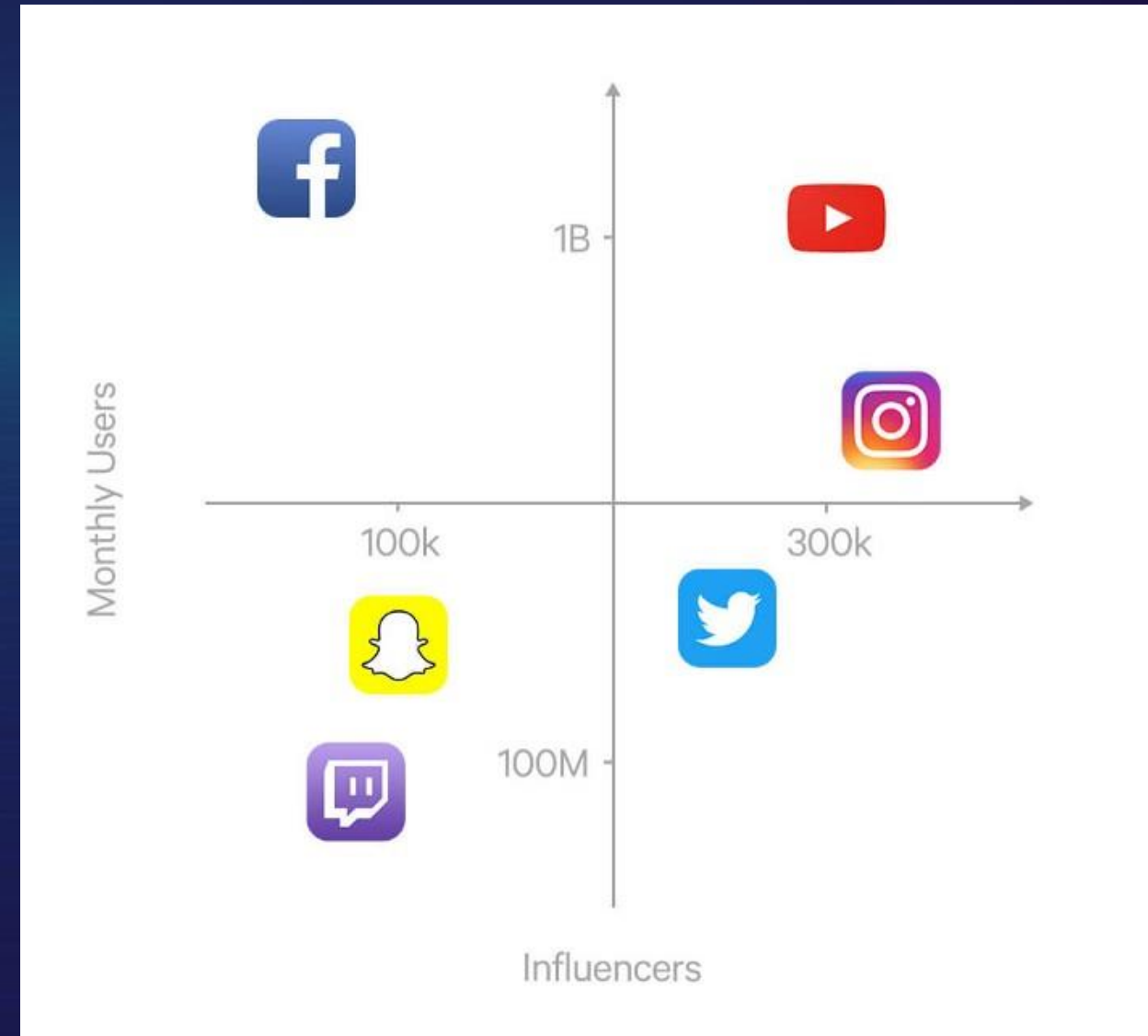
- Ads Campaign
- Influencer

Customer Analysis

- Channel of Ads
- Sentiment
- Feedback

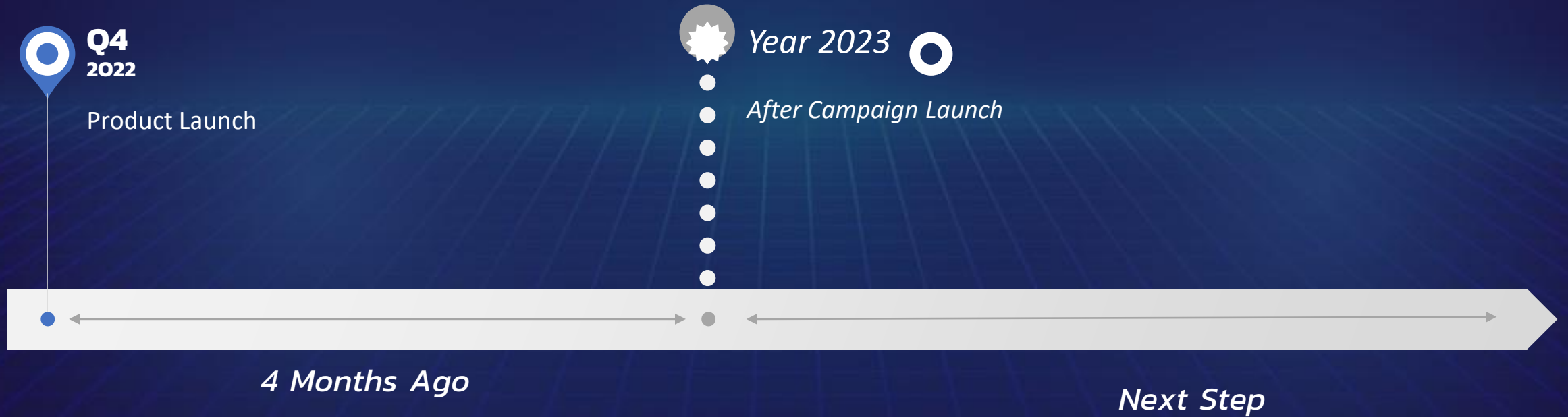
Social Monitoring Report

- Engagement by channel (Product)
- Customer Feedback by channel
- Product Comparation



Social Monitoring Report

Example : Product Campaign



Dreamy
ดื่มดี

**BUBBLE
MILK TEA**



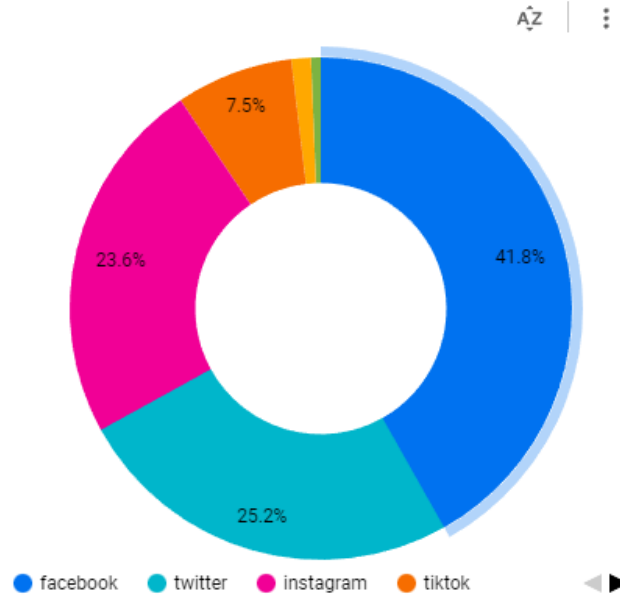
Feedback

Performance = (Engagement / Follower) *100%
Average = 3-5%

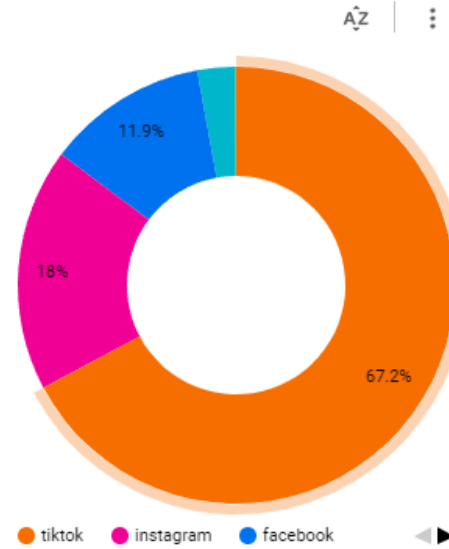
Account	source1	Reco...	Follow...	Engag...	Perfor...
1... chillnewsup...	twitter	1	3	19	6.33
2... masterofent	twitter	1	102	118	1.16
3... jaomew_wp	twitter	1	26	17	0.65
4... thancha18	twitter	1	91	36	0.40
5... earngruwv	twitter	1	170	64	0.38
6... fonrainin	twitter	1	74	17	0.23
7... kpxtanont	twitter	2	461.5	212	0.23
8... lakkuya	twitter	1	401	82	0.20
9... bowiebeau22	twitter	3	328.67	166	0.17
1... zoomdara_o...	twitter	3	1,044.67	495	0.16
1... ppepare	twitter	3	76	29	0.13
1... dsinenee	twitter	2	285	68	0.12
1... mslw_2021	twitter	2	700	171	0.11
Grand total		318	2,426,9...	186,872	0.06

1 - 100 / 146 < >

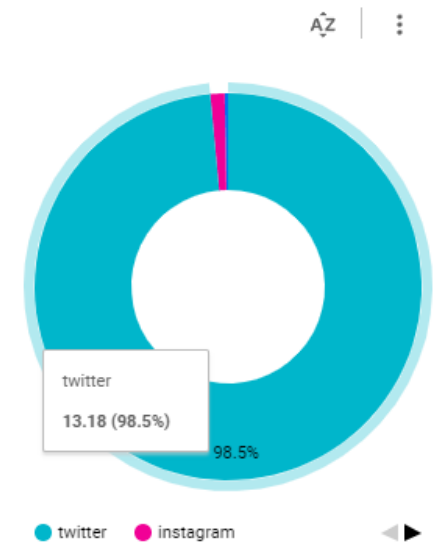
Source of Channel : (Mentions)
ข้อความที่เจอมากที่สุด (แต่ละช่องทาง)



Top engagement Of Channel :
การมีส่วนร่วม Engagement มากที่สุด



Performance การมีส่วนร่วมมากที่สุด
Engagement / Follower

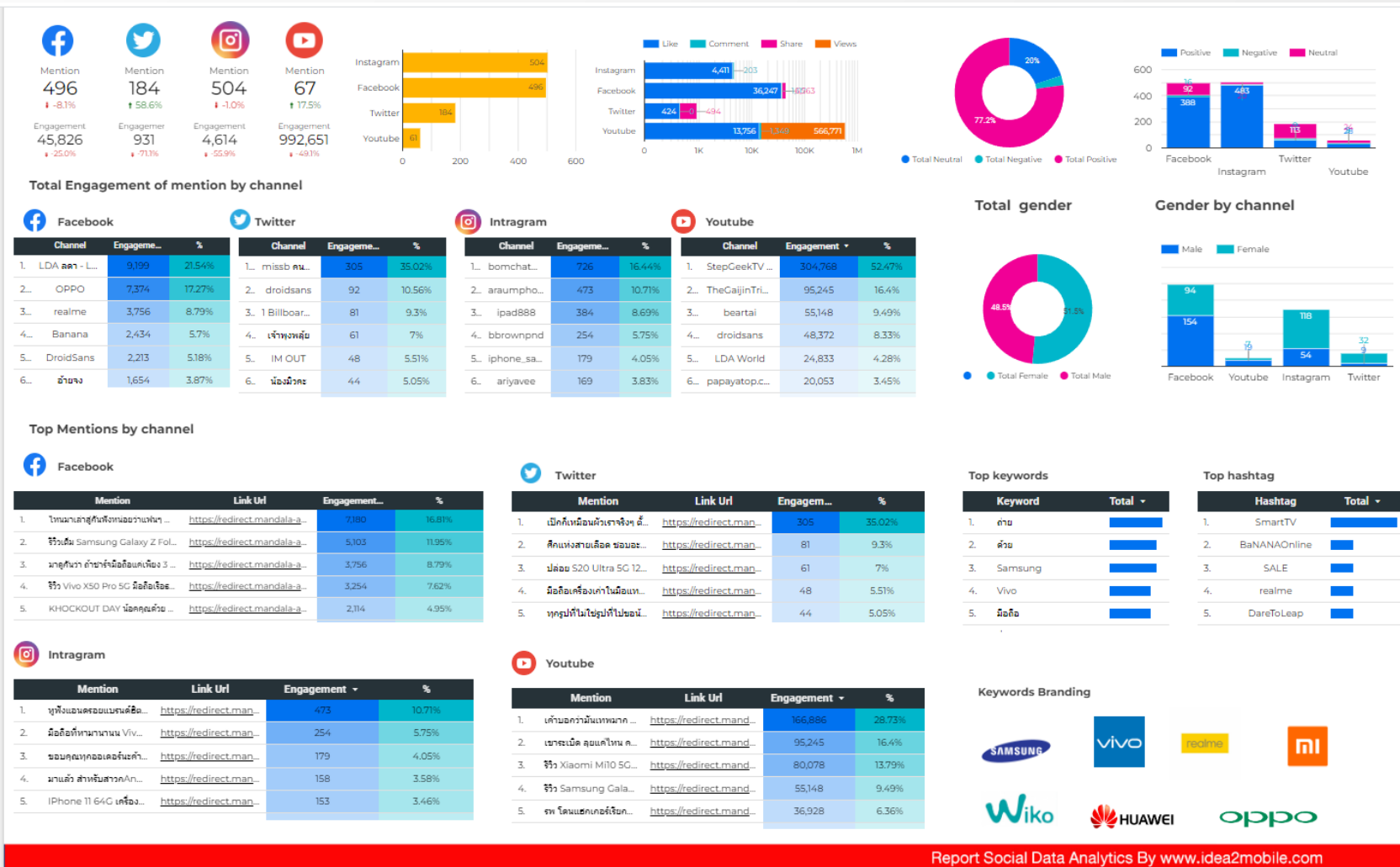


Source

Account	source1	Image URL	Sentiment	Engagement	Performance1	Follower co...
1. dreamybubblemilktea	tiktok		Neutral	49,464	null	null

Report : Data Visualization

Example : Keyword Brand Smartphone



- Total keyword by channel
- Social voice of market share
- Top Page Creator channel Facebook
- Top Page Creator channel Twitter
- Top Page Creator channel Instagram
- Top Page Creator channel YouTube
- Sentiment by channel
- Gender by channel
- Top Keyword
- Top Hashtag

PRICE FOR Social Monitoring Brands | Product Campaign

Package :	Detail	Price / Month	Remark
1. Social Monitoring	WISESIGHT / MONTH 50,000 MENTIONS	15,000	Ads on ตามจำนวน Keywords ที่เพิ่มตาม requirement (ทุก ๆ 50K)
	Monitoring keyword / campaign	40,000	Data Visualization with looker studio
2. Data Insight Research	WISESIGHT / MONTH 100,000 MENTIONS	30,000	Ads on ตามจำนวน Keywords ที่เพิ่มตาม requirement (ทุก ๆ 50K)
	Key finding Keywords	70,000	
	Overviews keywords and summary keyword over all		
	Insight Keyword		
	Topic 1+2 (Strategy Marketing)		
	Monitoring keyword / campaign		

Propose by

- Anantachai ittiworpaong (อ้วน)
- Exp Mandala 2 Years
- Partner : WISESIGHT | INSIGHT ERA
- TRAINING SOCIAL LISTENING TO CORPORATE & UNIVERSITY

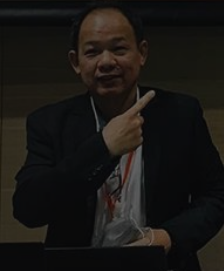
SCASSET
MARTECH EXP
Marketing Technology & Innovation Expo

Workshop :
2023 Are you Gut Feeling
VS Social Listening : เชื่อในความรู้สึก
หรือจะเชื่อ Social Listening

By Frontline Technology

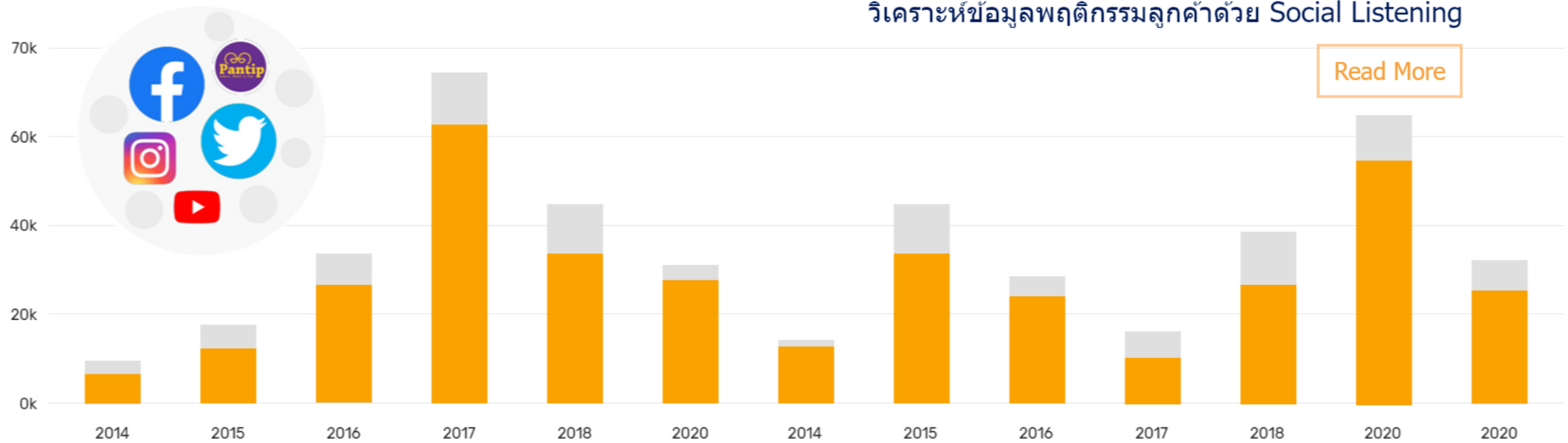
IDEA 2 MOBILE

PRIMO CG PAM Predictive AWS Advice Braze Crescendo lab



Insight Customer from Social Data

วิเคราะห์ข้อมูลพฤติกรรมลูกค้าด้วย Social Listening



**THANK
YOU.**

<https://www.idea2mobile.com>

K.Anantachai ittiworapong

Tel : 0863863896

Email : Anantachai@idea2mobile.com