



AEM STRATEGIES

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# INTRODUCTION TO SENTIMENT ANALYSIS

# YOUR OPPORTUNITY

Your only access to understanding what your customer values is through listening to what they say.

Analyzing what they say allows you to take actions which **increase their loyalty and engagement.**

If you're listening well to a range of customer conversations and making strategic decisions based on that analysis, **you can improve your revenue and customer value over time.**

We also recommend this process for understanding your **competition.**

## OUR OFFER

We offer a unique method for understanding your marketplace.

Imagine the most honest focus group ever, and it's running 24/7.

Sentiment analysis allows you to harness the most meaningful conversations, beliefs, ideas, perspectives, and biases, then receive detailed recommendations that will grow your business.

Other tools simply list all mentions of your brand online. That is a monitoring activity, not a strategic venture. Finding conversation is only our first step. We analyze the impact of conversations to maximize value.

# DO PEOPLE LIKE YOU?

Tracking customer sentiment online means more than responding to unhappy customer posts. By tracking the volume and tone of reviews, blog mentions, and social conversation, you can **understand where to focus your efforts** and how your marketing is affecting your customer base.

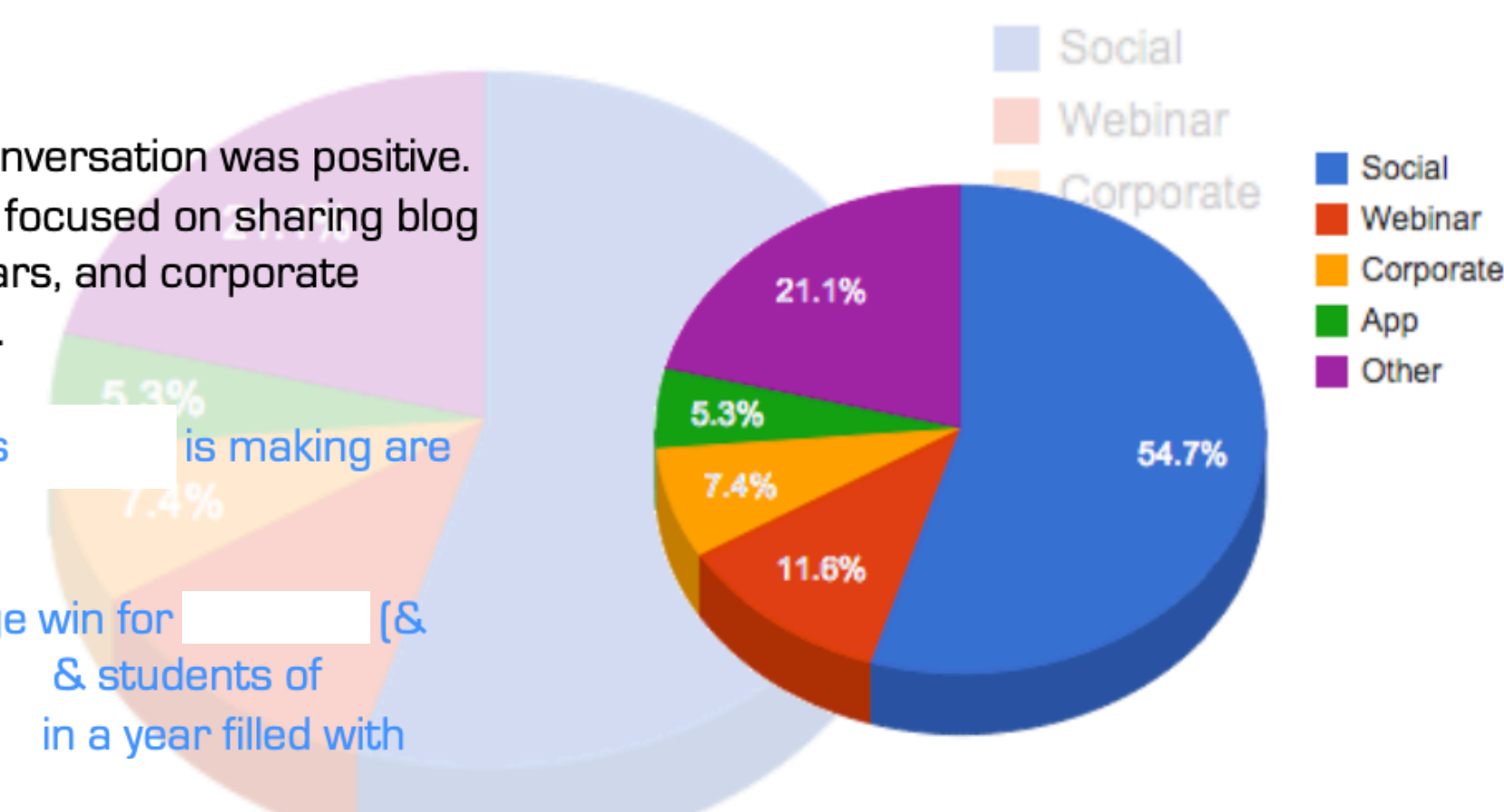
You will receive quarterly reviews of all brand sentiment online. Through this analysis and our strategy sessions, you can **grow positive and reduce negative sentiment online.**

## POSITIVE SENTIMENT

44% of all conversation was positive. A bulk of this focused on sharing blog posts, webinars, and corporate conversation.

"The changes fantastic"

"Another huge win for [redacted] (& for [redacted] & students of [redacted] in a year filled with huge wins"



Example Of Positive Sentiment Findings

# SENTIMENT ANALYSIS VS SOCIAL LISTENING

## Sentiment Analysis

- Understands sarcasm, emoji, idioms, employee bias, comparatives, and context of social messages. **Humans are doing this work, not AI.**
- Analyzed with your business goals, challenges, and growth in mind
- Hand curated and summarized into **actionable insights** for key executives.
- Great for any size looking to grow, differentiate, **satisfy customer desire, or compete efficiently.**

## Social Listening Tools & AI

- Rigid reporting based on limited inputs (i.e. only listens for specific terms).
- Based on software that requires licenses, training, maintenance, and ongoing monitoring.
- Great for immediate customer issues within huge brands.
- No strategic or actionable insights

## HOW WE FIND IT

We conduct a manual deep-dive into online discussions to determine the **volume, topic, and sentiment** of relevant conversations.

Using multiple web browsers and search engines, as well as proprietary search methods, we gather and process **every bit of data the public could access** within a defined scope of inquiry.

Each mention is coded as positive, neutral, or non-favorable, and it is grouped by topic.

These huge datasets are processed statistically, then rendered as impactful reports.

Our strategic analysis will include **what we didn't see** as well as suggestions for shifting the conversation.



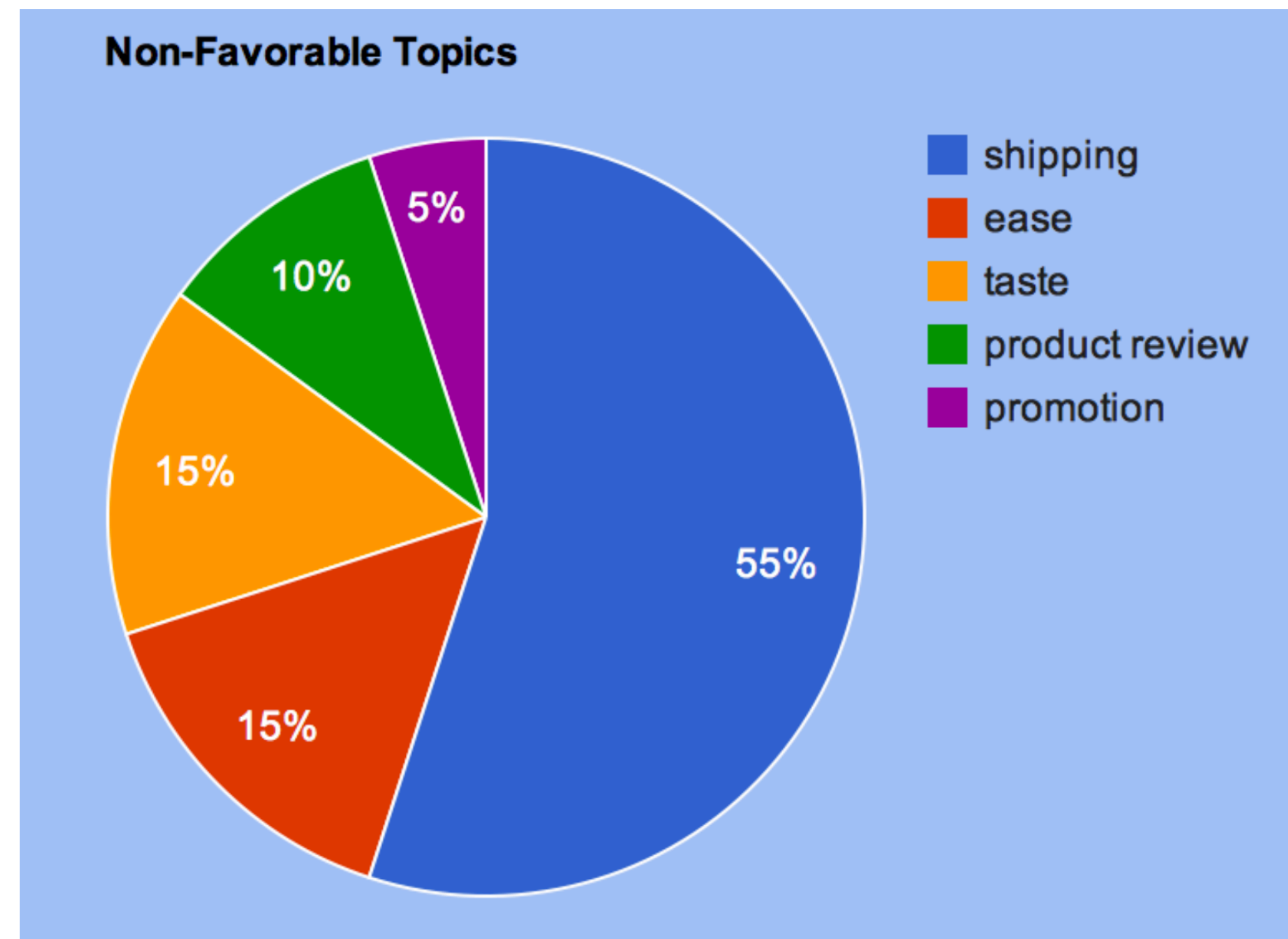
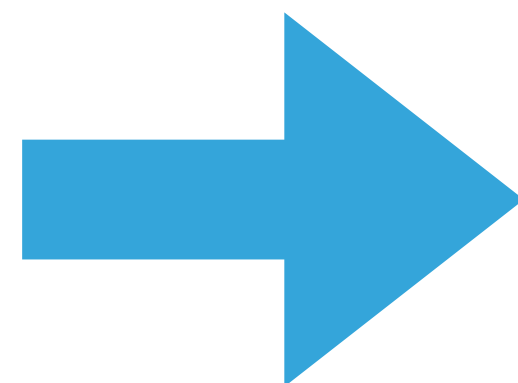
## WHAT WE'VE FOUND

A client had less than 20% non-favorable conversation. However, **55% of that was about their shipping costs**. This was the evidence the CMO needed to test new shipping methods, promotions, and bundles.

3 months later there was a significant shift in both their **conversion rate and average order size**.

Conversation before the shift:

**"What are they shipping? Gold? They say it's free, maybe they are trying to use the shipping fee to cover the cost. That's tricky."**



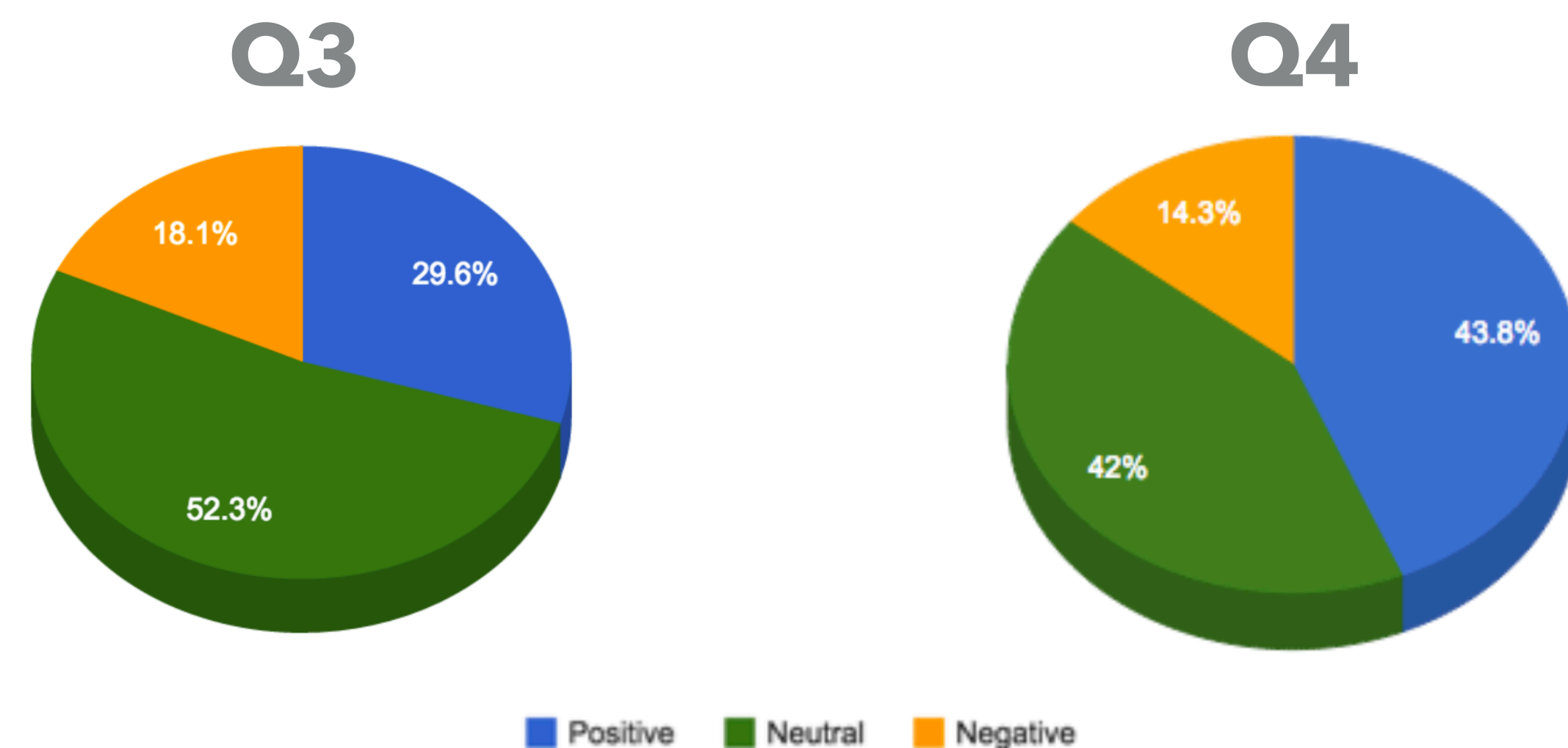
"The changes XXX is making are fantastic"

"Like two 13 year old girls awaiting a Justin Bieber concert, we anxiously awaited our package"

# WHAT WE DO

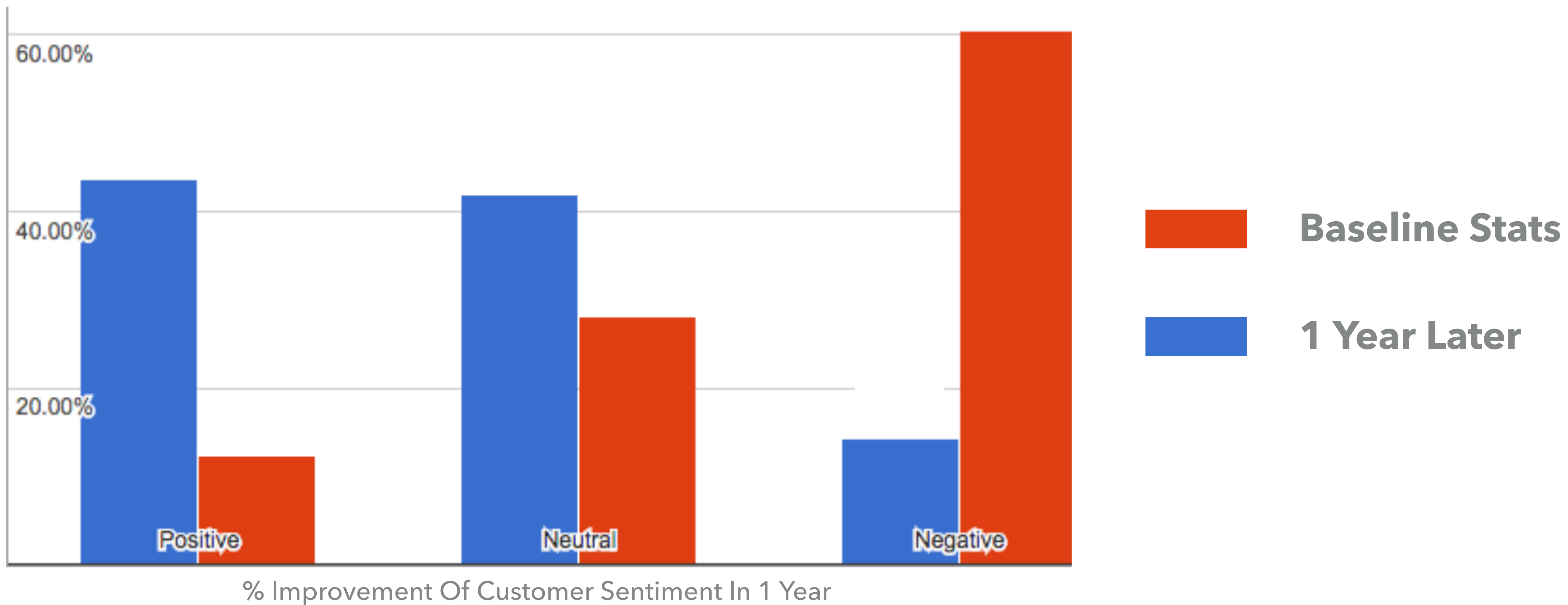
Each report also contains a strategic review of your **Google Analytics, social media profiles, and a strategic recommendation** for your business over the next quarter.

All collected data is filtered through **a business strategy lens refined for your goals, challenges, and growth**. That means, we learn what's important to you and that's what is brought to the surface.



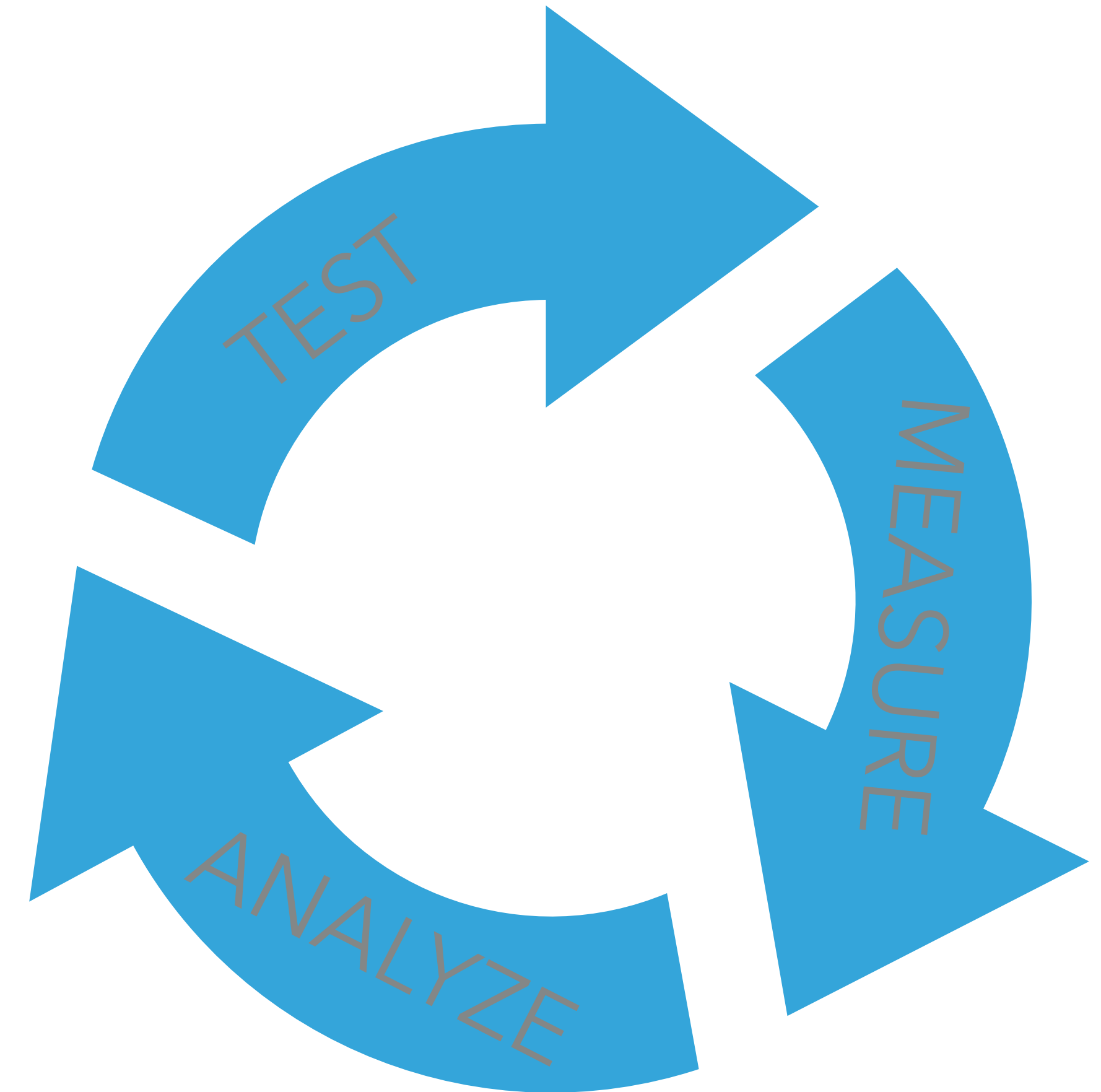


# WHAT WE DO



## HOW IT WORKS

1. We start with a discovery meeting to understand your team structure & roles, your business goals, any new products/services/offerings, and which existing offerings you want analyzed.
2. Once we have access to your analytics and any other relevant tools (email programs, app analytics, etc.) we start the research process.
3. We will meet quarterly to review our report, discuss the findings, and make recommendations for the next quarter. Each line of our report is reviewed together so all key members of your team feel confident with the information.
4. Each quarter, we refine and adjust our research based on the findings and execution of our strategic recommendations.





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