AEM STRATEGIES

INTRODUCTION TO SENTIMENT ANALYSIS

ALIGN THE MARKET WITH YOUR MISSION & VISION

Everyone loves to be right… might as well have the data to back up the decision.

Sentiment analysis answers questions you would not have asked.

Tap into honest customer insights, including competitor insights, product suggestions, market needs, brand perception, marketing effectiveness, and more.

This is the key to tracking how well your mission and vision are communicated and aligned with the real world.

YOUR OPPORTUNITY

Learn what matters most.

Analyzing what customers say allows you to take actions that increase loyalty and engagement.

If you listen to customer conversations and make strategic decisions based on that analysis, you will improve your revenue and customer value over time.

Respond to what is not being said.

Find unseen gaps in the marketplace by listening to your competition too.

OUR OFFER

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 is 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.

We deliver 2 or 4 reports per year covering all brand sentiment online plus strategic recommendations. Through this analysis and optional ongoing 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   is making are fantastic"

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

Social
Webinar
Corporate
App
Other

54.7%
21.1%
5.3%
7.4%
11.6%
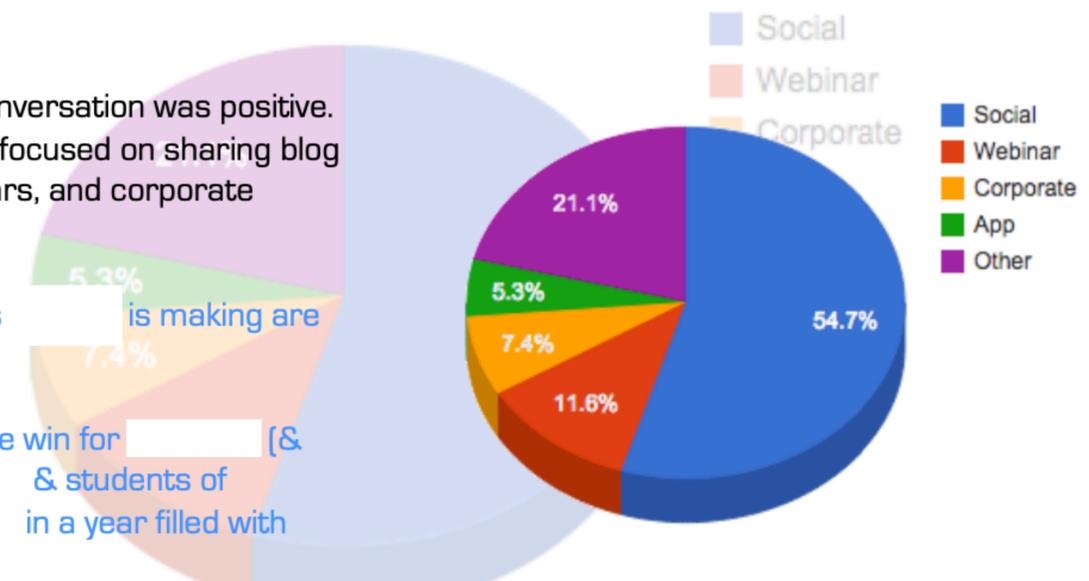
Example Of Positive Sentiment Findings

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 anyone 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

COMPETITIVE RESEARCH

Some clients choose to analyze their competition as well.

Understanding their offer is only the first step. Your competition's customer complaints should be your strategic advantage.

Similar to internal analysis, competitive research can focus on the company, a product/service line, or brand awareness.

Find answers to questions you never asked and opportunities you never imagined.

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 relevant 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.

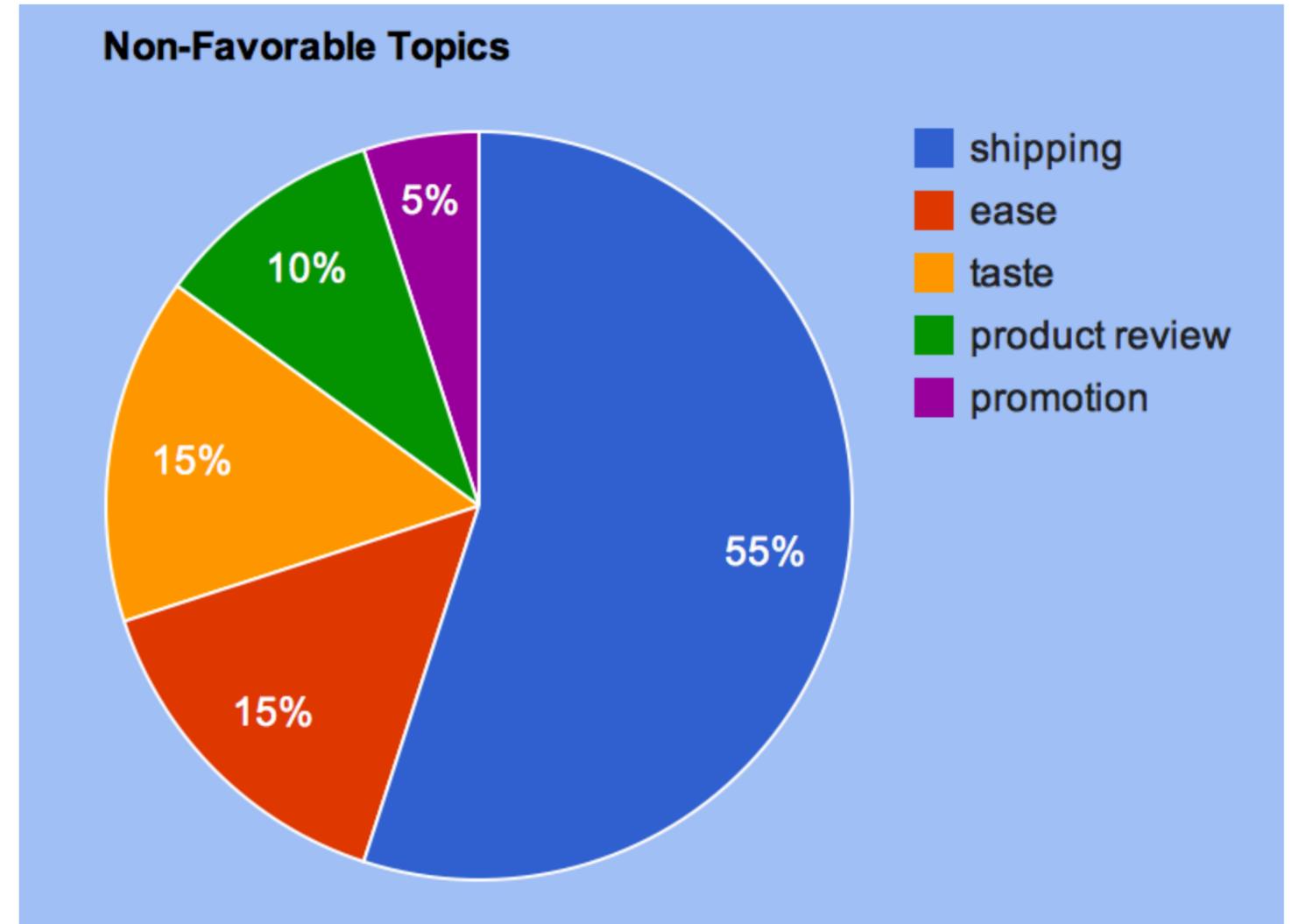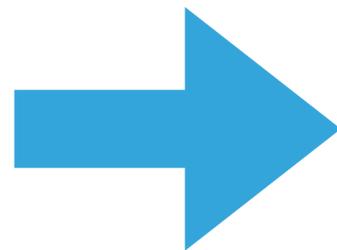Our strategic analysis will include what we didn't see as well as suggestions for shifting the conversation.

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."

Non-Favorable Topics

- shipping
- ease
- taste
- product review
- promotion

55% — shipping
15% — ease
15% — taste
10% — product review
5% — promotion

"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 period.

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.
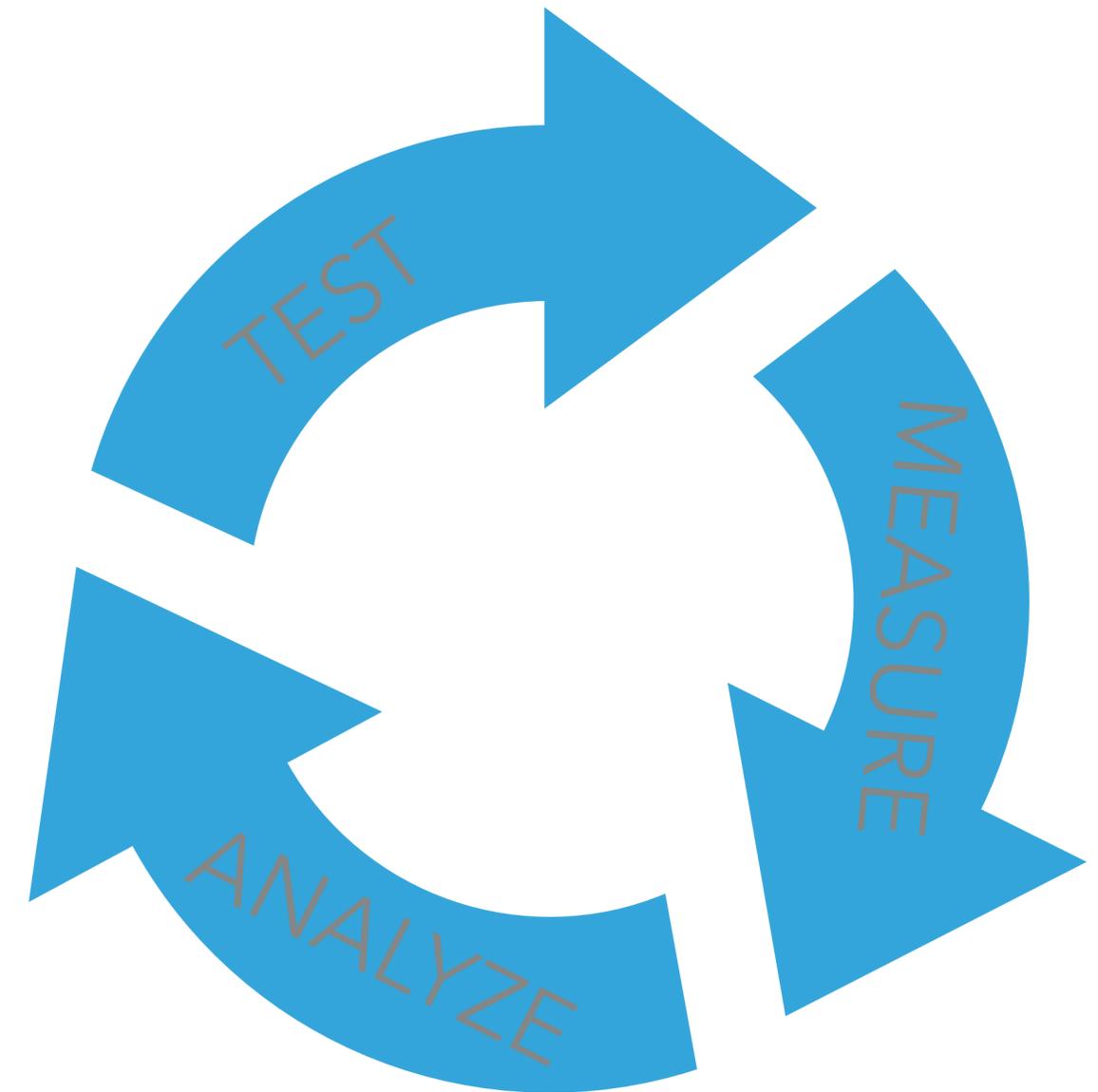
Q3

29.6%

18.1%

52.3%

Q4

43.8%

14.3%

42%

Positive Neutral Negative
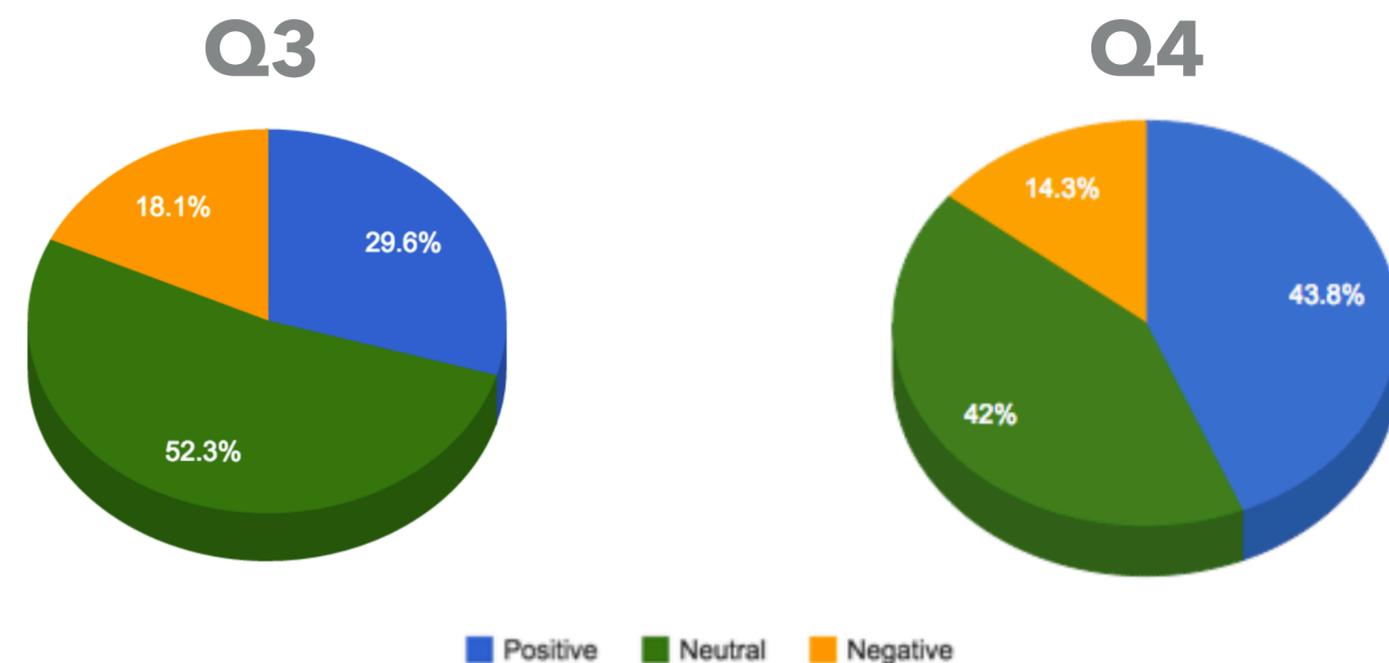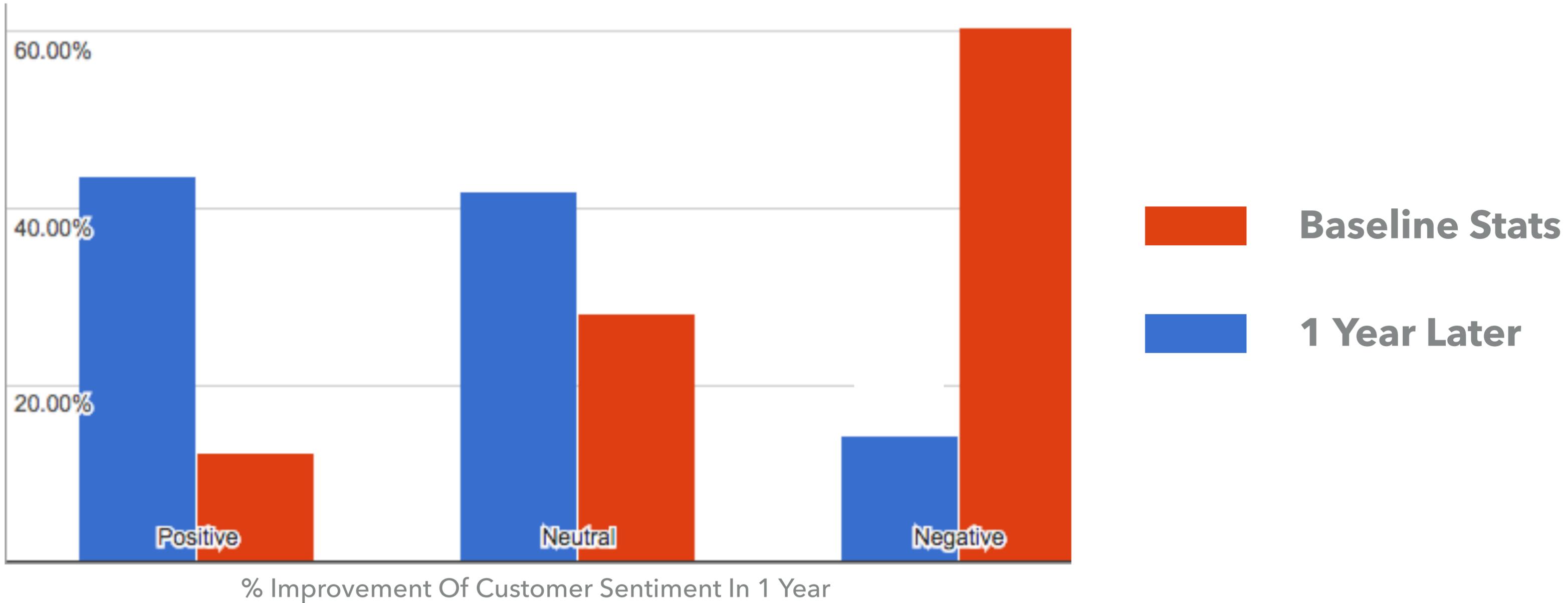
HOW IT WORKS

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 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 period, we refine and adjust our research based on the findings and execution of our strategic recommendations.

AEMSTRATEGIES.COM