



WEB & MULTICHANNEL MARKETING PEER GROUP MEETING

Social Listening

August 2010

The goal of the Social Media portion of the meeting was to focus on best practices in social listening and to understand customer insights that can be generated from tuning into the social space. *Key Takeaways are culled from member comments communicated during discussion and on paper.*

Resources

Oscar Mayer Division of Kraft Foods

Paul Banas, Senior Category Insights Manager

UW EBC

Kyle Henderson, Communications Director

Attendees' Key Takeaways

- √ **"Listening is different from asking."** With listening, you're much more likely to find out what people really think and how intensely they feel.
- √ **"Listening is more than counting."** You have to listen to customer comments with a "semantic lens" for really understanding what people are talking about.
- √ **"Social listening captures the passion that traditional research misses."** And it's passion that communicates emotion and produces results. Tropicana changed their carton design, only to change it back after an incredibly passionate customer response. Traditional research missed customers' passion for the original design.
- √ **"Facebook is a party. And for people over 35, it's a reunion party."** People over 35 use Facebook for connection, sharing, and convenience. They connect with friends and family regardless of geography. Marketers who use "marketing" language risk violating that context and turning the "partiers" off.
- √ **"Promotions are the marketing tool natural to social media."** Giveaways, contests with a valuable prize, coupons are okay with an audience that gathers together to socialize. Traditional interruption advertising makes people feel like their party is being crashed.
- √ **"Socials share the good as well as the bad."** You don't have to worry about this crowd only sharing bad news; give them something they like, and they'll share that too.