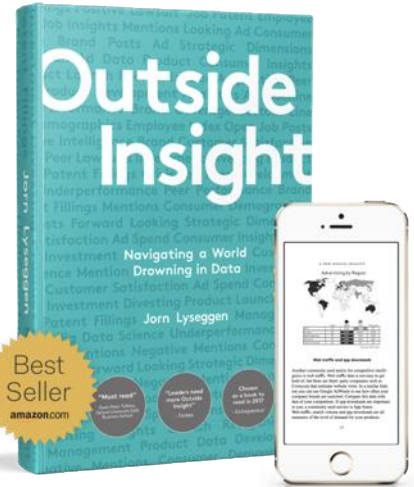


A night landscape with a starry sky, a campfire, and distant city lights. The sky is filled with stars and the Milky Way galaxy. In the foreground, a campfire is burning brightly. In the background, there are silhouettes of trees and a distant city with lights.

Social Media Intelligence

How AI is making the Internet query-able like a database

Peter Heurling in a nutshell



Meltwater provides real-time insights to help businesses build their brand and manage their reputation

2 trillion searches every day



Brand Perception



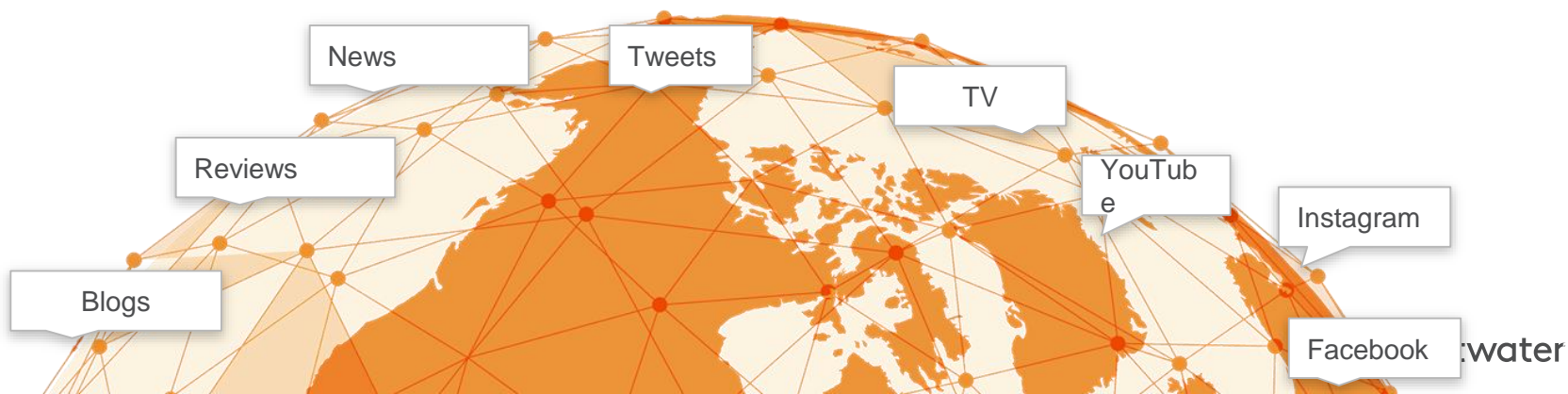
Customer Satisfaction



Crisis Management



Competitive Intelligence



AI is changing everything

How you... acquire data
unlock meaning
extract insights

1. Text Analytics

Unlock the meaning buried in text, in every language.



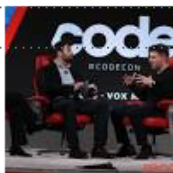
Category and Concepts

What the content is about
Category: Hospitality, Finance
Concepts: IPO



Entity Extraction

Companies; Airbnb, Marriott
People: Brian Chesky
Products: Airbnb Experiences
Places: San Francisco, New York



Airbnb CEO said company will 'be ready to IPO next year' but might not
TechCrunch - 30 May 2018
Airbnb brings in billions of dollars of revenue annually and is profitable on an EBITDA basis, so many wonder if and when the home-sharing ...



Links

Title
OpenGraph



Key Phrases

"billions of dollars of revenue", "EBITDA basis", "major benefit", "regulatory standpoint"

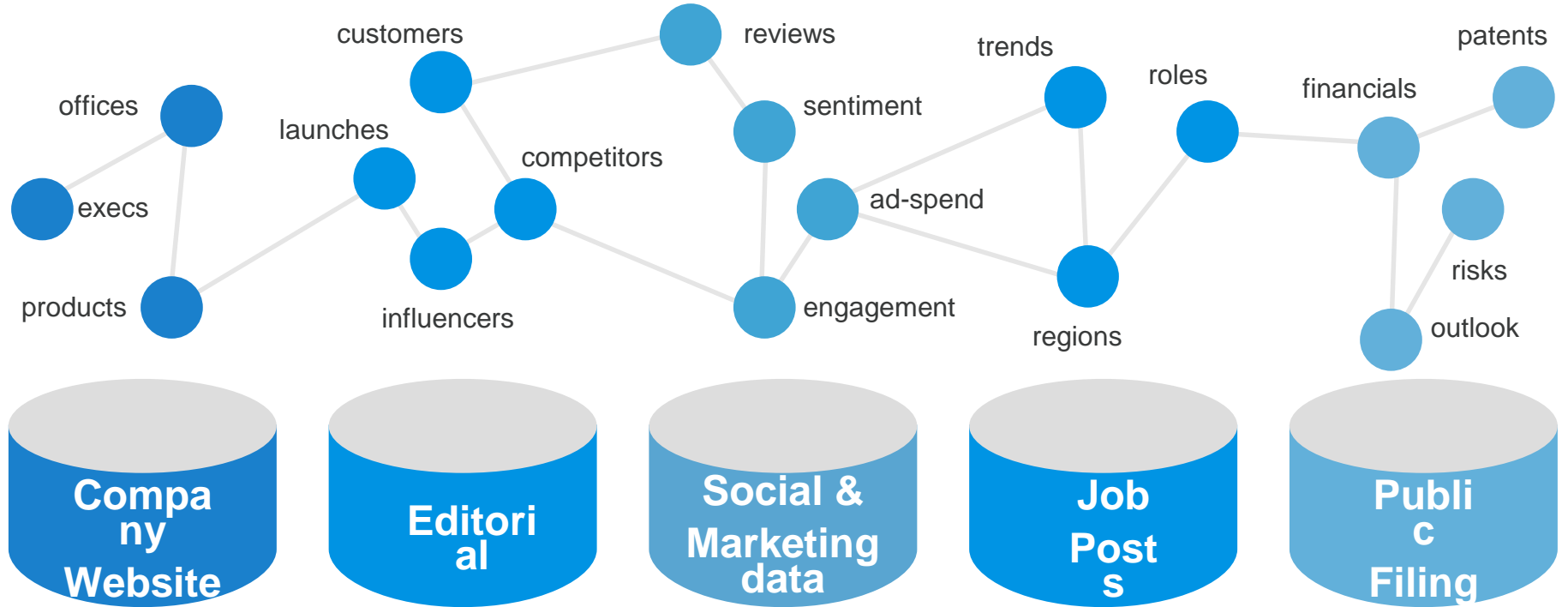


Sentiment

Article = positive
Entity level sentiment:
Airbnb = positive
Marriott = negative

In 16 Languages: Arabic, Chinese, English, Danish, Dutch, French, Finnish, German, Hindi, Italian, Japanese, Portuguese, Korean, Norwegian, Spanish, Swedish,

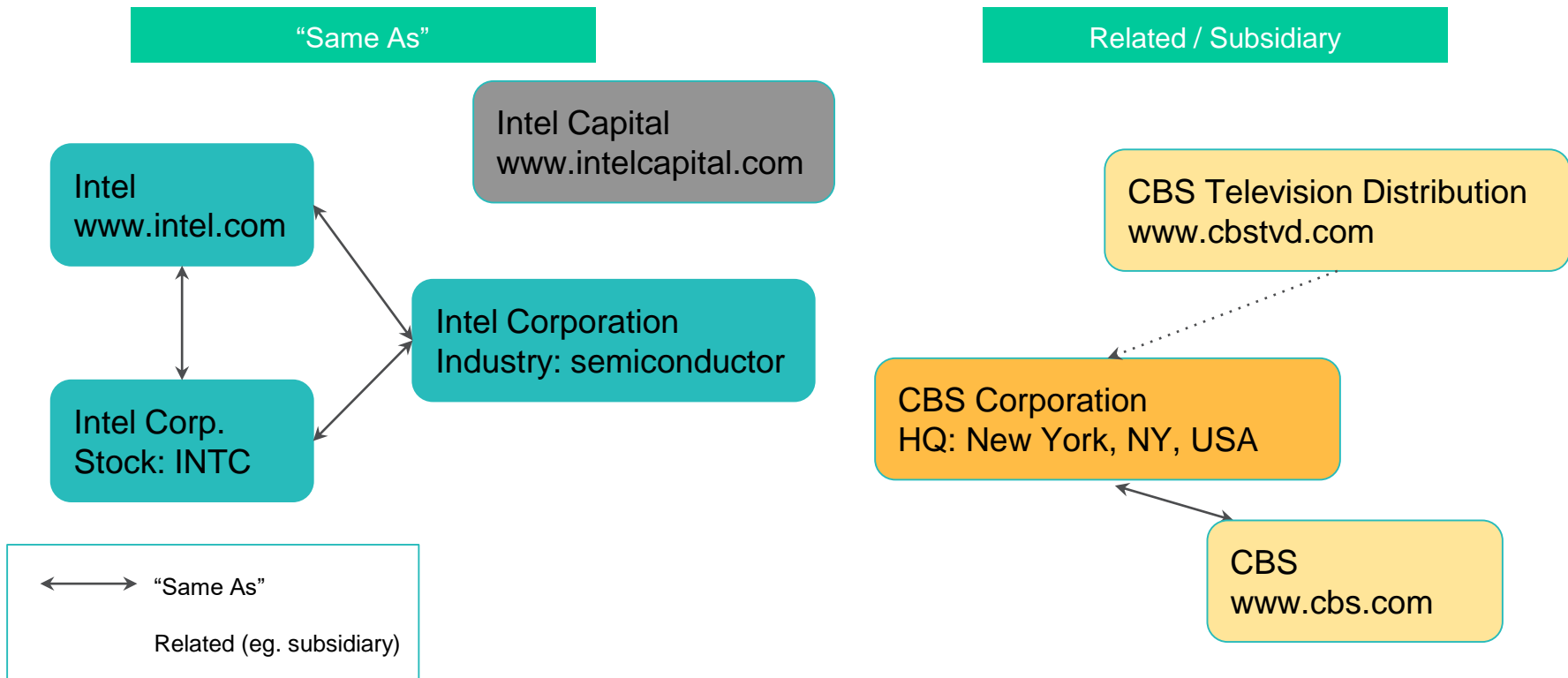
2. Knowledge-Graph .. and connect the dots to



3. Entity Recognition

.. Mapping the real-world is hard. When a company is mentioned, which is it?

Entity Resolution. Link objects from multiple sources that refer to the same real world entities



If you connect-the-dots across data, AI can recommend 'next best' actions.

What if we could analyze all the data for your company, competitors, industry topics, and make marketing recommendations to help you outperform?



Publications to Target



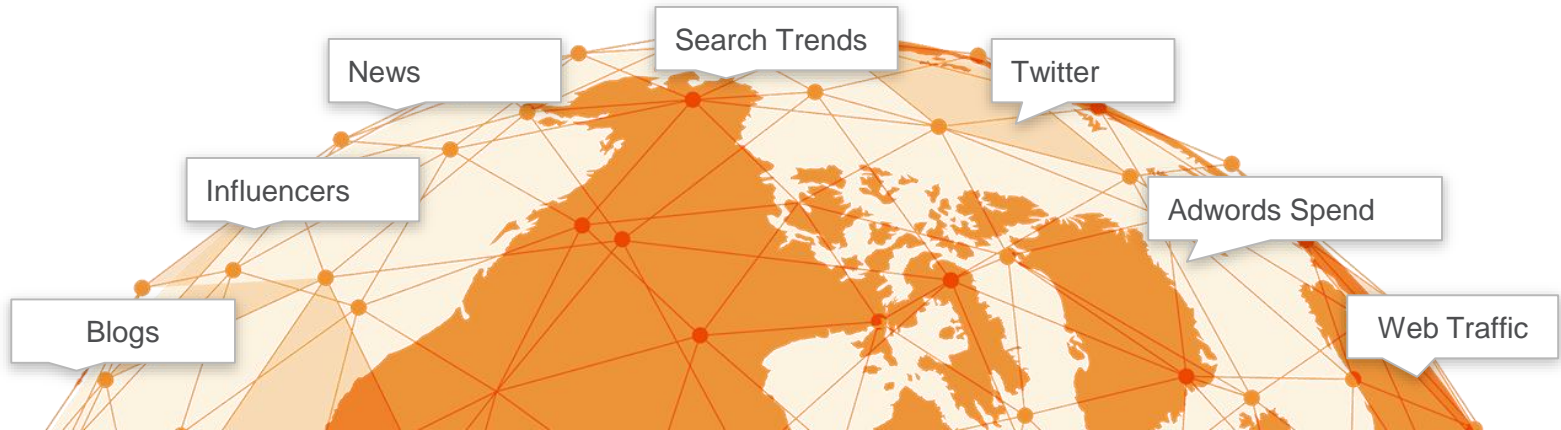
Content to Create



Adwords to Focus on



Influencers to Engage





Why leverage social media?

The stats



3.48 billion people
use social media



9% growth of
users YoY



2.5 hours spent on
social each day



You need to be
present there too



The importance of social listening

- Home
- Projects
- Inbox
- Dashboards
- Influencers
- Explore
- Search
- Tags
- Outputs
- PR Insights
- Settings

Untitled search SAVE

Last 14 days AA ACTIONS

All of these
border control +Keyword

At least one
Enter a keyword

None of these
Enter a keyword

Overview Social Analytics Twitter Insights Split view

Source type Language Country Keyword Sentiment APPLY FILTERS

9.87k Results Q ≡ ⋮

sorted by Date • Descending

reddit.com/r/unpopularopinion • Sintinnal
Today • 10:20 AM

The fact that people can work more than 40 hours a week and not make enough to live on should not be acceptable

their huge land border instead of island nations' waterbody borders which make **border control** a lot easier. I'll take the evil card if it

border control

Negative ⊖

alfabus.us
US | Today • 10:01 AM

stop criminalizing migration. period.

This morning I listened to The Daily's Interview with a Border Control Agent <https://www.nytimes.com/2019/09/24/podcasts/the-daily/border-patrol-agent-immigration.html>, which gets at a topic I've been wanting to speak about for a while. While I dont agree with how he seems believ...

This morning I listened to The Daily's Interview with a **Border Control** Agent <https://www.nytimes.com/2019/09/24/podcasts/the-daily/border>

Border Control

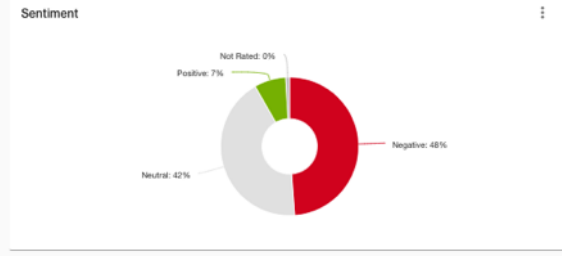
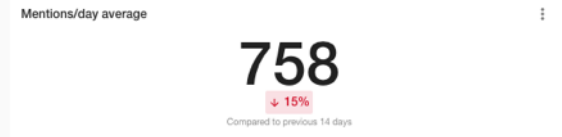
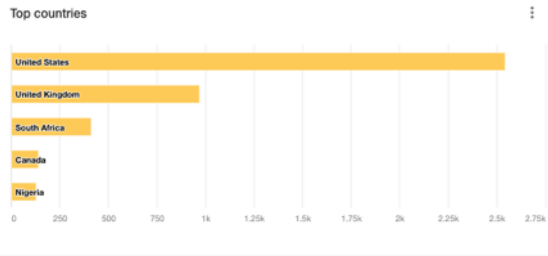
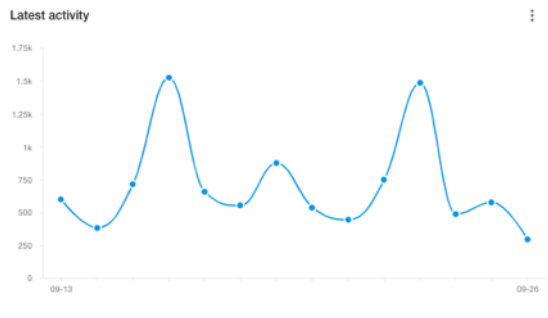
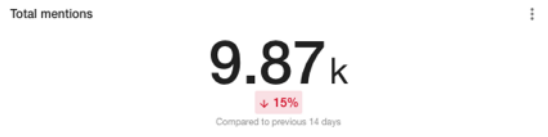
Neutral ⊖

Just a Leaver @pemyan54
GB | Today • 9:51 AM

RT @AlanGower5: You are clearly unhinged. The career politicians, bankers, Soros and wealthy elite ARE the ones promoting Remain and corrupt EU. If you prefer huge taxes, no **border control**, garden tax, 4 day working week and national bankruptcy inside two years, vote Corbyn No one else will t.co/LuMTH8CQ9X

border control

4 Duplicates 1.34k Reach Negative ⊖

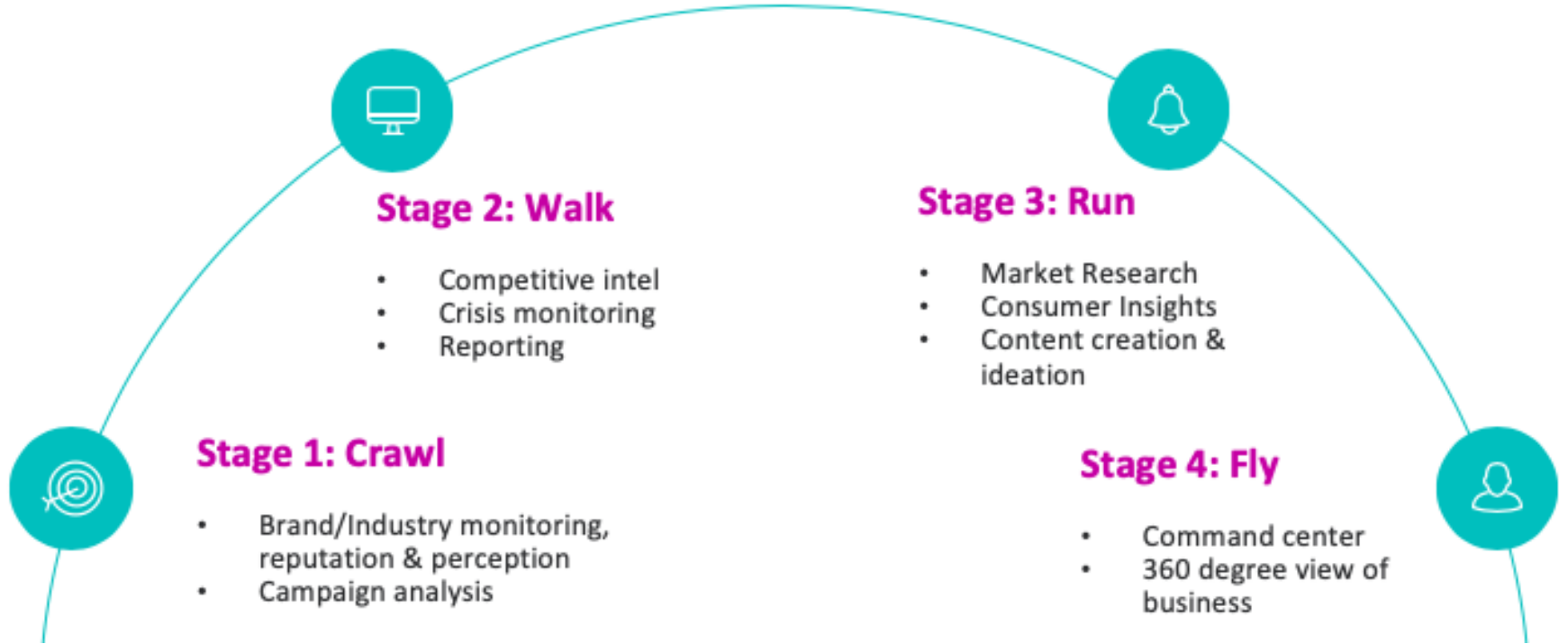


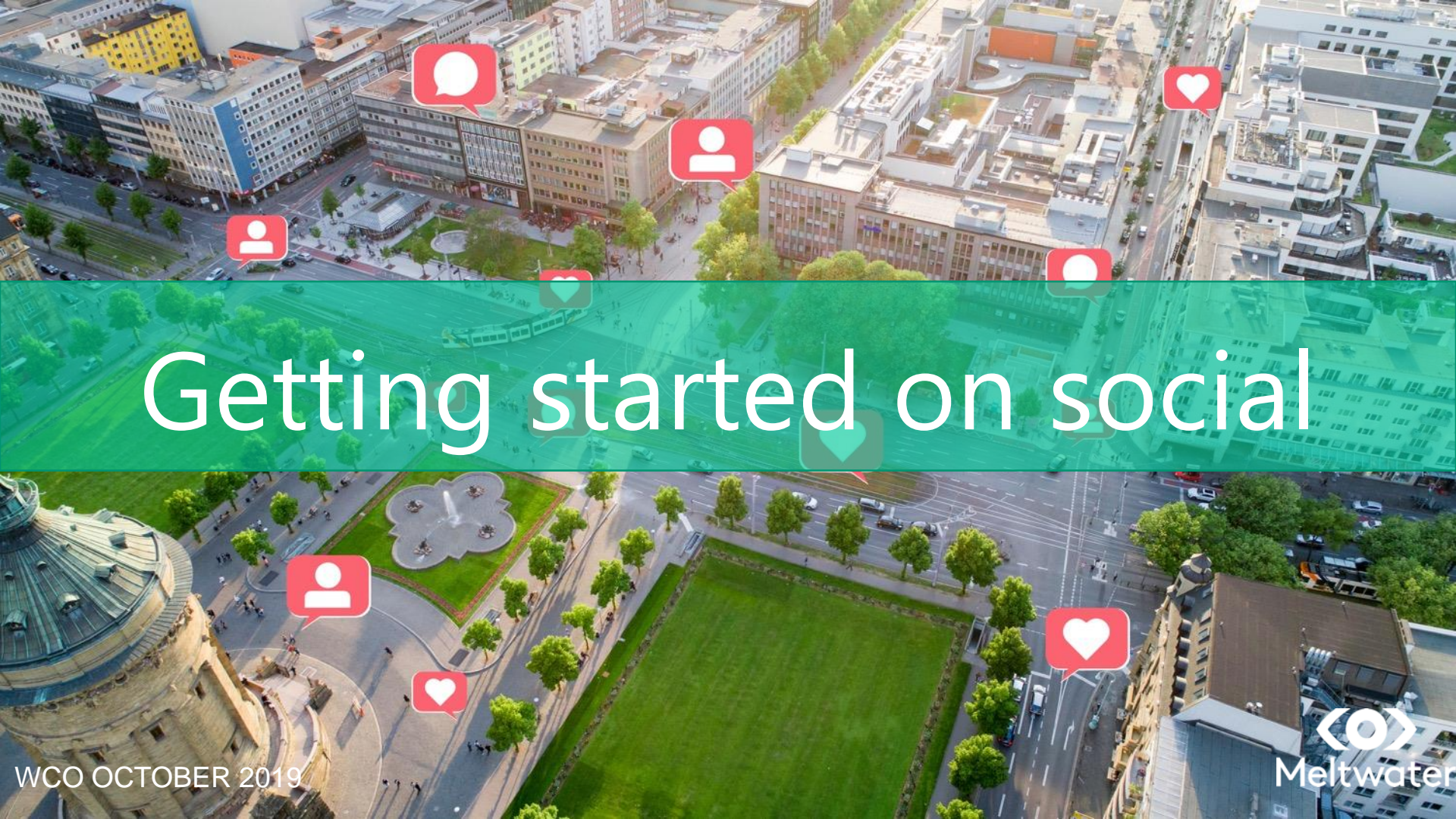
Social listening use cases

- Spotting and reacting to crises
- Reputation management
- Identify new opportunities
- Competitor analysis
- Market research
- Customer service
- Threat Intelligence



Maturity level decides where to start





Getting started on social

-
- Connect your social media objectives to business objectives
 - Prioritise Certain Channels
 - Use data to influence the content you create and share
 - Use a Content Calendar
 - Create Engagement, don't wait for it to come to you!
 - Measure how you're doing



Thank you

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#OutsideInsight