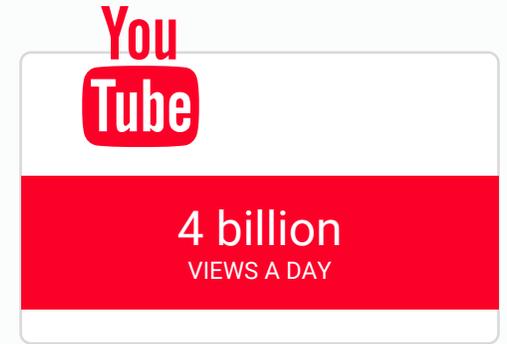
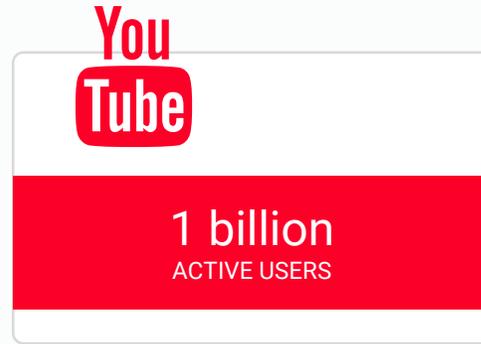


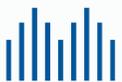


# sound

Analyze your brand in containing view



No matter what product or service you're marketing,  
your audience is on social media.

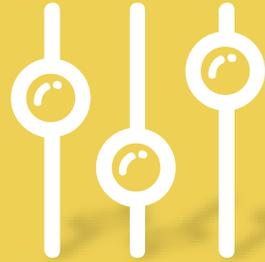




So your consumers are on social media,  
and they're talking to you and about you.

What are you going to do about it?



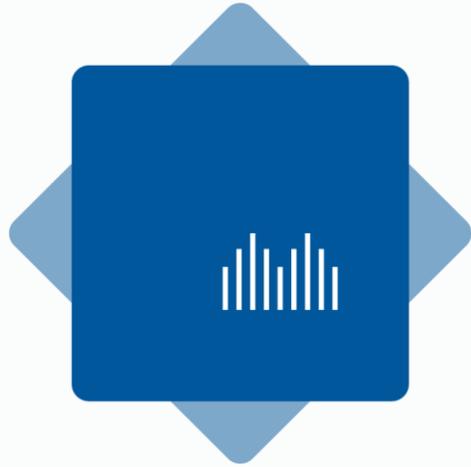


You can step back, simply listen, and hope for the best.

Or

You can step up and listen with understanding and context to create a place that enables you to be “in-the-moment marketer.”

The place to do so is

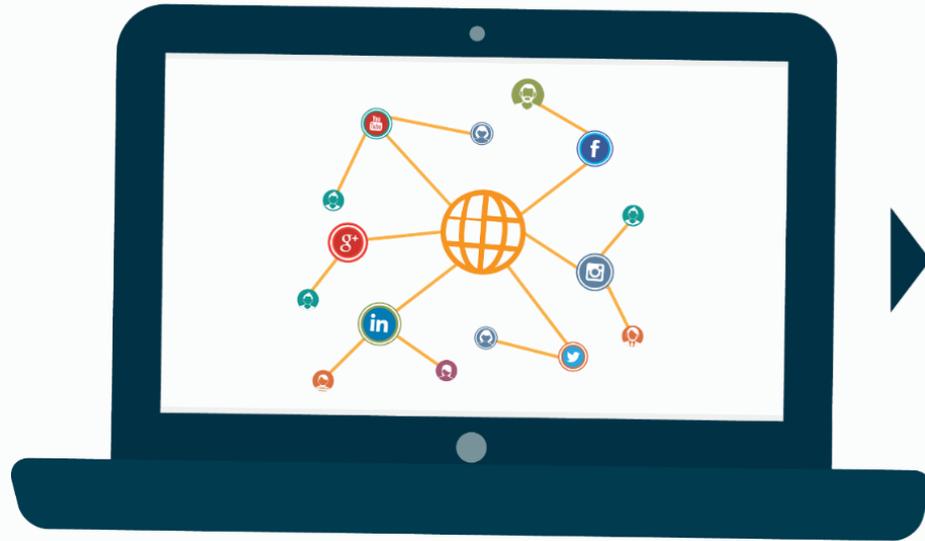


sound

Analyze your brand in containing view

# Why Sound

Social Media Analytical reporting helps you define your marketing strategy

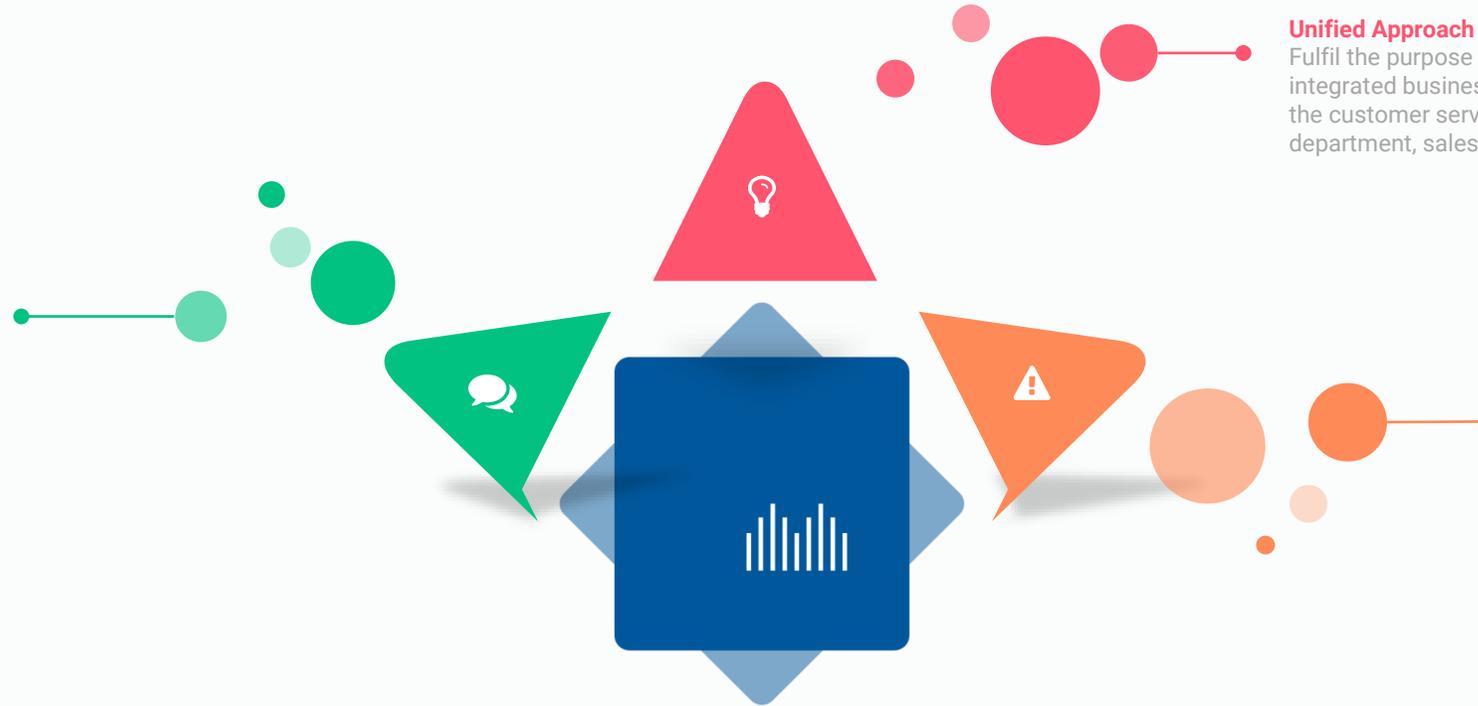


Social Analytics Reporting



# What you can expect from Sound

**Day to Day Socializing**  
Product announcements, studying customer behavior, summarizing trends to offer long term insights, tracking the daily trending topics, creating brand reports and executing real time campaigns



## Unified Approach

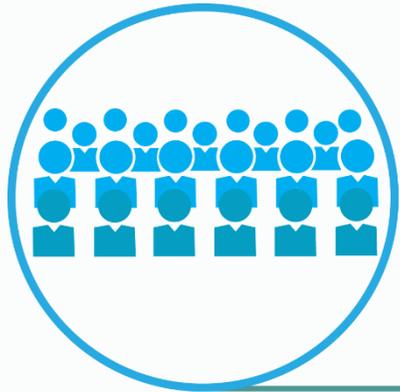
Fulfil the purpose of co-ordination for an integrated business approach. Co-ordinate with the customer service team, public relations department, sales & marketing teams.

## Crisis Management

Identify and track the negative sentiments and route it to the concerned department to take corrective actions and hence save the brand image.



# Social Media Analytics through Sound



Consumer choose different online medium to convey their messages to the brands about their product and services.

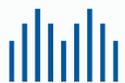


These opinions can be in the form of broken product images, bad service experience post on FB, stranded on airport, tweeting about experience to the airlines, bad reviews about any restaurants and so on...

Lathesis Social Media Listening Team



Sound: Lathesis converts quantified conversation into measurable insights which speaks about various trends and analysis helping your brand and marketing team align the correct insights to their progressive campaign.



# Activities in Sound



Existing conversation, sentiments, and level of activities about an organization's brand. an effective Command Centre operational model is to analyze conversations in order to understand different use cases that are needed based upon:

- a) Volumes;
- b) Metrics;
- c) Influencers;
- d) Insights; and,
- e) Trends and topics found in the social channels.

ASSESSMENT AND DISCOVERY



Define processes for the command center to obtain and publish the content, providing insights to the relevant departments, expectation with respective departments and individuals.

FUNCTIONAL SPECIFICATION



The technical selection has to take match the functional requirements with how different social media monitoring platforms gather social media data, how they analyze it, and how they report it. The different systems have different strengths and weaknesses in each of these areas – data acquisition, data analysis and data reporting.

TECHNICAL SELECTION AND DESIGN



Infrastructure, technology, human resources, planning and process.

IMPLEMENTATION PLAN



# Workflow of Sound

## DATA SOURCE AND TOOLS

Identify Data Sources and Social Listening Tools on the basis of Objective and goals of Social Command Centre. Social media tools like Thoughtbuzz, Radian6, Simplyfy360, Sysomos, etc...

## ACTIONS/REACTIONS

Respective stakeholders take required actions or reactions to improve the effectiveness of the SMCC to achieve the objective.

## HARDWARE & PEOPLE

Premise, hardware, and people



## OBJECTIVE

Brand Analyses  
Competitor Analyses  
Campaign Analyses  
Customer/Prospects  
Engagement  
Sales and Purchase analyses

## WORKFLOW

Customize Dashboard and reporting template on the basis of objective and functional specification.

## IMPLEMENT ANALYTICS

All the activities and listening of Social Channels through the selected tools and reporting on the basis of objective in the form of report or dashboard.



# Sound Benefits

## EFFECTIVENESS OF THE CAMPAIGN

Effectiveness of a particular campaign can be measured by a number of parameters including the sentiments developed in users who participated in the campaign.

## KEYWORD ANALYSIS

Tracking keywords has never been this easy. Our team of social media analysts monitor the activity on your social channels. After comprehensive detailed analysis, we figure out the words that can help you in getting closer to your social audience

## AUDIENCE DEMOGRAPHICS THAT PARTICIPATED

Social isn't a side activity but a gateway for your audience to actually find you, use your service and rate them.

## CAMPAIGN REACH?

Campaign reach has always been a topic of discussion for brands. Who were the actual people who participated in the campaign? Can their data be used for CRM? Absolutely YES!

## TRACKING LEADS GENERATED

More and more brands waste the opportunity of getting to know their social audience. A well planned campaign strategy can get you 100's of leads instantly.

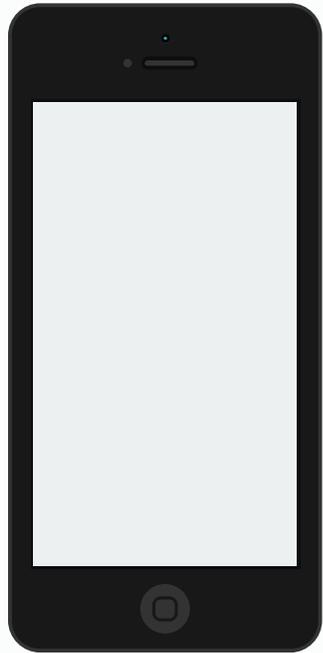
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## IDENTIFYING INFLUENCERS/ADVOCATES

Business runs on influencers. WOM is the new form of marketing which helps brands secure good image in the market. Rewarding key influencers can actually help you with greater results in long run.



# Sound Benefits



## PRODUCT SALES CHANNEL ANALYSIS

With our add on services, you have to just sit back and wait for report containing all the necessary product sales channels' analysis. We analyse your data and channels to secure the brownie points



## TIME SLOTS ANALYSIS

Time slot analysis gives you real insights about your social audience. May be you've been doing it all wrong till now. We help you define the right time to connect with your audience to ensure maximum participation



## SENTIMENT ANALYSIS

Sentiments are important for your brand. We have seen brands who have got a lot of negative publicity for not managing the people and responding to them timely. Don't make the same mistake



## CONTENT STRATEGY ANALYSIS

Content Strategy isn't really a thing of past or future, it is helping 100's of brands right now. With the rapid evolution of digital space in India, many brands are facing unacceptability in terms of content. We assure that your content is fresh, adaptive and acceptable to the audience



## UNDERSTANDING CUSTOMER REVIEWS

Listening to what your community is saying is the most important part of marketing plan. Having just a social media presence as an added value won't really help in long run. You need to understand and analyse the growing trends of consumer



## GEOGRAPHICAL SEGMENTATION

Geographies help you define the range of activities you can plan for the next offline campaign for your brand. Social audience says a lot about your brand's reach and penetration





## SUCCESS MEASURES OF SOUND



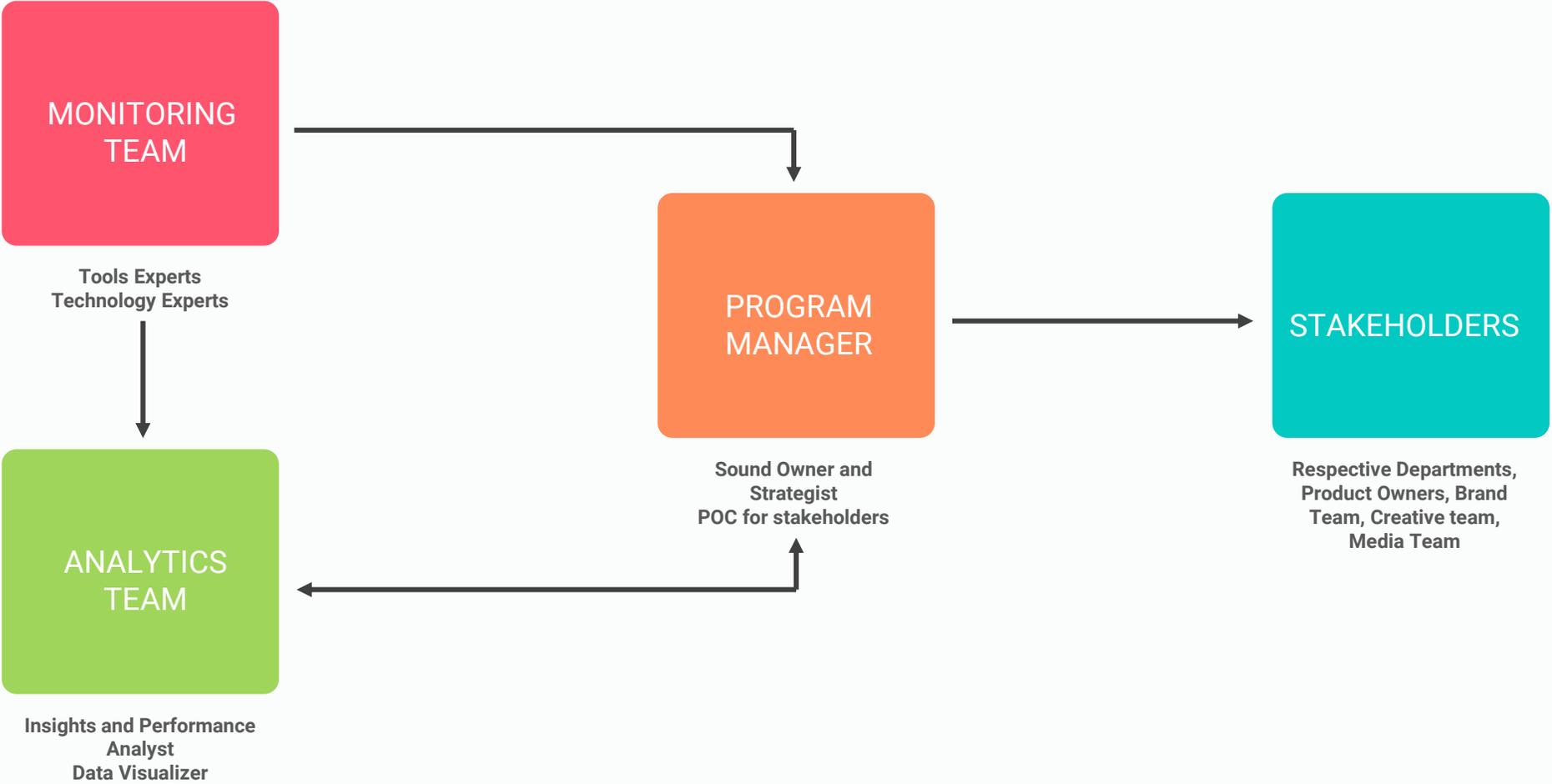
Listen and Monitor

Publish and Engage

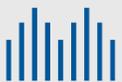
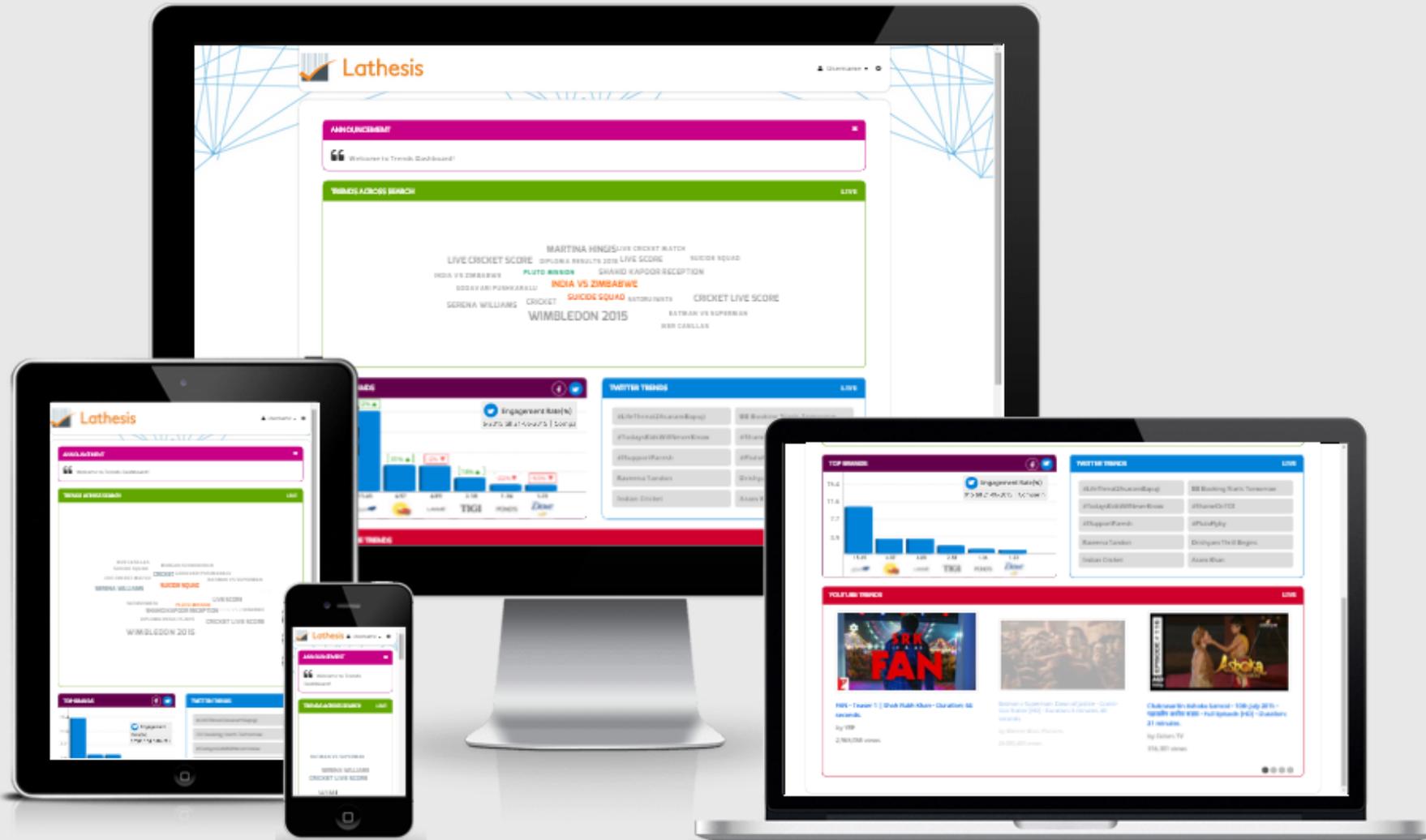
Analyze and Measure

- ✓ Creative Inputs
- ✓ Consumer Insights
- ✓ Brand, Product and Market Insights
- ✓ Media Input and Monitoring
- ✓ PR/Buzz inputs and monitoring

# Team Structure in Sound



Always ON Output on Your Finger Tips



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The world is fast moving towards being real time.  
What are you doing to be real time?

