

SOCIAL MEDIA SENTIMENT ANALYTICS SOLUTION

Revolutionize Your Social Media Presence with
Powerful Sentiment Analysis

Introduction

The digital revolution is having a significant impact on businesses in various industries. Content access and consumption are constantly being reshaped by technological advances. The ability to easily download and watch, play, or listen to content is both assisting industry titans in quickly catering to the ever-growing needs of the audience and creating more demand.

As businesses invest in social media engagement and content for their brands, the next step is to optimize their investments, understand social media reach and issues, and track analytics to assess performance. Social media analytics is becoming an important tool for determining customer sentiment.

Social Media Sentiment Analytics Solution is a tool that helps businesses monitor and analyze social media sentiment. It allows companies to gather insights from social media conversations in real-time, helping them to make data-driven decisions and stay ahead of the competition.

Social media sentiment analytics tools use machine learning algorithms to analyze social media posts, comments, and reviews, and determine whether the sentiment is positive, negative, or neutral. They can also identify trends, influencers, and key topics that are being discussed on social media conversations.

Total spend on social media advertising is projected to reach \$268 billion in 2023.

Source: Social Sprout

Over 70% of businesses surveyed rely on social media for customer engagement, compared with 61% for email, 27% for TV/radio advertising and 24% for print ads.

Source: Forbes



Objective of Social Media Sentiment Analysis

The goal of social media sentiment analysis is to identify the overall sentiment surrounding your brand. So far, you have been tracking the total number of mentions and conversations about your brand. You can obtain a clearer understanding through sentiment tracking. Social media sentiment analysis provides a qualitative assessment of each mention and conversation. Every brand conversation reveals important user sentiments that can be directly fed into your overall business strategy.

However, after considering several metrics, you can determine what kind of sentiment your content is eliciting. This analysis will also help you identify which content is causing negative sentiment towards your brand.

Sentiment analysis tools consider various metrics before assigning a brand score. Depending on the platform, tools measure each metric, such as impressions, reach, and retweets, and assign a sentiment score to brands. This score indicates whether the discussion about your brand is positive, negative, or neutral.

NEC's AI-Enabled Social Media Sentiment Analytics Solution

NEC's AI-powered Social Media Sentiment Analytics Solution enables your business to analyse customer insights and sentiments on social media platforms in real-time. This enables your business to monitor their risk, issues and opportunity portfolio more effectively. Our innovative solution looks at multiple news sources and major social media platforms, including Twitter, Instagram, YouTube, LinkedIn and Facebook to gather insights.

Our solution help to address these experiences and use them to:

- Spot trends related to offerings and brands
 - Understand conversations with respect to what is being said and how it is being received
 - Derive customer sentiment towards products and services
 - Gauge response to social media and other communications
 - Identify high-value features for a product or service
 - Uncover what competitors are saying and its effectiveness
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How does the Social Media Sentiment Analytics Solution Work?



Data Collection

- Identify the social media platforms to monitor (e.g., Twitter, Facebook, Instagram, etc.)
- Define keywords, hashtags, or search terms related to the brand, product, service, or topic of interest
- Collect relevant data in real-time or periodically using APIs or web scraping tools



Data Pre-processing

- Clean and filter the collected data to remove duplicates, irrelevant posts, or spam
- Convert unstructured text data into a structured format suitable for analysis



Sentiment Analysis

- Apply Natural Language Processing (NLP) techniques to classify each post as positive, negative, or neutral
- Use Machine Learning (ML) algorithms to train a sentiment classifier model on labelled data or lexicons
- Calculate sentiment scores or probabilities for each post or group of posts



Data Visualization

- Generate charts, graphs, or dashboards to visualize sentiment trends, word clouds, or sentiment distribution
- Provide real-time alerts or notifications for sudden changes in sentiment or volume of mentions



Insights and Reporting

- Analyze the sentiment data to identify patterns, themes, or topics related to the brand, product, service, or topic
- Provide actionable insights and recommendations for marketing, customer service, or product development teams
- Create reports or presentations to share the sentiment analysis results with stakeholders.



Business Advantages of Social Media Sentiment Analytics Solution



Provides Insight into Brand Health

It is impossible to deny that marketing strategies and tactics can benefit from understanding what motivates customers or why they react positively to certain posts. With a simple social media sentiment analysis, one can already determine where the brand stands in the minds (or shopping lists) of their target audience. It's also a great way to validate effective social media practices, improve posts that received negative feedback, and ultimately gain an understanding of your brand's online reputation.



Influence Brand Communication and Messaging

Social Media Sentiment Analysis is used to collect feedback more quickly. As a result, posts and marketing materials can be tailored to resonate with the audience based on what has resonated most with them. It is also an excellent way for the brand to be more sensitive to topics or issues that are sensitive to the community. Emotions play a big role in buyer decision making, so brands must step up and create messaging (and products) that evoke positive emotions in customers. Brands can benefit from social media sentiment analysis in determining how to proceed.



Determine Successful Campaigns or Products

In some ways, social media sentiment analysis is similar to market research (and has the potential to be a cost and time-efficient alternative, too). Public perception is critical for maintaining or improving a product line, and social media provides quick (often raw) feedback from real people. This level of authenticity carries its own weight and can persuade others to buy or avoid the product.



Prepare for Any Crisis and Improve Customer Service

Social media sentiment analysis can also help identify keywords, allowing you to learn about specific words or phrases associated with a brand or product. Businesses can detect impending crises or negative backlash in this manner. Social media sentiment analysis can help brands build relationships with customers by indicating which posts to respond to. Knowing such feelings can also help with customer service.



Examine the Competition

As a marketing tool, social media sentiment analysis provides additional value-added results that can influence how brands manage their social media persona. Simultaneously, social media analysis tools can be used to investigate competitors and their posts. Determine which campaigns or posts received the most likes or comments, and what people praised about them. Similarly, if a brand comes under fire, it is beneficial to understand what caused the negative perception and response.

Why NEC?

NEC is a leader in the integration of IT and network technologies and brings more than 120 years of expertise in technological innovation to provide solutions for empowering people, businesses, and society. We possess deep expertise in the design and implementation Social Media Sentiment Analytics Solution that makes it easy to monitor and analyze social media sentiment in real-time, so you can make informed decisions and stay ahead of the competition.

Utilizing advanced AI, our Social Media Sentiment Analytics Solution provides valuable insights into customer perception and brand reputation, track your competitors and monitor industry trends, respond to customer feedback and engage with your audience & improve your social media strategy and increase ROI.

Capabilities on Technology Stack

Core business experience combined with domain and technical expertise with evolving tools and technologies.

Skilled Workforce

In-house business & domain experts



Data Stewards



Data Scientist



Big Data Engineers



Architects



Consultants & Data Analysts

Domain Expertise

Solving Complex Data Challenges
Myriad of Successful Analytics Projects

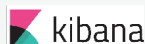
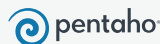
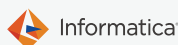
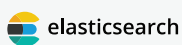
Dedicated Analytics Research Labs
Work for Solutions for Societies

Robust Partner Ecosystem



Strong Partnership & Alliance Across Data Platforms & Analytics Solutions

Technology Partners



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