Social Media Analysis and Audience Engagement
Analyze Social Media and Engage Customers

Today’s companies operate in a changing environment where customers can access content from multiple devices and distribution channels. In such a world, it is more important than ever to connect with customers wherever possible to best understand their evolving tastes and preferences. Through social media, companies can listen, monitor, and engage directly with consumers to build closer relationships and create brand advocates that attract new audiences.

The emergence of social media has started a new kind of conversation among consumers and companies, challenging traditional ideas while creating new opportunities for organizations to understand consumers and connect with them more effectively than ever before.

Social media platforms like Twitter and Facebook have become the new virtual water cooler for today’s connected consumers. Media companies, advertisers, and agencies alike can now leverage data from social media platforms to gain real-time insight into areas such as viewership data and sentiment analysis regarding both content (for example, TV shows) and advertising.

In real time, companies can now analyze behavior and emotions, track trends, and compare sentiment across multiple topics. Companies can also use social and enterprise data to respond to messages in real time and develop complete social profiles and histories that provide a better understanding of consumers in general. Companies can even provide consumers a more engaging content experience through second screen applications.
Deliver Engaging Social Experiences to Consumers

By delivering engaging social experiences, organizations can build lasting relationships that connect customers more effectively to their content and companies. And with customers taking the time and trouble to interact more often, companies can collect valuable data that provides improved visibility into what customers feel about their brand and the products and services they deliver.

By listening to, monitoring, and engaging directly with customers through social media, today’s organizations have a unique opportunity to build closer, long-lasting relationships and to create loyal brand advocates.

Collaborate with key stakeholders to increase speed to market and optimize decision-making processes.

Listen to consumers in social media to monitor perceptions about brands and companies. Analyze trends in consumer sentiment that affect reception and demand. Raise customer satisfaction to create new marketing opportunities and brand advocates.

Identify voices with the greatest influence and quickly spot emerging influencers to fine-tune market segmentation.

Position products and services for greatest engagement and track the evolution of campaigns as language and perception come increasingly under audience control.

Integrate with customer relationship management functionality to deliver full histories to key stakeholders and optimize decision-making processes.
Understand Customers and Streamline Marketing

SAP software helps companies gauge sentiment and perception about brands, products, and services to better understand customers. This makes it possible to deliver engaging experiences while supporting a 360-degree view of the customer across social and enterprise data. Companies can streamline marketing processes by connecting all relevant stakeholders – while leveraging tools to accelerate and capture business-critical decisions and drive better results.

- Uncover trends in consumer preferences and quantify market perceptions about products, services, and companies
- Track the success of social media in marketing campaigns and extract insights from users’ postings
- Listen to and engage with customers where they congregate – and take corrective action to improve customer satisfaction where relevant
- Facilitate effective marketing collaboration across dispersed teams using the SAP Jam social software platform to keep critical information in one place
- Enable more targeted discussions, quicker decision-making, and faster turnaround times with tools that facilitate communication

19%
Higher sales achievement where sales and business development adopt collaborative opportunity management
Source: SAP Performance Benchmarking
SAP Innovations

To help media companies run more effectively in a highly competitive and rapidly evolving business landscape, SAP solutions integrate easily with cloud technologies, such as social media Web sites. This enables companies to engage customers through social media channels. Cloud-based access to the SAP Jam social software platform, meanwhile, enables secure information sharing about marketing processes.

The SAP Social OnDemand solution and the SAP Social Media Analytics application by NetBase are cloud-based solutions that enable marketers to engage customers through social media channels such as Twitter and Facebook. Using these solutions, marketers can access key customer and marketing insights by viewing enterprise data and social media data together on a single screen. This enables real-time insight into the key trends and hot topics that are being discussed by your customers.

By linking to SAP Jam from within the SAP Customer Relationship Management (SAP CRM) application, marketers can also improve collaboration, productivity, and decision making. Leveraging cloud-based functionality allows access from inside or outside a company’s firewall so users can communicate with ease – whatever their location. For marketers, this is a critical feature because most marketing processes involve working with outside vendors and partners on the execution of marketing activities.
Manage the Social Channel and Collaborate Better

Solution Overview

Social Media Analysis
Marketing Collaboration
Audience Monetization
Why SAP?

Social Media Analysis and Engagement
Listen to, monitor, and engage with customers through social media to build closer relationships and create brand advocates.

Marketing Collaboration with SAP Jam
Collaborate with key stakeholders to increase speed to market and optimize decision making.
Listen to customers through social media and join the conversation to facilitate interaction and influence opinion.
Social Media Analysis and Engagement

Social media analysis software helps media companies gauge sentiment related to topics on social media sites.

Social media engagement tools enable media companies to listen to and engage with customers on social media.

Social media analysis software from SAP allows marketers to perform sentiment analysis by leveraging data on social media platforms. Powerful natural language processing provides an understanding of customer behavior and brand performance, as well as identifying areas for improvement.

Social media engagement software enables marketers to listen to their customers on social media, respond to messages in real time, and develop a complete social profile and history to understand the full context of customers across social and enterprise data.
Social media analysis software allows marketers to leverage data on social media platforms – such as Facebook and Twitter, blogs and forums, and news, shopping, and review sites – to gain a picture of brand performance. Marketers can analyze behavior and emotions in real time, track trends, and compare sentiment across multiple topics. Powerful natural-language processing helps deliver deeper insights by recognizing slang terms, phonetic alternative spellings, common shorthand, and misspellings to understand the “what” and “why.”

Social media engagement software delivers a prioritized list of key customer messages, detecting sentiments and keywords, and uncovering trends. It also enables marketers to respond to messages in real time across Facebook and Twitter channels by providing support for routing, and assigning, escalating, and organizing messages. An integrated knowledge base provides a complete history of social interactions, providing a 360-degree view.
Understand Customers and Deliver Great Experiences

Gauge sentiment and perception about brands, products, and services. Deliver engaging experiences and enable a 360-degree view of the customer across social and enterprise data.

With SAP software for social media analysis, organizations can discover insights and uncover trends in consumer preferences. Quantify market perceptions about products, services, and companies, track the success of social media in marketing campaigns, and extract insights from users’ postings – including likes and dislikes, behavior, and intensity of buyers’ emotions. In this way, marketers can achieve a thorough understanding of the company’s social presence as perceived by all stakeholders.

SAP software for social media engagement allows companies to deliver a great customer experience by listening to and engaging with their customers where they like to hang out. Companies can stay informed about critical messages, enabling them to take corrective action to improve customer satisfaction. And they can collaborate with colleagues in their team or across the organization to resolve issues efficiently and effectively.
Innovations for Social Media Analysis and Engagement

Integrate easily with cloud technologies, such as social media Web sites, engaging customers through social media channels.

The SAP Social OnDemand solution and the SAP Social Media Analytics application by NetBase are cloud-based solutions that enable marketers to engage customers through social media channels such as Twitter and Facebook.

Marketers can get key customer and marketing insights by viewing enterprise data along with social media data, together on one screen. This enables real-time insight into the key trends and hot topics that are being discussed by your customers.
Marketing Collaboration with SAP Jam

Make timely and informed decisions by collaborating with internal and external stakeholders. Share and review marketing project documents and receive instant information feeds from team members.

SAP software for customer relationship management enables collaboration using the SAP Jam social software platform. Feeds from SAP Jam display within the CRM solution, so the user can track the latest discussions and decisions. Features such as document sharing, team polls, secure groups, visual screen area highlights for comments, notifications, recommendations, links, and tasks are also included.

Reasons for decisions are logged and shared easily. Plans and presentations are shared and approval processes accelerated. Employees are more effective in their daily work, as they are no longer working in silos.
Effective Marketing Collaboration

The SAP Jam social software platform allows marketers to:

- Connect with colleagues across functions and regions to improve communications and share best practices
- Accelerate project execution by centralizing discussions, building consensus, and driving informed decisions
- Collaborate externally with third-party vendors such as agencies

Integrate with SAP CRM to incorporate discussions, information, and knowledge sharing into marketing processes without the need to duplicate information. Create groups to collaborate closely with internal colleagues and external third parties on marketing plans, campaign development, and selection of target groups.

Marketers can view the latest updates for all people, groups, and marketing processes they are following via feeds on their home pages.

Share documents, multimedia files, recommendations, and URLs. Poll group participants to get a quick response to a closed question regarding marketing processes.
Streamline Marketing Processes and Optimize Decision Making

Streamline marketing processes by connecting all relevant stakeholders. Leverage tools to accelerate and capture business-critical decisions and drive better results.

Most companies still lack effective communication across departments and geographies. Marketing collaboration using SAP Jam helps to reduce these boundaries and to enable participants to work effectively as a team.

Having information in one place enables traceability and makes it easier for all group members to find what they need. They don’t waste time searching through e-mail correspondence for information and making phone calls to find out what was said previously.

Links to specific areas of documents allow users to communicate precisely about contents, enabling more targeted discussions. And, with faster turnaround times for discussions leading to quick decisions, employees are more productive.
Innovations for Marketing Collaboration with SAP Jam

Cloud-based access to the SAP Jam social software platform enables secure information sharing about marketing processes.

By linking to SAP Jam from within SAP CRM, marketers can leverage valuable features that help them improve collaboration, productivity, and decision making.

Cloud-based functionality allows users to sit inside or outside a company’s firewall, enabling them to communicate with ease – whatever their location. For marketers, this is critical because most marketing processes involve working with outside vendors and partners on the execution of marketing activities.

66% Expect greater flexibility and agility from cloud computing to be a business advantage
Source: SAP Performance Benchmarking
Audience Monetization Value Map

Solution Overview

Social Media Analysis

Marketing Collaboration

Audience Monetization

Why SAP?

Customer and Service Usage Analytics
Customer Insight and Segmentation
Multichannel Campaign Management
Personalized Real-Time Marketing

Social Media Analysis and Audience Engagement
Social Media Analysis and Engagement
Marketing Collaboration with SAP JAM

Cross-Platform Advertising
Cross-Platform Advertising Sales with Mediaspectrum
Cross-Platform Advertising Production with Mediaspectrum

Join the social media conversation and influence opinion.
Why SAP?

With SAP software, companies can gain unprecedented customer insight and make real-time, in-context offers that help build lasting relationships. Consistently delight customers across channels and create an agile marketing organization that reacts quickly to market opportunities.

Tightly Integrated Solution
SAP offers cross-channel integration to orchestrate customer interactions across organizations. Closed-loop marketing processes provide comprehensive automation – from planning, development, and execution, to performance measurement.

Leveraging Breakthrough Innovations
SAP solutions are built on market-leading technologies such as in-memory computing, mobile technology, advanced analytics, and cloud solutions. They empower marketers with real-time insights, optimized decision making, and quick execution.

Proven Time to Value in Large-Scale Implementations
Innovative marketers are choosing SAP to help transform their organization, gaining unprecedented customer insight, engaging with relevancy, and improving the agility required to respond effectively to opportunities wherever and whenever they may emerge.
Find Out More About How Your Organization Can Become Best-Run

**Benchmark Your Performance**
Position your organization for dominance in this new economy with the business performance benchmarking program from SAP – available free to SAP customers and select prospects. The SAP benchmarking program has helped more than 3,000 organizations assess their strengths, uncover areas for improvement, and identify best practices and IT strategies that generate clear, tangible value – not someday, but today.

**Go Live in Weeks**
Here’s the fastest way to run your business better: our rapid-deployment solutions. In one package, you get everything you need to be up and running quickly – including preconfigured software and implementation services – in just weeks. With a defined scope and predictable costs, there are no surprises.

**Join Your Community of Practices**
Every day, SAP Community Network (SCN) changes the way that thousands of SAP users work. It lets members help one another solve problems, learn, and invent new ways to get things done – faster. Find out how to connect with people, content, and resources.

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