DEMS
Developing E-marketing Skills
for the Business Market

How online listening works

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Learning Objectives

- Understanding what online listening is.

- Knowing what to use online listening for.

- Learning to use the tools to use online listening yourself.

Topics

- Online Listening
- Example
- Coosto
- Talkwalker
- Google Alerts
- Google Trends
- Closure

As a junior marketer students often start listening. Online listening that is. Students will investigate what is going on in the market or in society when it comes to a certain theme. Students can do this at a PR agency, but it is also relevant at an advertising agency or the government.

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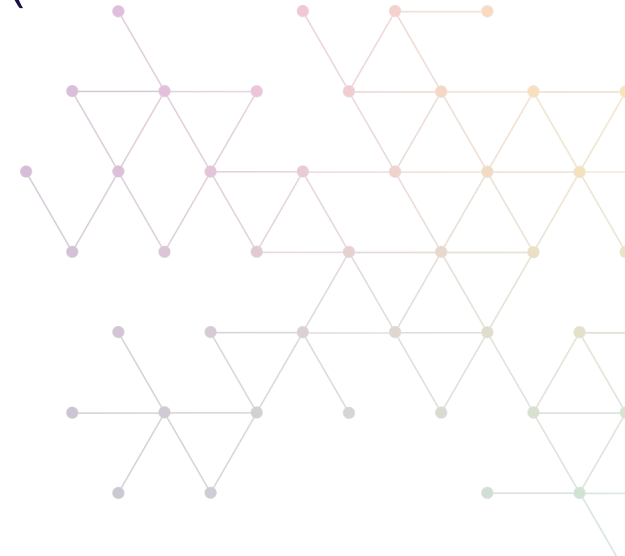for the Business Market

What is it all about?

What is online listening?

Measure your brand image or corporate reputation via social media sentiment and analyse the underlying feelings, problems and needs. With real-time alerting, push notifications and automatic analyses you can prevent and solve any crisis easily.
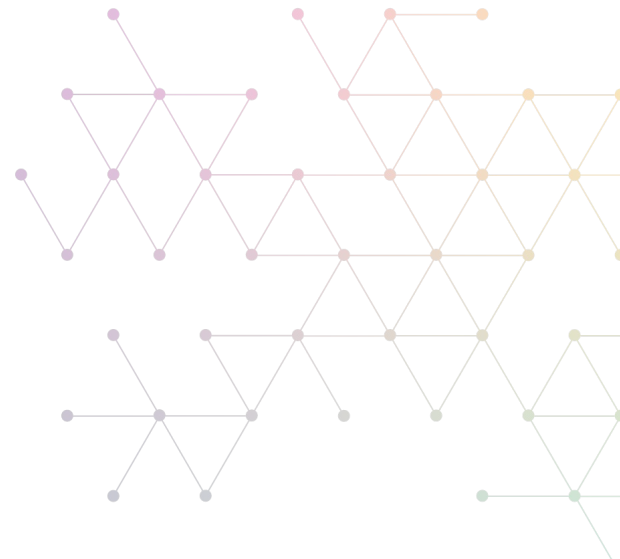
Online Listening

Research social media messages about a specific theme or topic and filter them on different characteristics. Analyse data from social networking sites, blogs, forums, (online and offline) news sites, radio and television easily.

Online Listening

- Important note: listen within the business/club/organisation!

Example:

Theme: **Give money to charities**

Trendresearch:

- More elderly people give to charities. This has an impact on donating behavior (legacies donations)

- Communication about large financial gifts benefits giving money to charities

- Approaching young people: respond to emotion. But fact material is very important for this group. Make it easy to donate.

- Crowdfunding

Coosto example (Coosto, 2023)

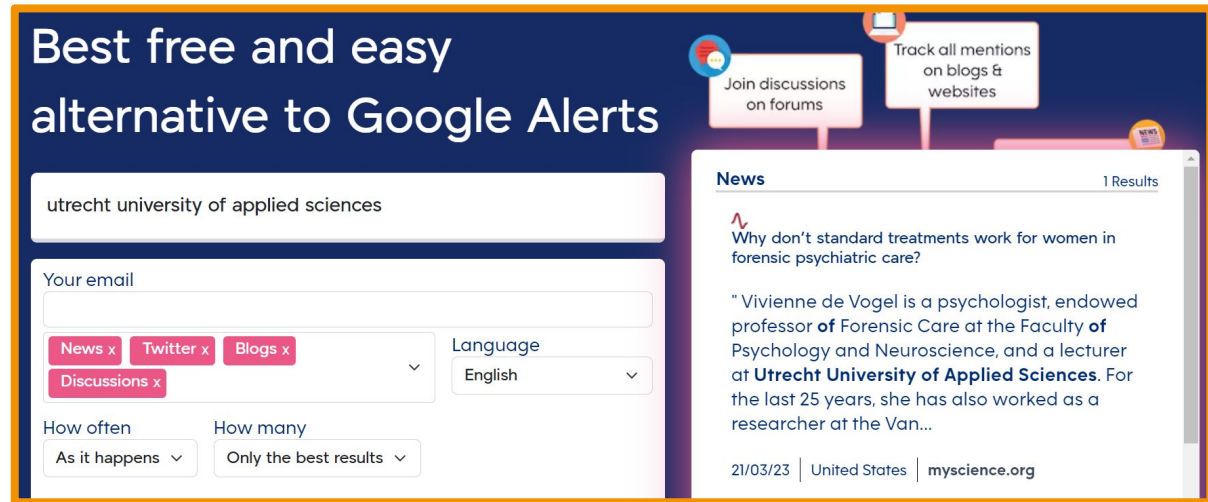https://www.coosto.com/en/platform/social-listening

Talkwalker

Talkwalker is a social media and web monitoring tool that allows businesses and organizations to track and analyze their online presence. It provides real-time insights into online conversations and trends, allowing users to make data-driven decisions and take proactive steps to manage their online reputation.

The platform uses advanced AI-powered technology to monitor millions of sources, including social media platforms, news sites, forums, and blogs, in over 187 languages. It can track brand mentions, sentiment analysis, and competitor insights, as well as provide customizable reports and alerts.

Talkwalker alerts

- Type in your company or product and know where it will be discussed. Blogs, Twitter, websites are viewed.

- Student example: Type in your own name. Receive notifications when you are being talked about.
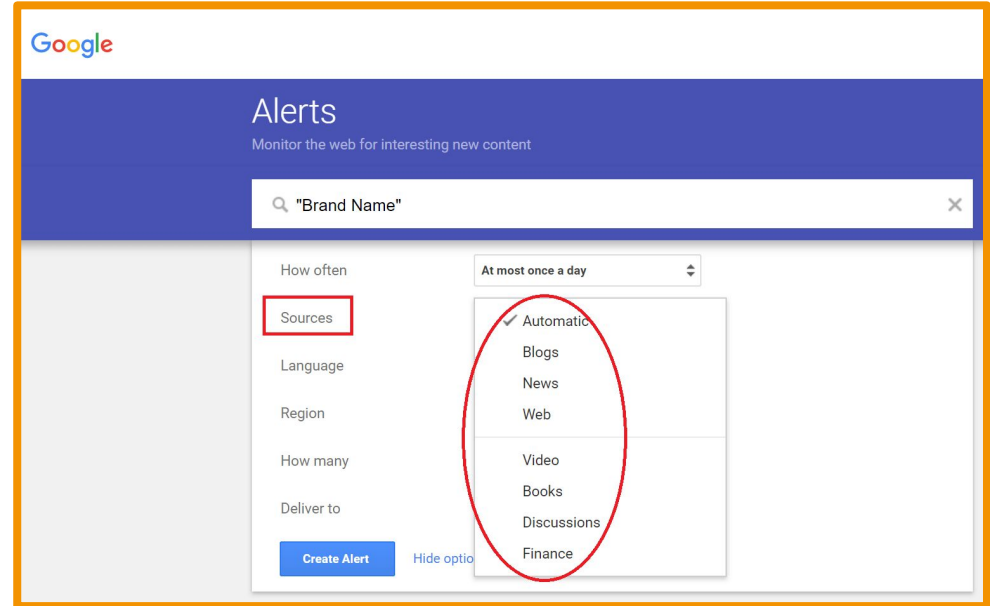
Google Alerts

Google Alerts is a free service offered by Google that sends email notifications to users when new content appears online that matches their selected search queries. These search queries can be based on keywords, phrases, or topics of interest to the user.

Users can create multiple alerts for different search queries, and can choose the frequency of email notifications (e.g. as-it-happens, once a day, or once a week). Google Alerts can be used to monitor brand mentions, track industry news, follow competitors, and stay up-to-date on a variety of topics.

Type in your topic and know where it will be discussed

Learn more how to do it via: https://reputationup.com/google-alerts-guide/

Google Trends

Google Trends is a free tool offered by Google that allows users to explore and analyze the popularity of search queries over time and across geographic locations. It provides insights into the relative popularity of different search terms, as well as related topics and queries.

Users can enter search terms and filter by location, time range, and category to see how search interest has changed over time. The tool can also generate visualizations of the data, such as line charts, maps, and bar graphs, to help users better understand trends and patterns.

Year in search 2022

This year, the world searched "can i change" more than ever before. From changing careers to seeking new outlooks on life, people are finding ways to reimagine themselves and reshape the world around them.
Explore more trends from the year at yearinsearch.google.

Questions?

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For next week:

Prepare a personal pitch presentation about the topic for your assignment, max. 2 minutes.

- ☐ What is your topic?

- ☐ Why is your topic important to today's marketers?

Disclaimer

The DEMS material aims to enhance digital marketing skills in higher education, comprehending the essential needs in organizations. You have access to extensive slide sets with in-class activities and assignments, as well as detailed user instructions for teacher.

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