

CORPORATE LISTENING

Knowing What Consumers Think of You



gateB

Corporate listening provides real-time, data-based insights into the social market topics and trends that are new or relevant to you or both. It reveals both positive and negative conversations unfolding around your company and brand. Corporate listening also reveals important influencers.



INITIAL POSITION: CHALLENGE

In its first iteration in 1999, The Cluetrain Manifesto already understood the truth that markets are conversations. Today, the digital social market of conversation is alive and bustling. Whether you're intentionally engaged or not, your company is a part of it. Twitter, Facebook, LinkedIn, Instagram, and more – the sheer number of communication channels presents a huge challenge today. You not only need to maintain a clear overview of the unfolding dialogue on all channels but also extract and understand the relevant information.



SOLUTION: OUR PROPOSAL

GateB's corporate listening offers a solution. Corporate listening offers a clear overview of market conversations across various channels. It also reveals the hot topics and pain points of your target groups. Using relevant questions and the latest technology, social topics are detected, systematically refined, and visualized for presentation. From internal and external platforms, from social and classic media, GateB's proven approach quickly gleans relevant information for you, often from questions you hadn't even thought to ask. We document this information thoroughly and present it visually, so that it can be intuitively grasped and quickly acted upon.



BENEFIT: YOUR ADDED VALUE

With corporate listening, communication officers get a 360-degree view of the communication activities of their target markets. Our advanced technology identifies the relevant topics and conversations about your company happening on a diverse array of platforms and visualizes this for clarity of understanding. You can also zoom in on single comments, tweets, or posts. From a clear overview to specific insights, you get actionable insight, clearly displayed at a glance. Using these insights, you can develop more strategic communication measures. They also provide a foundation for even deeper network analysis.



PROCEDURE: YOUR NEXT STEPS

In an initial business and data understanding workshop, GateB makes sure that the corporate listening process is set-up and designed in a way that generates measurable and significant results. By formulating the relevant questions and queries as well as identifying the relevant sources of information, GateB ensures significant results. When the results come in, we analyze them and visualize our findings. (Of course, we can also implement all of this on your company's internal IT or data systems.) We also assist you in interpreting them and demonstrate ways to operationalize them. We end by helping you shape business processes and evaluate possible technologies for ongoing listening and analysis.