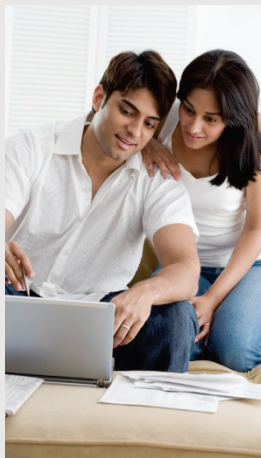


Social media: Separating customer sentiment from the noise



Our client is a major car manufacturer with a strong presence in India.

Situation

The Internet – including social media – plays a major role in influencing car purchase decisions among India’s 120 million-plus Internet users. This Indian automotive manufacturer wanted to monitor and measure social media sentiment about a new car model so that it could improve its marketing effectiveness.

Approach

- We used our Social Media Intelligence (SMI) solution over five months to monitor and analyze social media conversations about the new car. Our approach combined automated tools with human insight to ensure accurate interpretation of social media content.
- “Human coding” – using skilled people to clean and categorize social data – enabled us to derive real insight from the data and posts we collected.

Outcome

The data we gathered and the analysis we conducted allowed us to map trends and sentiment about the new car into a clear understanding of the model’s online reputation.

We cut through the noise of the social web to provide our client with actionable insights. From these insights we provided various recommendations, which included a focus on using the right channels to communicate to different audiences (users and influencers, for example) with appropriate messaging.

The GfK Social Media Intelligence solution helped our client to understand customer sentiment about a new car model, allowing it to sharpen its marketing approach.