

## Social Media Analysis

### Background

Our client, a leading publication, had been approached by one of its advertisers, who sought to better understand the deluge of social media content that had appeared on our client's website in response to a story regarding this advertiser's efforts to turn itself around in a troubled economic climate. This advertiser, a retailer, and one of our client's major customers, wanted to find a way to leverage the content in the hundreds of reader comments that had flooded in through the publication's blogs, Twitter feeds, and other social media to better meet the needs of its customers, and hopefully obtain more information as to why its core customer base appeared to be eroding (a critical element of the published story).

Our client was able to provide the advertiser with the requisite evaluation of click-throughs and other web analytics, which provided a lot of data, but couldn't capture the thoughts, feelings and attitudes of the retailer's customers, lost customers, and prospects who were so actively participating in discussions. And while our client and the advertiser regularly read through the reader comments, there was no way to systematically capture or analyze this rich and powerful feedback.

### The Approach

Using CSR's proprietary content coding and analysis technique, we were able to quantify, analyze, and make recommendations based on the qualitative content that readers posted on the site. First, CSR identified and categorized the hundreds of comments according to five major themes:

- Brand and strategy
- Management, particularly relative to the new turnaround team
- Store/ shopping experiences
- Products (selection, quality, etc.)
- Other reactions to or comments about the article itself, such as questions readers posed about elements of the article

Then, supporting each major theme, we categorized and provided frequencies for a subset of ideas (between 4 and 12 for each of the major categories). The result of this process, conducted over a two-week period, was a data set that quantified the qualitative input, thus allowing the retailer to

make more sense of the feedback that flooded in, and inform action plans accordingly.

## Results

These results were used by the advertiser in multiple ways, including to:

- Inform strategies being developed by the turnaround management team
- Adjust the focus of training and development at retail store locations
- Amend upcoming customer communications pieces
- Identify and recruit potential participants for follow-up, more “traditional” research phases

Our client also was able to use the results, leveraging them in its strategies for providing more opportunities for reader interactions, and to create more targeted marketing and advertising initiatives for other advertisers.