A group of men in suits are seated at a table in a restaurant or meeting room. The man in the foreground is wearing a grey suit and a light blue tie, and is gesturing with his hands while speaking. Other men in suits are visible behind him, also engaged in conversation. The background shows a modern interior with wooden paneling and a table with a red tablecloth.

LinkedIn Power Lab Webinar

## **The Magic of Social Listening**

with Gunnar Habitz and  
Manisha Nebhani  
Monday 18 May 2020

Welcome!

# G'day, my name is Gunnar

Social Media Mentor, Online Course Creator, Social Selling Blogger, Book Author



[www.gunnarhabitz.com.au](http://www.gunnarhabitz.com.au)

# Hi, my name is Manisha

## Digital Product Manager

- more than 7 years of experience
- Digital technologies
- Web & mobile applications
- Ecommerce applications
- Martech software
- Digital Solutions supported by Artificial Intelligence and Machine Learning



[www.linkedin.com/in/manishanebhani](https://www.linkedin.com/in/manishanebhani)

# LinkedIn Power Lab Webinar 18 May 2020

## The Magic of Social Listening



### **Why to Listen**

on social media and beyond



### **What to Listen for**

to understand your customers



### **Which Tools to use**

for sustainable social listening

A stack of newspapers is hanging from a brick wall by three wooden hangers. The newspapers are slightly crumpled and overlapping. A semi-transparent white rectangular box is overlaid in the center of the image, containing the text 'Why to Listen'. The background is a rustic, weathered brick wall with various shades of red and brown.

# Why to Listen

# Why to Listen

Example from the baker and the cookies



- Come for coffee
- Hear about cookies
- Good and bad
- Decide to listen
- Adapt the menu
- Improve cookies
- Get more clients
- Bundle coffee to cookies

# Why to Listen


## Further curiosity

### Noise

- Overwhelmed on social media
- Confusion which channels customers are hanging out
- Too many places to look out for
- Difficult to gather information
- 96% online conversation are unbranded

### Sources

- Monitor the social media platforms
- Check other social channels (Quora, Reddit, Medium)
- Watch digital tools
- Collect data on a specific topic



# What to Listen for



# What to Listen for

Quite a lot

## Type

- Names
- Hashtags
- Keywords
- Handles

## Source

- Brand
- Product
- Campaign
- Person
- Industry
- Competitor

# Artificial Intelligence and Social Media

## 5 ways how AI can impact social media

1. Improving Customer Service
2. Rerouting Questions
3. Determining Future Content
4. Performing Sentiment Analysis
5. Finding Influencers



# Examples for Artificial Intelligence

Automation is no longer a prediction of the future

- Only 15% of businesses were actively involved in **using AI-based systems** in 2018 with 31% to switch in the following year according to [Adobe](#)
- More and more businesses are using **chatbots** to improve customer services experience and increase efficiency with low-level issues according to [Geekflare](#)
- Increase in using **voice assistants** (Siri, Alexa, Google) according to [Geekflare](#)
- Nearly 50% of US citizens interact with their smartphones using **voice commands** already by the end of 2017 according to [Pew Research Center](#)

# Chatbots as Rising Example

## Main benefits for brands using chatbots

- **Non-stop access** to customer services – chatbots don't need sleep or a break, so they can provide support 24h around the clock
- **One-to-many** approach – one system can simultaneously work with several customers, eliminating the limitations of a system operated by humans where only one-on-one interactions are possible at a given time
- **Better customer experience** – chatbots don't get frustrated with impatient customers and don't lose their calm
- **Speedy delivery** – chatbots have access to an extensive database (including users' previous interactions with the platform), and they can provide the requested information a lot faster than a human operator



## Which Tools to use

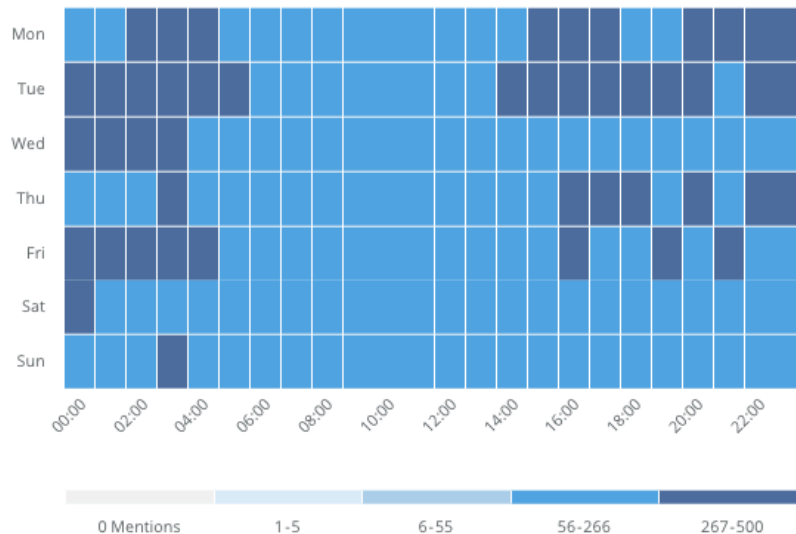
# ShieldApp Analytics

shieldapp.ai

Purpose: LinkedIn analytics for personal profiles

Countries	Mentions	Unique Authors
1 United Kingdom	44k	23k
2 United States of America	22k	12k
3 India	15k	7.3k
4 Canada	12k	6k
5 Australia	8.2k	3.3k
6 Republic of Ireland	4.5k	2.1k
7 Nigeria	3.7k	2.1k
8 Germany	2.3k	649
9 Kenya	2.1k	1k
10 Spain	1.5k	937

Mention Volume by Day of the Week and Hour



# Twitter

twitter.com

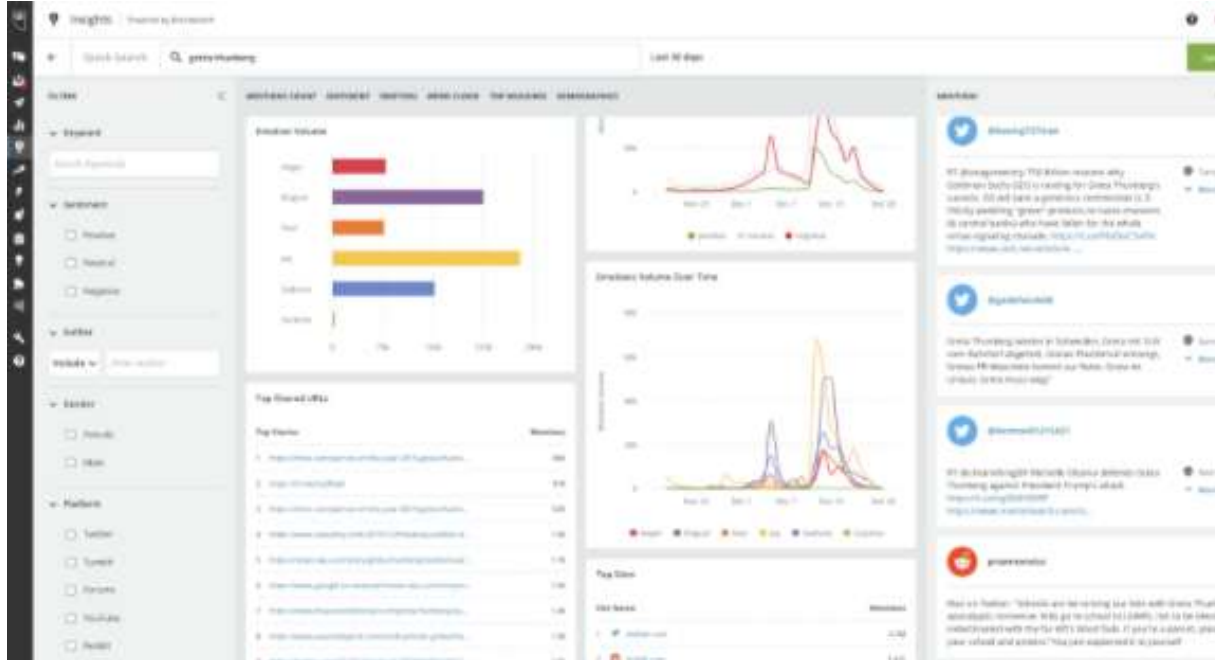
Purpose: Engage with followers in lists and keep secret tabs on the competition

The image shows a screenshot of a Twitter profile page for Christina Newberry (@ckjnewberry). The profile picture is a circular portrait of a woman with brown hair. The background banner image shows a scenic view of a city with a bridge over a canal. The profile statistics are: Tweets: 2,943, Following: 463, Followers: 2,506, Likes: 357. The bio reads: "Travel & lifestyle writer | Editor | Oxford comma aficionado | Urban gardener | Vegetarian foodie | Member, Travel Media Association of Canada". The location is "Amsterdam, The Netherlands". A dropdown menu is open from the profile picture, listing options: Profile, Lists (highlighted in green), Moments, Promote Mode, Twitter Ads, Analytics, Media Studio, Settings and privacy, Help Center, Keyboard shortcuts, Log out @ckjnewberry, and Dark mode. Below the profile, a tweet from Hootsuite (@hootsuite) is visible, dated May 29, with the text "Social media advertising 101: here are social media ads" and a link "ow.ly/nkmA50ur".

# Hootsuite Insight powered by Brandwatch

[hootsuite.com/products/insights](https://hootsuite.com/products/insights)

Purpose: Build intelligence into your brand strategy with social listening

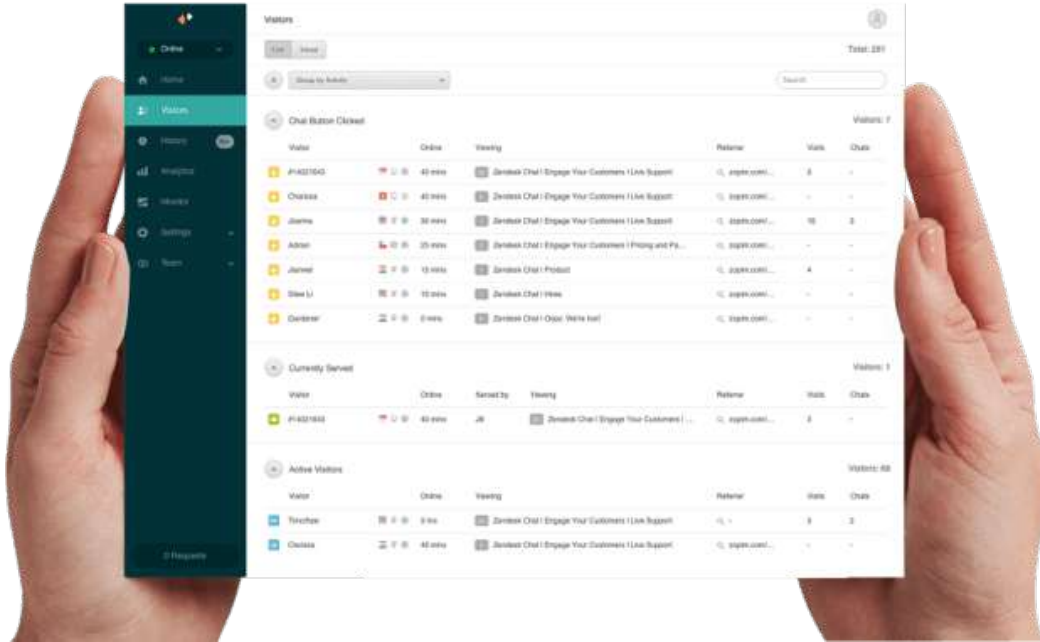




# Chatbots

zendesk.com & other vendors

Purpose: Create exceptional customer experiences through service communication



# Yext

Yext.com

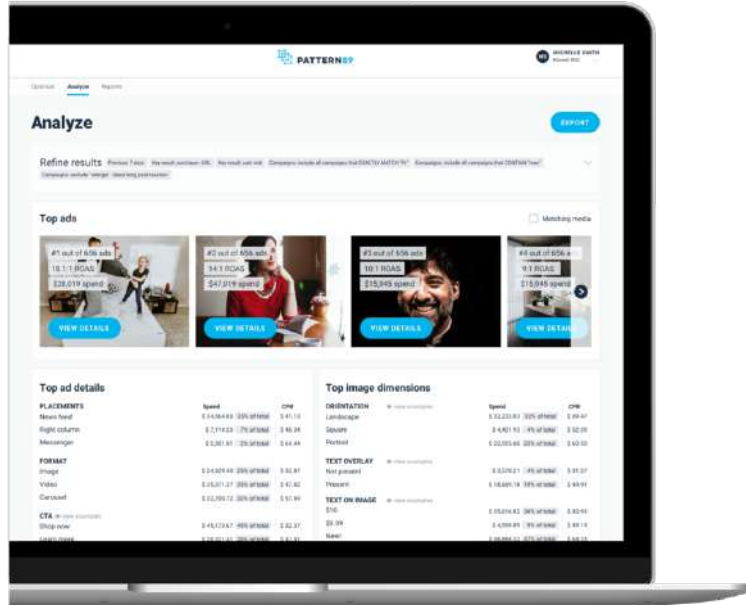
Purpose: Keep up with customer reviews and maintain your social reputation




# Pattern89

Pattern89.com

Purpose: Handle social media ads to ensure you don't overspend





Travel is to make a journey or to have an adventure to somewhere by bicycle, train, airplane, car, motorcycle, or boat. It could be an exploration to somewhere new planned or unplanned to meet new people, new things and new places. There are different types of adventures waiting for you to explore.

There are lots of places to explore. Places could be urban or suburban. Some people loves to be with nature to free their minds and refresh their souls, but some like to be in the city. You will get lots of benefits such as exploring new culture.

## Where to Learn More

# Learn how to Turn LinkedIn Conversations Offline



STARTING NOW



## Sharing & Learning

From my Social Selling meetup events to teaching online: All I know about LinkedIn covered in a learning journey over 7 modules



## Video & Activities

You learn in 24 short lessons up to 10 minutes each and apply the new knowledge directly in practical tasks (2.5h video in total)



## Workbook & Worksheets

The course workbook includes all summaries and tasks, supported by useful worksheets like the Tribe Template or the Social Selling Success Tracker

## LinkedIn Online Course

- 7 modules, 26 lessons, 2.5h video
- Workbook, worksheets, checklists
- Bonus: E-Book with 104 pages
- [socialsellingonlinecourse.com](https://socialsellingonlinecourse.com)

**\$77** (monthly membership)  
**=\$20 off** using coupon code COVID19



*Thank you*

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