



Social Listening & Command & Center



SOCIAL INSIGHTS

Knowing your audience from the inside out

Tracking Social trends in the high-growth segment of Fast Casual Restaurants with the largest database of the Fast Casual Consumers and Brands.



fast casual



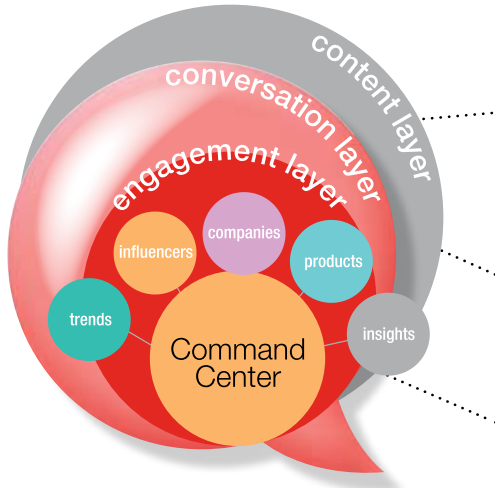
Track, connect and influence your targeted audience.

What this means to you?

- TRACKING** trends for Fast Casual Consumers.
- UNDERSTANDING** consumer interactions and engagement.
- IDENTIFYING** top influencers and brand champions.
- FOCUSING** on more than 600 Global Fast Casual Brands.

WHERE WE START

Social Insights builds off the Social Media and Command Center, creating a connection for your business that goes beyond just research.



Tracking and sharing the best content and the most relevant information based on user views, mentions and influence. We deliver real-time results in order to engage and attract targeted audiences.

We monitor social platforms like Facebook, Twitter, Yelp, Foursquare, Quora and more. We know what is being said and shared between millions of Fast Casual Consumers.

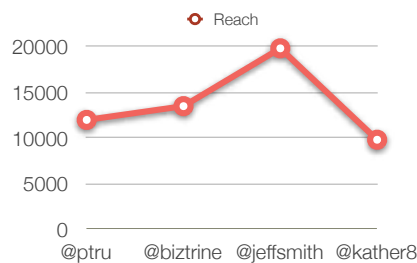
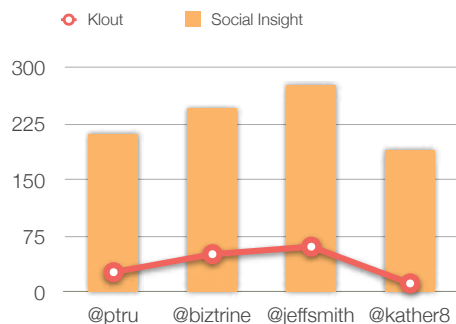
We hone in on keywords, industry tags and phrases within selected audiences. We eliminate anomalies and faux trends thus creating a deep knowledge of a selected target audience.

Largest Social Consumer Database for the Fast Casual Restaurant Business

Engaged Influencers that impact your event or your business. Have you ever wanted to know the who's who within your brand and who's engaged with your business? Now you can!

WHO'S WHO TRACKING

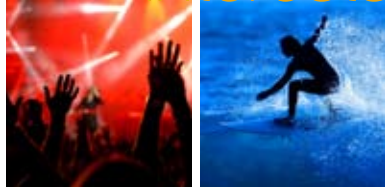
We scour the top third party social scoring systems then add our own analytics to create an overall ranking that is more targeted to your business. By targeting influencers based on relevance from multiple social scoring platforms, you get results that are easy to implement thus create a firestorm of Word of Mouth. Your influencers are your brand champions and they have a big voice and even bigger reach.



consumer analysis

influence
engage

interests



trends

influence



location based



reach



Access

to more than 21M social consumers

Maximize the buzz and engagement for your business by reaching the right audience for your business.

- Build targeted social engagement for the fast casual consumer.
- Deliver web, social and mobile interaction that reaches the right fast casual consumers.
- Reach the richest fast casual restaurant audience.

UNDERSTANDING THE X-GRAPH

Influence is based on a factor of their own influence on others as well as the influence of their network or social circles

Influence

Consumer interest by actions during engagements. What they show passion, expertise or interest around.

Interests

Consumer or Business

Location can often play a part as density and frequency can help to identify certain trends and social actions for the business.

Location

Impact and reach are established by the engagement behavior of a consumer. Reach is the overall exposure and impact is the actions that occur based on the reach.

Impact

impact

Social ? consumer trends

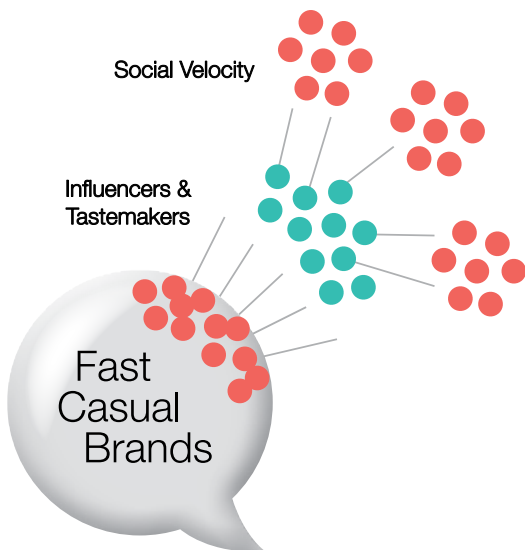
Trends drive business decisions and even brand direction. What if you could find the trends well in advance of what you know now?

UNCOVERING TRENDS-

- Influential Consumers
- Competitive Analysis
- Overall Reach
- Social Scoring
- Segment Tracking
- Location-Based Services (frequency)
- Mobile Interactions
- Sentiment Analysis
- Local Store Markets
- Emerging Trends
- Consumer Interest Areas

consumer
trends

Social influencers & interests



In today's digital world you must realize that influencers and interest areas are vital to your business. Understanding how to use this information and connect to the most influential voices is critical. **We can help.**

KNOWING YOUR INFLUENCERS

They are your brand champions, your industry and community leaders and they have a big voice and even bigger reach.

LEARN MORE AT:

DIGITALCOCO

web: DigitalCoCo.com
email: insights@digitalcoco.com
phone: 954-651-9932

fast casual

