

Social Insights

Marketing organizations must do more than just listen.

Convert Your Social Data

Marketing organizations face an ever changing climate. It is critical to understand how effective your strategies are as well as your competitors'. With Social Insights, iweSocial provides in-depth analysis of an organizations marketing activities along with what their competitors are doing on social media to understand where their marketing activities are most effective. This insight allows a marketing team to pivot and adjust their

Actionable Social Insights

iweSocial offers three different Social Insights packages, all of which feature similar reporting at weekly, monthly, or quarterly intervals. The packages are offered through annual subscription, which feature a yearly metric overview upon completion.

Social Insights packages:

- **Weekly Reporting:** Insights are tracked and reported on a weekly basis, allowing your team to take full advantage of isolated events and sudden changes in the online climate.
- **Monthly Reporting:** Provides three weekly reports a month, but also provides an all-inclusive monthly report in the fourth week of the month. The monthly report gives a broader overview of your company's presence across the web, and is useful for pinpointing overarching trends, sentiment, and competitor strategy.
- **Quarterly Reporting:** Our quarterly reports gather information for an extended period of time, allowing for greater statistical accuracy upon analysis. Particularly useful for internal or product review, our quarterly reports allow you to gauge the metric success of your marketing efforts as a whole.



Customer Benefits:

- Provide in-depth social media insights to augment your marketing activities
- Data is gathered across all social media and traditional media channels
- Flexible reporting options to meet your needs
- Glean deep insights of your customers, market and competitors on a regular basis