

IBM Social Media Analytics

Create Relationships. Build Advocacy. Improve Loyalty

Melanie Chilvers
Sasha Maybury



Introduction



About | Erik Qualman | Keynote Speaker | Contact |

Books | Case Studies | Graphics | **Statistics** | Stories | Videos

Like 3.7k

Browse: Home / Featured, Socialnomics, Statistics, Video / Social Media Video 2013

Social Media Video 2013

By Erik Qualman | 112 days ago



Social Media Video 2013: The future is all about digital media. You, as supporters and fans of Socialnomics understand this and is why you demanded a revised version of my book [Socialnomics](#) and its Social Media Revolution video – the are both finally here! Please enjoy and thanks for all the support.

socialnomics
how social media transforms the way we live and do business
erik qualman

AMERICAN MARKETING ASSOCIATION
Berry-AMA Book Prize
WINNER
FOUNDATION

Welcome to the Revolution!

Purchase the Book

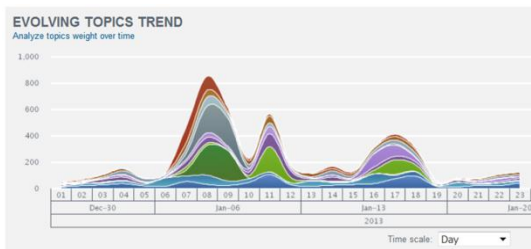
- http://www.youtube.com/watch?v=QUCfFchw1w&feature=player_embedded

IBM Social Media Analytics

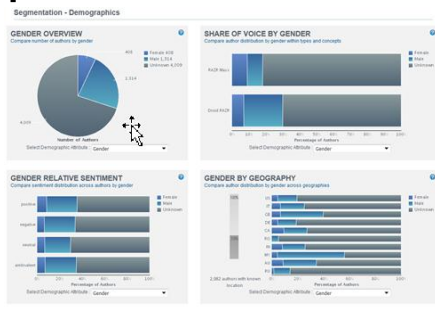
- Analytic application that helps organizations **understand** and **act upon** the **social media impact** of their **products, services, markets, campaigns, employees and partners**.
- It analyzes **billions** of social media comments and provides **customized results** in configurable charts and dashboards.
- Built on IBM's **leading analytics platform**, it integrates easily with other IBM Business Analytics solutions.



IBM Social Media Analytics provides rich information for Actionable Insights



Evolving Topics



Demographics

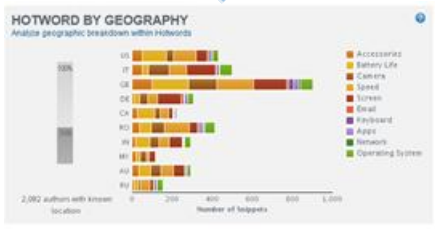


Influencer Scoring and Sentiment

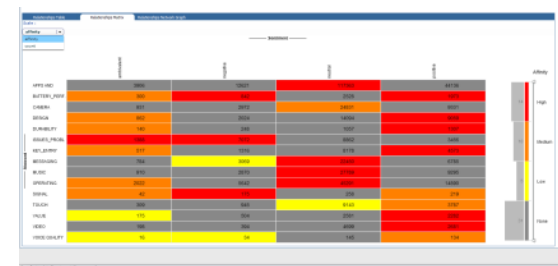
IBM Social Media Analytics



Behavioural Analytics



Geographics



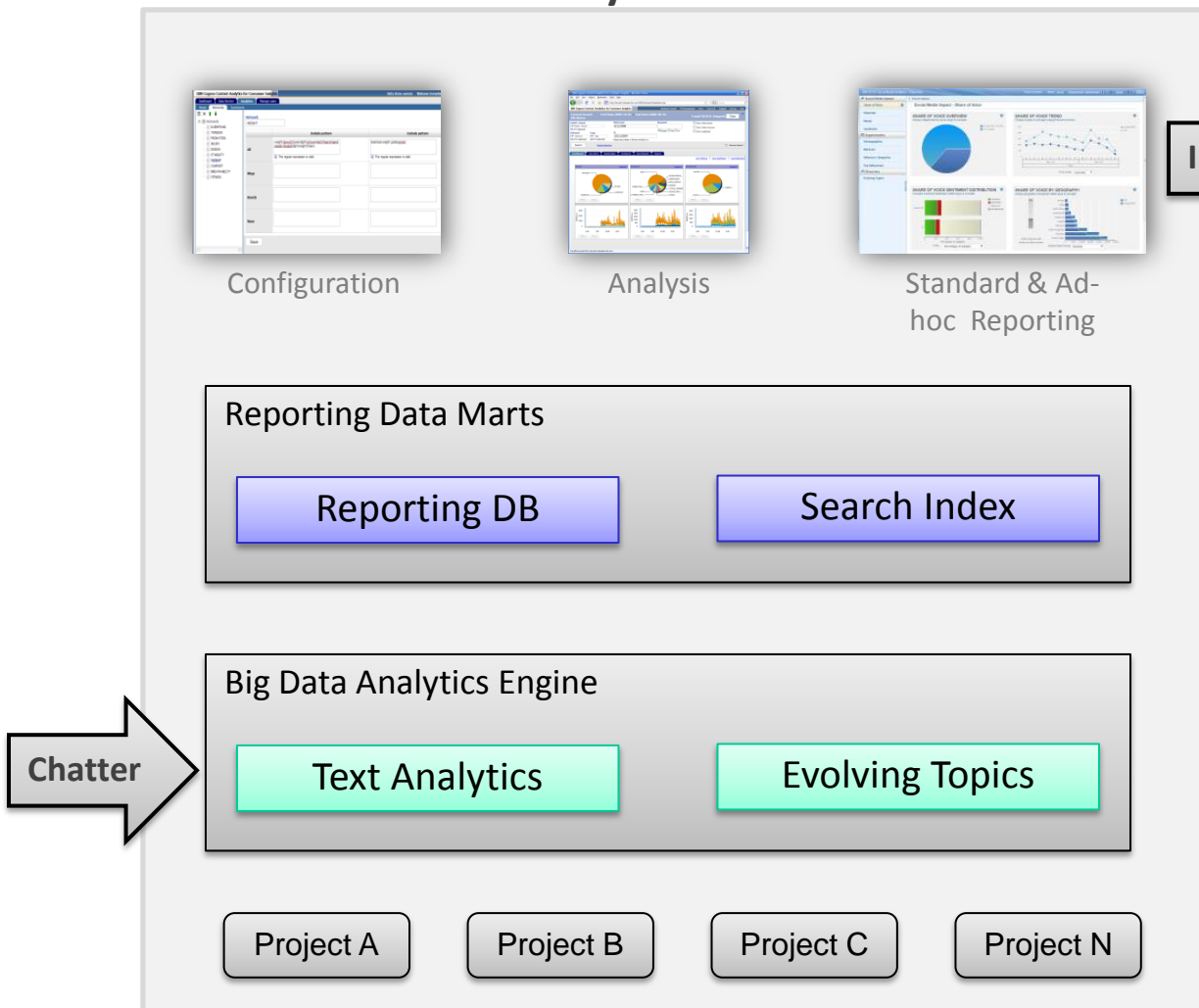
Affinity

IBM Social Media Analytics: From Chatter to Insight

IBM Social Media Analytics



Blogs
Boards
Videos
Reviews
News
Twitter
Facebook



DEMO

IBM Social Media Analytics

Automotive

We provide analytics that listen, measure and analyze social media performance to more effectively:

Grow Your Business



Understand your customer needs to **target new offers and products** more cost-effectively through different **social media channels**

Enhance Your Reputation



Evaluate your corporate reputation and make **evidence-based messaging** decisions that **target the right stakeholders** at the right time

Improve your customer experience



Respond more quickly with accurate, timely and relevant insight into **customer requests** to ensure a **consistent brand experience** across all channels

Create Relationships. Build Advocacy. Improve Loyalty.

The seventy-two-year-old climber success on Social Media

From July 2011, BBVA collaborates with Carlos Soria, a twenty-two-year-old man, who is on the point of reaching his dream: Getting the top of the 14 highest mountains in the world (Most of them 8,000 metres over Sea level). At this moment, he has climbed 11 of 14 highest tops. Nine of these mountain summits were climbed by Carlos Soria when he was in his sixties. This is his dream and he wants to make history in World alpinism.



Latest comments

Carlos - Concurso "El goooool de tu vida": ">Cuando se publicaran los resultados y videos de los ganadores del conc...

BBVA - Concurso "El goooool de tu vida": ">Hola Sergio, puedes verlo en <http://www.youtube.com/concursogol> Graci...

sergio muñoz reina - Concurso "El goooool de tu vida": ">como puedo ver mi video???

Search

Tags

Aereo-PSM apasoide **bbva** BBVA Acibva BBVA España
BBVA Provincial bbva suma Carlos Soria Casillas CIBBVA
crowdfunding Embajador BBVA facebook Fundéu BBVA

<http://www.bbvasocialmedia.com/en/el-exito-de-un-joven-alpinista-de-72-anos-en-las-redes-sociales/>

Thank
YOU