



HOW SOCIAL LISTENING IS A GREAT WAY TO ENHANCE COMPETITIVE INTELLIGENCE

ABOUT INFINITI

Infiniti Research is a leading provider of actionable market intelligence and advisory solutions that help global organizations in entering, competing, and capturing maximum market potential. Our experienced market researchers follow highly tailored and proven methodologies to support clients with succinct answers for business decisions in areas including Market Opportunity Assessment, Emerging Market Planning, Benchmarking, Value-Channel Analysis and Customer Segmentation. Our researchers have extensive experience in deep dive custom research and consulting assignments for over 100 Fortune 500 companies and numerous small and medium-sized companies across several industry verticals.

OUR CORE COMPETENCIES

Our core specialty lies in offering a complete range of competitive intelligence and research services and obtaining fresh market data through variety of primary research methods.

OUR VISION

We believe that the success of our clients will help us succeed. Our values reflect the thinking of the top management, which is to put our client's interests ahead of our own.

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INTRODUCTION

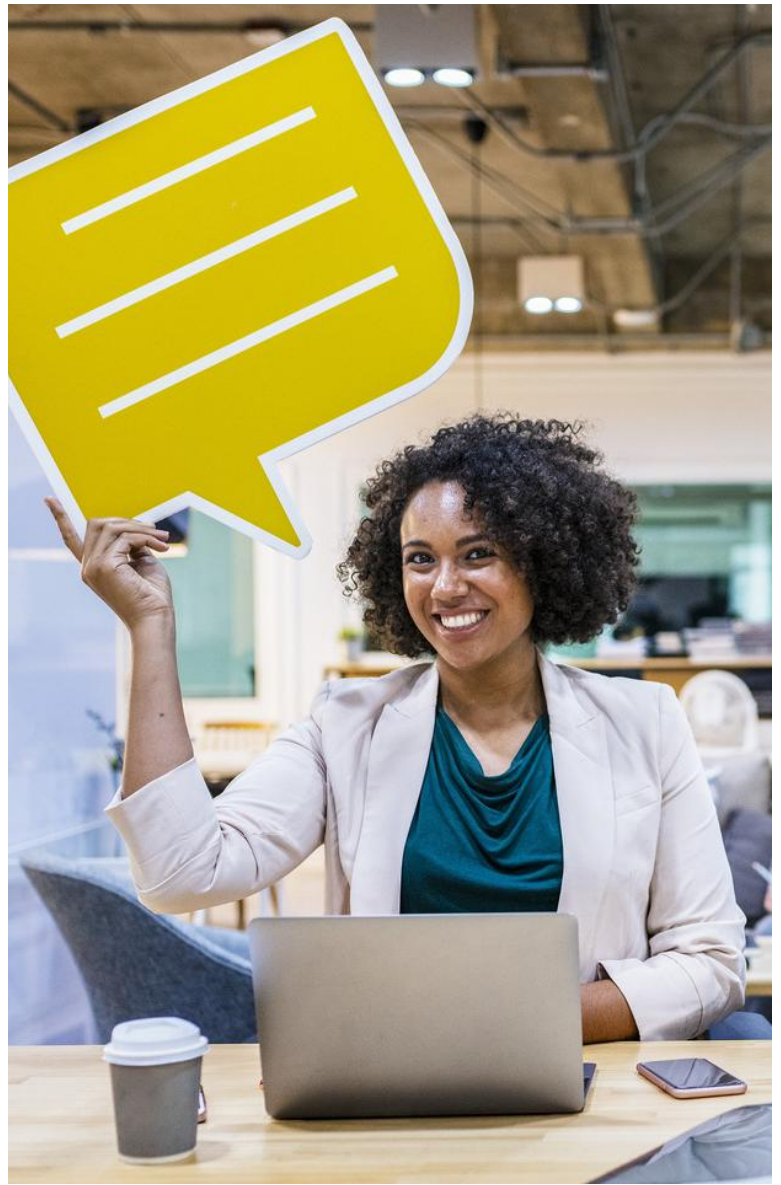


With social media, it's now easier than ever before for brands to understand customer behavior. The abundance of data available also allows brands to fine-tune their competitive intelligence strategies. Modern companies are aware of the opportunities of engaging their audience across social media. Furthermore, savvy marketers are using the data from social media platforms and enhancing their social listening skills in order to improve their marketing strategies. Several social listening tools available today have also facilitated in synthesizing large volumes of data and deriving meaningful insights. These social listening tools also provide key insights on customer sentiments and perception of competitor products when compared to their own.

Role of social listening in competitive intelligence

Understand how competitors are responding to latest trends

In order to maintain brand relevancy, it is extremely crucial for brands to evolve according to the changing market trends. Analyzing the social media conversations between different brands and their customers not only helps marketers identify emerging trends but also evaluate how competitors respond to them. Social media tools allow to track the trending topics that are garnering maximum customer attention. Marketers can also track top conversations from popular brands regarding new market trends and understand how they are responding and adapting to change.



Identify new competitors in the market

Several emerging and new companies are already disrupting the business of bigger companies. In order to stay competitive, it is vital for brands to keep an eye out for new players in the market. Using social listening to track mentions in a specific industry or category helps to learn about the top companies in different markets. Gaining broader insights on the type of conversations that they appear in will help brands to understand the key differentiators and strategize accordingly.



Competitor's marketing strategies

Active social listening can help companies to track competitors' online conversations and identify their marketing strategies and how they are executed. This also reveals valuable competitive intelligence data such as new product introduction, latest offers, target segments, strategic collaborations, marketing channels, tone of voice, content formats, and more. This information can be used to compare the strengths and weaknesses of the brand, identify areas for improvement, and formulate effective marketing strategies. For instance, some prominent video streaming platforms are using social listening tools to understand what type of content drives maximum engagement for them.

Know who the competitors are collaborating with

Social media influencers are helping top brands to boost their reach, build trust in their brand, and increase sales. In fact, influencer marketing has become highly popular among companies both large and small in the consumer products industry. Social listening enables marketers to find the right influencers for their brand based on metrics such as follower strength, posting frequency, engagement rate, and overall popularity in a category. In addition to finding the right influencers, social listening can help brands understand competitor influencer marketing strategies to identify improvement opportunities.



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