

# HARNESS SOCIAL MEDIA ANALYTICS FOR BUSINESS ADVANTAGE



## ARE YOU ASKING THESE QUESTIONS?

- Does our social media value synchronise with our value proposition?
- How to gauge public opinion on my product offerings, from emotional disclosures people expressed on social media and networking channels?
- Can my business be tapped into social media insights and get conversion? From affective expressions, emojis, likes, and hashtags, to quantifiable operational values?
- Where comments are ever-evolving on scattered platforms, how do we make collective intelligence possible?
- What's next after sentimental analysis and opinion mining? Does AI play a role in subsequent customer service delivery?

**It's time to make social media analytics real to unlock business values!**



### Data from Social Media & Networking Channels

- Facebook
- Twitter
- WeChat
- Youtube
- LinkedIn
- Instagram
- Weibo
- Google Analytics



### Data Preprocessing

- Data cleaning
- Data transformation (normalisation, aggregation, generalisation)
- Data integration
- Data reduction

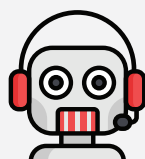


## Natural Language Processing (NLP) Layer

- Sentiment analysis (positive, negative, or neutral attitude defined)
- Entity analysis (keywords, celebrities, landmarks, restaurants, etc.)
- Syntactic analysis (text tokenization)
- Content classification (filtering & alerts)

### Customer Support Automation

- Complaint handler engine
- Customer service (depot repair, task scheduling)



### Channeling Options of Actionable Insights

- Identify influencers (drive endorsement, boost brand credibility)
- Monitor competitors' activities & respective views of public
- Competitive advertising & customer conversion



Want to take a real look on above?  
Our experienced consultants are ready to help at [connect@jos.com](mailto:connect@jos.com) or +852 2565 2011.



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