

social monitoring, market research and the future

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innovation in market surveys

Paris, may 20, 2011



perspective



Image by Nick Chaffe of the Young Creatives Network.



social media monitoring

a few lessons from the past few
years

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words of wisdom from the “social media expert”







all markets are conversations ...



... unless they aren't always

4 types of brands (Synthesio)

	 under the radar	 functional	 preferred	 sensitive
characteristics	little or no buzz	either it works or fix it!	conversations	heath, safety, children
tactics	do something different	community management (forums/social media)	nurture community (ies)	reassure

Hervé Kabla & Yann Gourvennec : *Social Media Taught to my boss*, 2011

barely 5 years ago ...

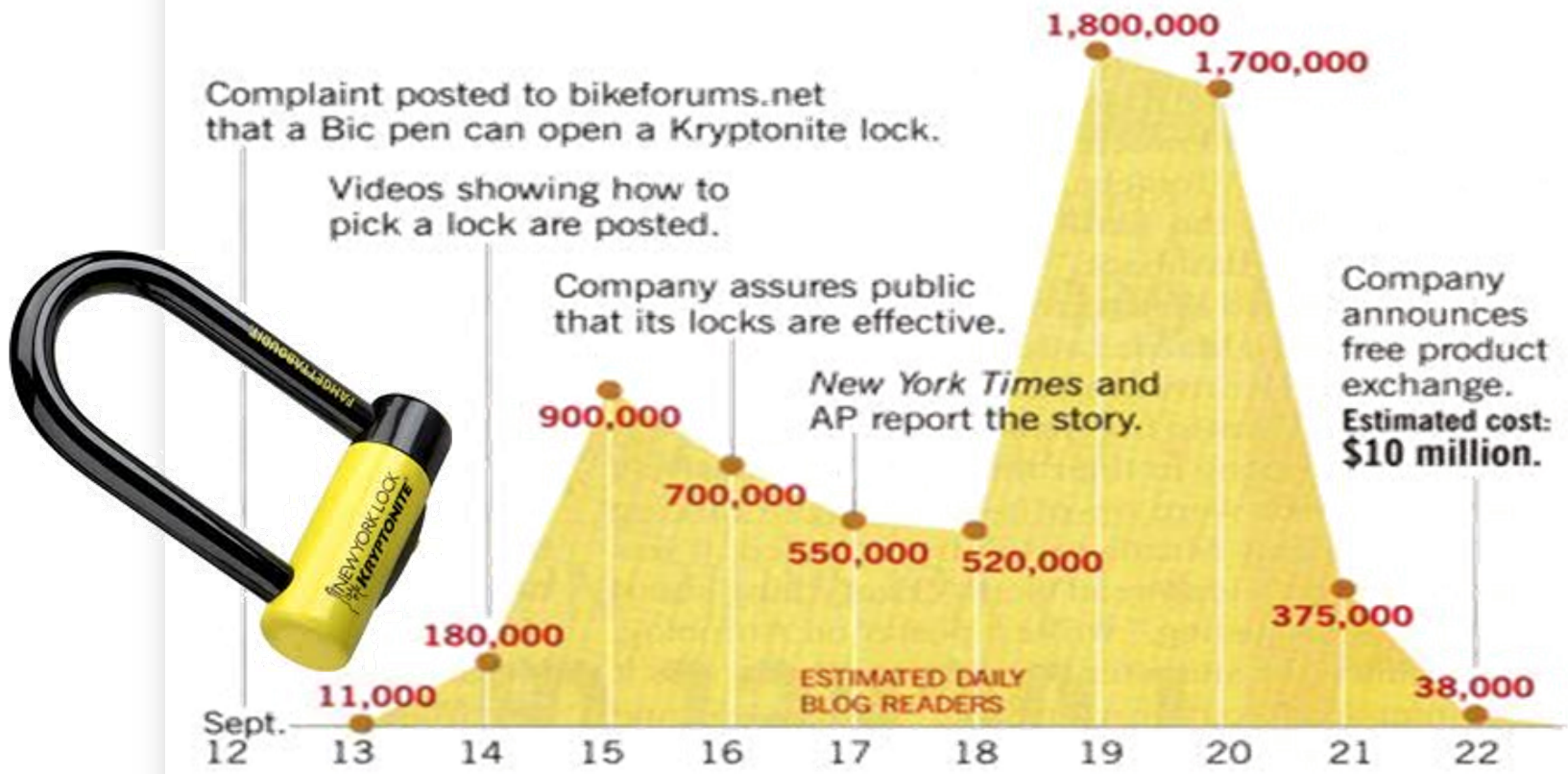


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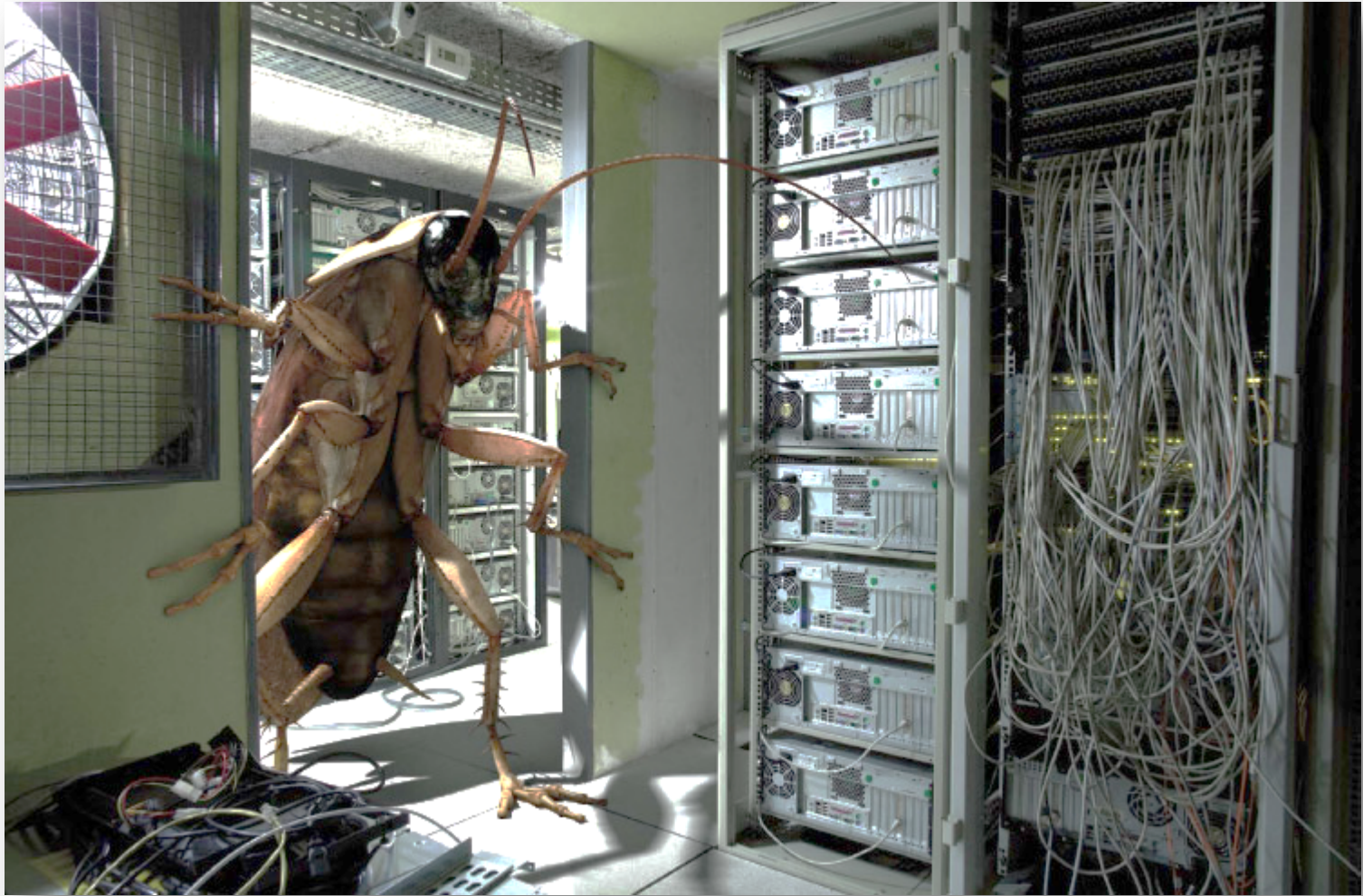
the Kryptonite 'blogstorm' started it all ...

KRYPTONITE'S BLOGSTORM

How ten days of Internet chatter crippled a company's reputation.



a misplaced fear?



<http://www.amusement.fr/index.php?/magazine/now--amusement-6/>

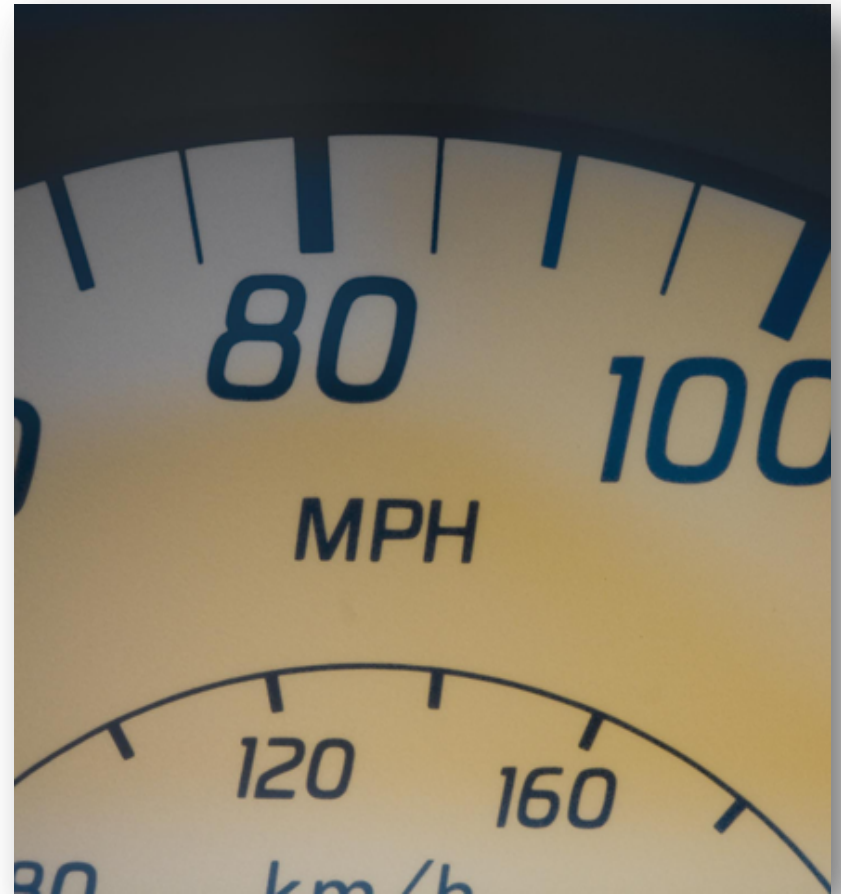
a thing to fear or build upon?



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consequences on social media monitoring

- > monitor 'everything'
- > proliferation of tools
- > vision vs. action
- > 'sentiment' analysis (interpretation)
- > what for? what process?



conclusion ... 5 years later

> all: “what are we getting from this?”



image: Microsoft Office gallery

what we learnt

a few lessons from the past few
years

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'new' trends

Copie
En déce
E 1999, L'E
d é c r é
« l'Homme d
2000, c'est vo
incrustait un
miroir en pre
page, pour
chaque lecteu
le héros de la U
journal et de
même procéd



TIME
PERSON OF THE YEAR
You.
time a utilisé le
l'an 2007...

new trends

- > 'neo' marketing
- > crisis management
- > proactive surveying
- > direct interaction
- > crowdsourcing
- > 'social' CRM



image: Microsoft Office gallery

what's in store for us

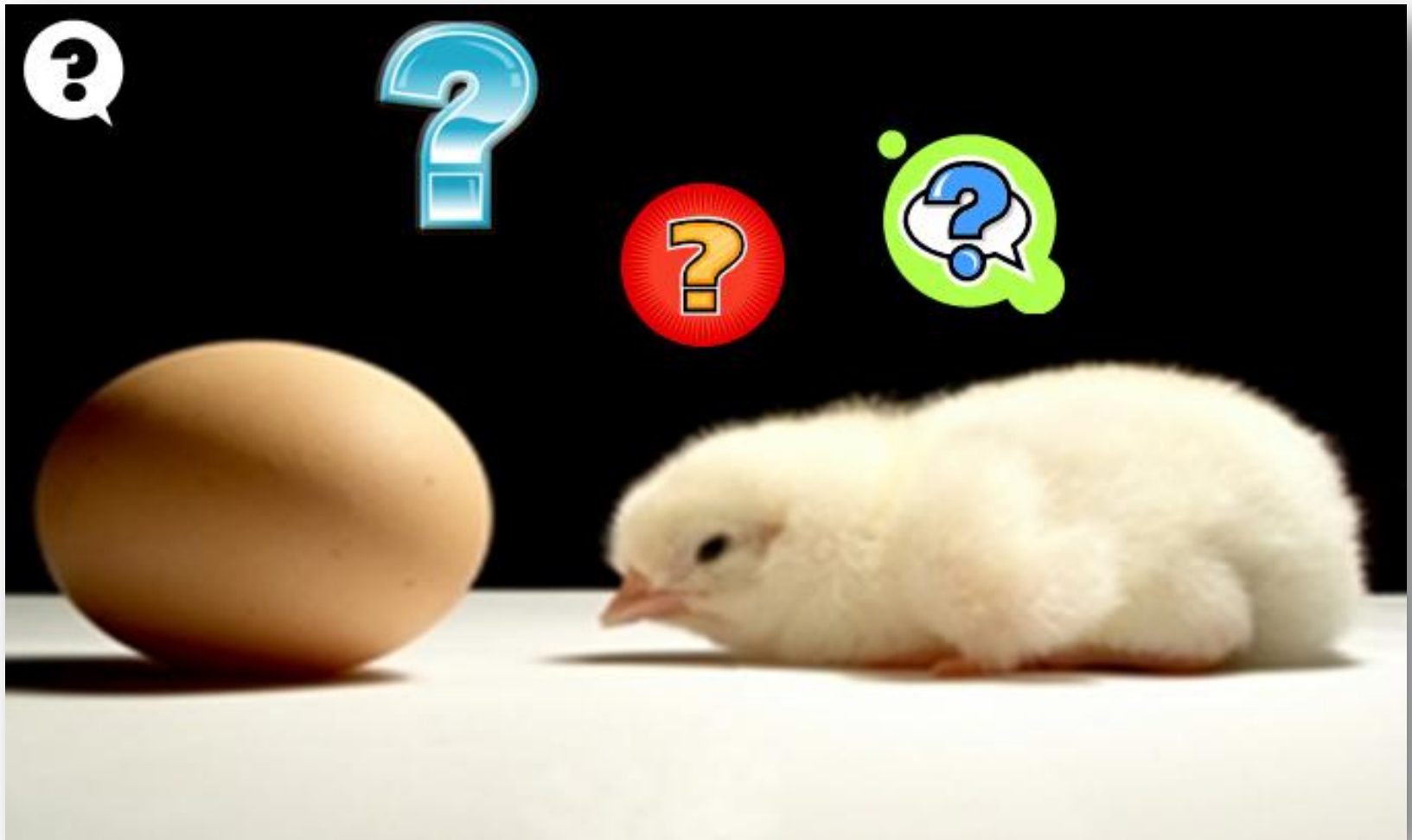
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what's in store for us



1. social monitoring tools don't matter
2. crisis management will have to be industrialised
3. social media interaction will have to
 - scale
 - be more human
4. CRM integration but ... (Sugar CRM, SAP, Salesforce ...)
5. market surveys will be revolutionised ... once more
6. social commerce ... 3 waves, what next ...

the social web and the market research conundrum





any questions?

thank you

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