

INFLUENCER SOCIAL LISTENING

"IT IS NOT WHAT IS BEING SAID ABOUT YOUR BRAND THAT MATTERS, IT IS ABOUT WHO IS SAYING IT."

Social conversations are full of noise: followers, repostings, retweets, shares, etc. But, who starts the conversation? Who directs its lifecycle? Identifying the right people is crucial if you want to ensure your content marketing, SEO, community engagement, reputation management and influencer relations activities are effective.

What if you could know who your brand's influencers/insiders/VIPs were? Or what social conversations are happening within their sphere of influence and where the digital content is coming from?

Influencer Social Listening

Our influencer social listening tool identifies influencers that matter. These influencers direct the social conversation within a topical community. Their sphere of influence can change the conversation about your brand for better or worse.



Even the most frequent users of Twitter can find it hard to keep up with all the great conversation and sharing that happens every day

Our digests keep you up to speed with the content and tweets that are sparking the most interest in a community.



Influencers

The movers and shakers. The people and brands that are recognized as the leaders.



Insiders

The engine room. They may not be well known as the top influencers, but these are the individuals who make the community tick.



VIP's

The celebrities, media, politicians and journalists who a community has the most affinity to.

INSIGHTS APPLIED

We analyze how members of communities relevant to you react to content, tweets and even websites. And if it matters to them, it should matter to you for...

Content Planning

Identify the content most likely to engage others.

Community Engagement

Discover the best content to share before others do.

Influencer Relations

Understand the people and media most likely to be read.



Search Engine Optimization

Research the domains they trust.

Reputation Management

Highlight the most important stories about your brand.

Amplify your Content

See who drives conversations on Twitter.

Blending influential experts with the power of AI to discover what really matters.

Human vs. Machine

Social listening usually starts with a machine. It listens to everything and then the user has to sift through the noise looking for insight.

But it's our authority in the real world that decides whether what we say really matters, and there is no app for that.

Superhuman

So we designed AI algorithms that analyze real world influencers to predict who is likely to matter most in a community on Twitter.

Then we blend the response of these influential voices with the general reaction on other social media sites like Facebook and LinkedIn.

The result? Discovery of who and what matters online, grounded in real world influence.

Our research capabilities are deeply rooted in our proprietary Maru/HUB platform, which powers our research worldwide. HUB allows multiple data streams to be integrated in a single ecosystem, facilitating the real-time analysis of behavioural, transactional and attitudinal information to deliver insights at speed.

For more information, contact a sales representative today.

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