



# Social Media Monitoring

## Mining Social Media

Meltwater Buzz is a social media monitoring platform that helps you mine the conversations across social channels for nuggets of insight. Insight that you can use to create new strategies, engage new customers and drive the success of your business or brand.

- ⊙ Searches through over 200 million sources
- ⊙ Insight into underlying themes, sentiment, influencers and more
- ⊙ Actionable information from analytics—not just numbers
- ⊙ Collaboration tools for company-wide campaign management
- ⊙ Personal support from our Social Advisors



## Deep Insight

Meltwater Buzz constantly searches through over 200 million sources and finds all the relevant social conversations about your product, your brand, your market and even your competition. More importantly, Meltwater Buzz then analyzes all those conversations and gives you insight into the underlying themes, sentiment, influencers and trends that are happening in conversations across social networks today—and over time. See what people are saying. Understand what it all means.

# Actionable Analytics

## How can these insights help your business?

- Listen to the pulse of your market and determine the best way to engage your target customers
- Identify your advocates and bring them closer to your brand
- Plan your brand strategies and measure their impact
- Discover new use cases for your products
- Spot potential problems and address them in real time

Meltwater Buzz's analytics enable you to take immediate and long-term action. Our automated daily reports and on-demand downloads let you share those insights with others. We help you get the gist of the social conversation, share those insights with others, make better decisions and become a more successful and social business.



# Collaboration & Alerts

Brand- or company-wide social media initiatives require coordination across personnel, departments and locations. Meltwater Buzz's workflow features enable multiple social media managers to assign follow-up for specific conversations to other personnel—even if they are not active users of the Buzz platform. Users are notified of assigned tasks both via email and through alerts on the platform dashboard. Meltwater Buzz also provides real-time alerts when conversation volume or sentiment reaches defined thresholds—ensuring that you're always aware of what's happening when it's happening.

# Your Personal Social Advisor



Each Meltwater Buzz customer receives personalized service from a Social Media advisor. The same advisor that enables you to learn about the benefits of the Buzz platform also provides you with guidance and support that you need to get started and enjoy the full capabilities of the platform. Your Social advisor ensures that you are satisfied with your engagement with Meltwater and that you immediately enjoy the benefits from the investment you've made in the Buzz platform.

Want to know more? Email us at [mbuzz@meltwater.com](mailto:mbuzz@meltwater.com) to schedule a consultation to determine how Meltwater Buzz can help your business get social!