

# Social Media Listening

Conversations, images, hashtags: know what your customers are saying about your brand and your products



With 500 million tweets each day, 2.2 billion users on Facebook, 95 million new photos on Instagram, and 3.5 billion Snaps per day, social media has become a dominant channel for marketing and customer care. Users leverage this channel to get their voices heard by companies. They post customer service enquiries, actively give feedback, and recommend products to their followers. This results in a lot of unstructured data that companies can mine for customer and product insights.

Many companies are merely scratching at the surface of this rich source of information. It's more than just replying to questions or comments about your company (social media monitoring). Through social media listening, the more advanced companies capture and understand the big picture

behind all these conversations, and then apply their learnings strategically and tactically.

Without social media listening, your company misses out on actionable insights from real people who are actively talking about you and your industry online.

This 2-day hands-on course is designed to provide you with the knowledge necessary to extract key insights from social media conversations and apply them in your company, going beyond simple monitoring of hashtags and explicit mentions of brands or products.

Each section of the course includes an abundance of examples and of practical exercises.

## Target Audience

Anyone who has an interest to keep the finger on the pulse of social media conversations about their company, brand and products.

There are no specific technical knowledge prerequisites.

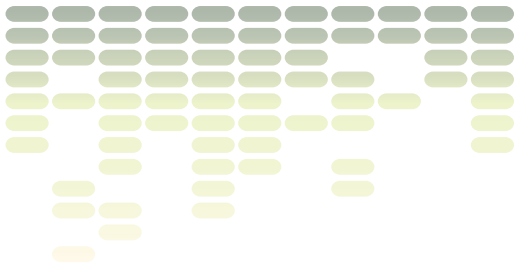
## Content Menu

- › Collect data from social media: REST APIs and their usage
- › Prepare your data with Python, a powerful, easy-to-learn, widely used programming language
- › Understand your data through visual exploration
- › Identify types of customers: preferences, habits, purchasing behavior, interaction with social media & communities
- › Categorise and extract meaning from words: text mining and sentiment analysis
- › Pictures not words: image and brand/logo recognition on social media and e-commerce sites
- › How to apply social media listening in a company: tips and tricks



**Quantum**  
The Story Behind the Numbers

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**Practical Details**

2 full-day sessions

The course is held at Quantum's facilities in Zurich

Each participant will use his/her own laptop (please inform if this is not possible)

**Price**

CHF 1990.- per person excl. VAT, with a minimum of 2 and maximum of 5 participants (More people? Please enquire at [training@qbis.ch](mailto:training@qbis.ch))

**Date**

On request

**Register at**

[training@qbis.ch](mailto:training@qbis.ch)

**Quantum. The Story Behind the Numbers.**

Quantum is a data science and analytics company, located in the center of Zurich. We help clients to identify their most valuable customers, products, or services; determine potential risks; discover hidden potential in their markets; pinpoint and eliminate bottlenecks and inefficiencies; and provide other insights to steer their business. We do this by combining business experience and knowledge with the application, implementation and teaching of scientific methods of data analysis, data management, reporting, deep learning and modern visualisation to turn data into information.

To know more about how modern data science can help you and your business, visit our website at [www.qbisanalytics.ch](http://www.qbisanalytics.ch) or contact us at [info@qbis.ch](mailto:info@qbis.ch).

