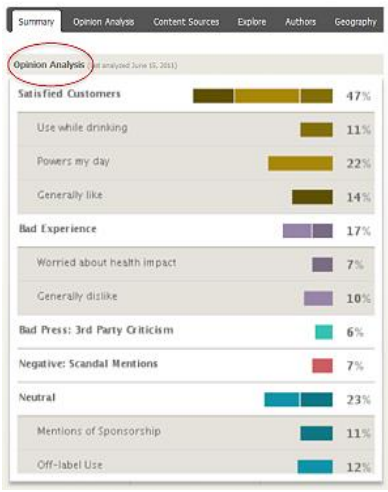
iReach Analytics
Social Media Audit

Audit to measure impact of Social Media on your Brand

Tap into the world's largest Focus Group

Social Media is the single largest source of unsolicited Consumer Opinion ever created. But what can you do with this information and what questions can you ask to help Power your Business. Many organisations are involved in Social Listening but few are engaged in Social Intelligence.



iReach will run an Audit of your Brand on Social Media covering the last year, using our unique ForSight Social Analytics and Insights platform to deliver a custom report which will address the key performance indicators of Social Insights for your Brand.

Obtaining **'actionable insights'** from social media is difficult. The iReach Social Media Audit will analyse all social media activities over the last year to provide actionable recommendations by uncovering;

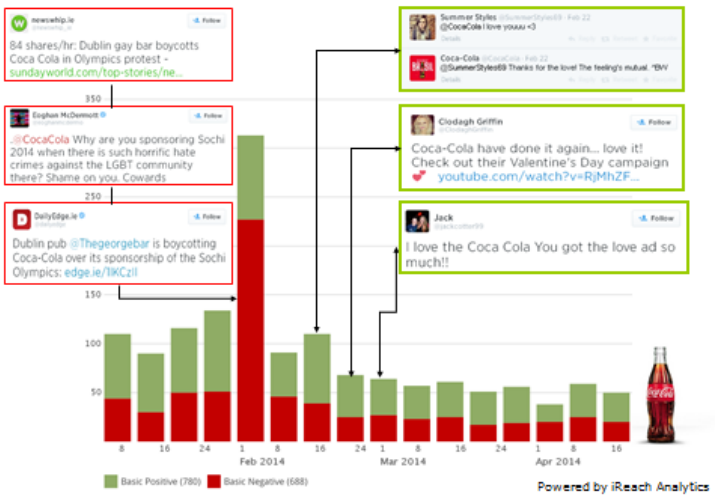
- What are consumers saying about your Brand
- Is Sentiment positive or negative and how has this trended
- Ability to benchmark your campaigns over the last year
- Understand your Share of Voice YOY
- Understand the topics of conversation impacting sentiment
- Understand your audience and the category with key demographics (age, gender, and interests)
- Understand what drives the emotional connection with your audience using "affinities"

Outputs will be in PowerPoint and will provide actionable insights on how you are performing on social media with recommendations and actions you can take to further enhance your online engagement using Social Media. Our Report will show you; Who is talking, What people are saying and Why, Where and When are they talking as well as showing you what are consumers interested in Right Now.

Visit www.ireachanalytics.com for more information on ForSight from iReach.

Sample Outputs and Case Studies

Coca-Cola Social Media Reputation Management measurement



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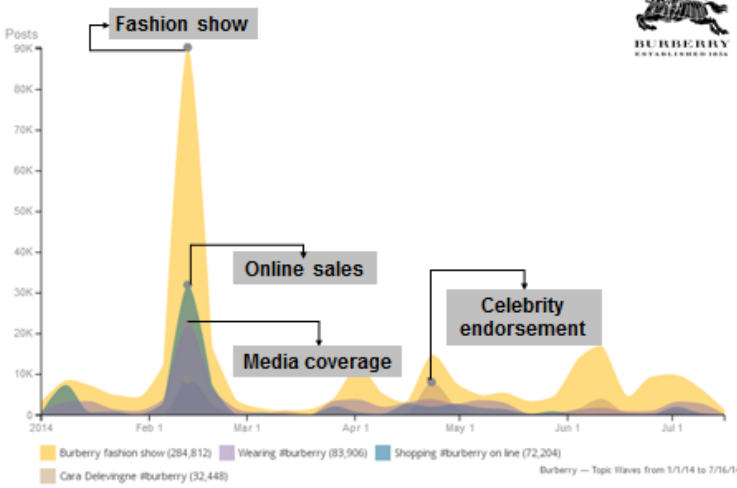
Burberry social media volume - 2014



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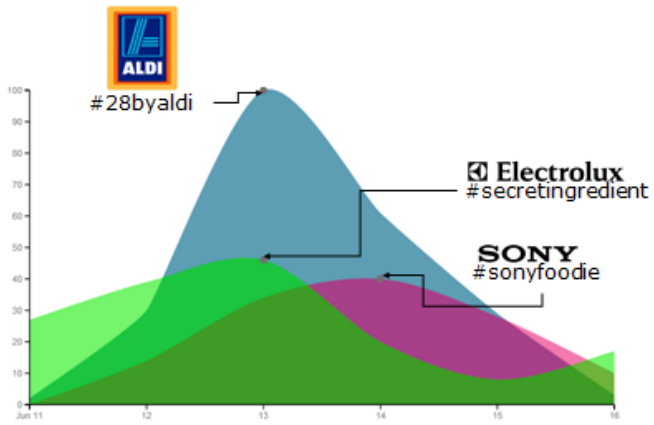
Sponsorship Share of Voice by %



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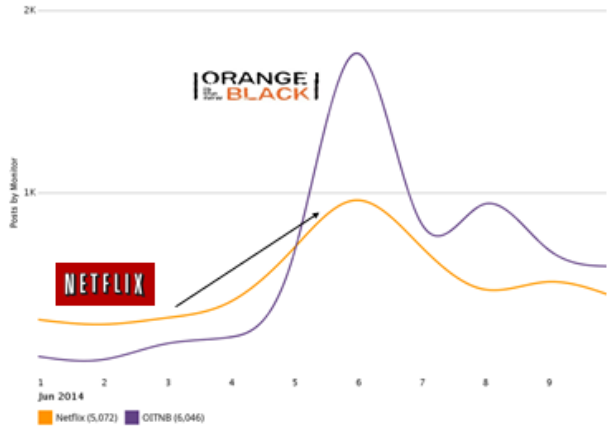
Netflix market awareness driving by #OITNB Season 2 launch



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For more details or a sample report, email Margaret Kennedy margaret@ireach.ie or Oisin Byrne oisin.byrne@ireach.ie at iReach or telephone 01-214 3740.

iReach Insights

iReach is a full Marketing and Research Agency, across all research disciplines and methodologies. iReach is the only agency in Ireland to have built our own research panels of 40,000 adult consumers and business decision makers in ROI and NI. These exclusive iReach panels allow us to maximise value for our clients across all research methods – Qual, Quant and Social - to deliver deeper insights from better research.

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