

Social Analytics is Northern Light's AI-based tool for social media analysis for research and planning.

Social Analytics

Twitter users post hundreds of millions of new tweets per day, using millions of hashtags, making it difficult for companies to cut through the avalanche of content to find actionable business insights. Social Analytics provides a whole-picture view of the Twitter conversations that affect your market to help inform business decisions. No more wasting marketing dollars or time and energy on social media campaigns that don't generate positive ROI for your company.

Here's What Social Analytics Does Best

-  **Informs social media marketing decisions**
Determine the most effective and efficient hashtags and keywords for your social media marketing posts and advertising buys.
-  **Reveals competitive strategies**
Analysis of Twitter post hashtags and keywords shows you what competitors are emphasizing so you can detect their strategic focus.
-  **Finds customer insights**
See how tweeters self-categorize themselves by looking at the hashtags they apply to their tweets and the keywords that they use.
-  **Focuses advertising buys**
Use AI and analytics to determine which keywords and accounts will give you the most targeted reach.
-  **Uses machine learning-based AI**
Bases decisions on a platform that is smart enough to tell the difference between Cancer the astrological sign and Cancer the disease, so you can focus only on relevant posts and make better informed decisions.
-  **Displays sentiment**
See the positive and negative terms that tweeters use in their posts about a topic to understand the emotional dimensions of their tweets.
-  **Targets by industry**
Social Analytics is organized by industry (IT, Life Sciences, Healthcare, Financial Services, and Consumer Products). We have identified the most useful hashtags, keywords, and author accounts in each industry, so you don't have to waste your time trying to deal with an overwhelming amount of content.
-  **Avoids pharmaceutical regulatory issues**
Social Analytics can be tailored to delete references to a particular pharmaceutical company's drugs so that the benefits of social media analysis can be realized without risk of running afoul of regulatory issues.



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See Social Analytics in action: ask us about a demo!

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