



**TERM.**

INTEL  
INSIGHTS



# TERM is a strategic reputation management and social intelligence company, blending foresight with insight and innovation with information.

## WE USE SOCIAL INTELLIGENCE TO

- Discover growth opportunities through social listening, in-depth consumer research, and sentiment analysis.
- Decode consumer demands and market trends to tailor your brand, marketing, and product strategies.
- Highlight and craft audience personas and segments to better engage with your audience.
- Monitor and anticipate real-time dynamic shifts to effectively navigate crisis management and mitigation.
- Illuminate brand performance and competitor insights to empower smart, data-driven decisions.
- Map customer journeys and experience with precision to identify and amplify brand loyalty.

### WE INCREASE YOUR REVENUE

Improve Customer Retention

Improve Customer Acquisition

Highlight Growth Opportunities

### WE REDUCE YOUR COST

Lower Customer Acquisition Cost

Mitigate and Recover from a PR Crisis

Lower the Manpower Need



# SOCIAL INTELLIGENCE.

## Decoding Digital Sentiments

## Turning Conversations into Conversions

In today's interconnected world, social intelligence is the compass guiding brands through the intricate maze of online conversations. By understanding the nuances of social listening and social engineering, companies can craft strategies that resonate deeply with their audiences, driving engagement and fostering loyalty. Let's explore the vital components of social intelligence and why it's crucial for modern businesses.

### Social Intelligence

Social intelligence takes social listening a step further by using social data to answer specific questions or solve complex problems. It involves analyzing social, behavioral, and emotional signals to derive actionable insights that drive strategic decisions.

### Social Listening

Social listening involves tracking online mentions of your brand, industry, and competitors. It goes beyond just monitoring social media—it encompasses keywords, phrases, and events across various platforms. By analyzing these conversations, brands can uncover valuable consumer insights, ensuring their marketing strategies are data-driven and impactful.

## The Difference

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### SCOPE

1 Social listening focuses on monitoring social media, while social intelligence encompasses a broader range of data sources.

### OBJECTIVE

2 Social listening provides general information, whereas social intelligence targets specific business questions and outcomes.

### TOOLS

3 Social listening relies heavily on software and dashboards, while social intelligence integrates multiple data sources and methodologies.

### OUTCOME

4 Social listening results in reports and insights, while social intelligence delivers problem-solving strategies.

# UNSEEN UNLOCKED.

## Social Essential Intelligence

Social intelligence equips brands with the knowledge to stay ahead in a rapidly changing digital landscape. By understanding and engaging with their audience, brands can enhance visibility, build trust, and drive qualified leads. Social intelligence tools provide valuable insights into customer preferences, trends, and sentiments, enabling companies to make informed decisions, improve customer relationships, enhance brand reputation, and stay ahead of competitors in today's digital landscape.

### BRAND REPUTATION

Monitor brand mentions and sentiment to maintain a positive brand image. Identify and address potential PR crises before they escalate.

### CUSTOMER SERVICE

Respond to customer inquiries, feedback, and complaints in real-time. Provide personalized customer support and improve overall customer satisfaction.

### CONSUMER INSIGHTS

Understand consumer preferences, behaviors, and emerging trends. Identify opportunities for new products, services, and marketing strategies.

### INFLUENCER MARKETING

Identify relevant influencers for effective collaborations. Measure the impact of influencer campaigns on brand perception and engagement.

### COMPETITIVE ANALYSIS

Track competitors' activities, sentiment, and market positioning. Identify opportunities and gaps in the market to gain a competitive edge.

### RISK MANAGEMENT

Monitor industry trends, regulatory changes, and public sentiment. Anticipate and mitigate risks by staying informed & responsive to ext. factors.

### CRISIS MANAGEMENT

Detect and respond to potential crises before they impact the brand. Mitigate negative sentiment and restore customer trust during crises.

### PRODUCT DEVELOPMENT

Gather feedback for product improvements and innovation. Identify market gaps and tailor products to meet consumer needs.

### CONTENT STRATEGY

Create engaging content based on audience preferences and interests. Optimize content strategy for better reach, engagement, and conversions.

### LEAD GENERATION

Identify potential leads and prospects through social interactions. Use social intelligence to tailor marketing efforts and optimize lead generation strategies.



By leveraging the power of social listening and social engineering, brands can navigate the digital jungle with confidence, turning insights into impactful actions that drive growth and success. **Incorporating social intelligence into your business strategy is no longer optional—it's essential.**



# THE INSIGHTS.

## Leveraging Real-Time Insights

## Delivering Impactful Reports

We gather real-time insights from social media, news, blogs, forums, reviews, surveys, and your own customer data, delivering strategic answers to your most pressing business questions. Our action-centric reporting transforms this wealth of data into **easy to follow actionable strategies**.

With a **dedicated account manager by your side**, we guide you through the data and strategic recommendations, **ensuring that you understand and can effectively implement the insights to drive your business forward**. A few of these in-depth insights we deliver for companies and brands, **all focused on achieving business goals across different facets of your business**, include:

### BRAND ANALYSIS

Uncover the **essence of your brand's perception** and performance in the marketplace to refine and enhance your brand strategy.

### MARKET TRENDS

Identify **current and future trends shaping your industry**, providing insights to keep your brand ahead of the curve.

### COMPETITORS STRATEGIES

Dive into **competitors' tactics** and online presence to gain a strategic edge and stay competitive.

### PRODUCT DEVELOPMENT

Transform **consumer insights into innovative product ideas** that meet market demands and drive growth.

### CUSTOMER ACQUISITION

Develop **targeted strategies to attract and convert potential customers**, boosting your market presence.

### CUSTOMER ENGAGEMENT

Enhance **customer satisfaction and loyalty** by understanding and responding to their needs and behaviors.

### TALENT ACQUISITION

Identify **top talent and understand competitor recruitment strategies** to strengthen your team and drive success.

### INFLUENCER IDENTIFICATION

Pinpoint **key influencers to amplify your brand's reach** and impact through authentic endorsements.

# BRAND ANALYSIS

Unveiling the heart and soul of your **brand's digital narrative** through in-depth **brand analysis and performance evaluation**.

## Importance

Brand analysis isn't just about numbers; it's the bedrock of strategic decision-making, revealing your brand's true perception in the marketplace. Knowing how your brand is viewed online and identifying its strengths and weaknesses is key to staying ahead. Metrics can show reputation shifts, but true insights comes from studying the 'why'. Social intelligence connects the dots, providing clear, actionable insights for your stakeholders.



source: blue corona

Consumers research a company online before making a purchase, showcasing the need for a strong online brand perception.

+ 15%

source: forbes

Understanding brand sentiment can lead to a 15% increase in brand value, emphasizing the importance of thorough brand analysis.

## Inquiries

The crucial questions these insights will help you answer about your brand:

1 How can we adapt our brand strategy to align with evolving market dynamics and customer needs for sustainable growth?

2 What fosters brand loyalty and customer retention, and how can we enhance them effectively?

3 How can we amplify brand awareness amidst tough digital competition?

## Insights — Brand

- Assess how your brand performs across digital platforms.
- Understand the emotions and tone behind audience feedback.
- Track key metrics to gauge your brand's overall health.
- View, manage and improve your brand's public image.

PERFORMANCE & ANALYSIS

SENTIMENT ANALYSIS

HEALTH MONITORING

REPUTATION

## Impact

How these insights can shape your strategy and decision-making:

**Tailoring brand messaging and communication** strategies for enhanced engagement.

**Personalizing customer interactions** to boost loyalty.

**Identifying growth areas** and cementing customer relationships.

**Optimizing marketing campaigns** for maximum effectiveness and return.

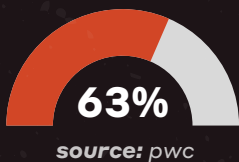


# MARKET TRENDS

Dive into market and industry landscapes online for comprehensive **insights into current trends, future directions, and sector-shaping forces**, unlike any other.

## Importance

Market and industry trends reporting provides your business with a profound understanding of the broader economic, technological, and consumer trends shaping your industry. This knowledge is crucial for staying ahead of market shifts, identifying emerging opportunities and threats, and developing forward-thinking strategies that ensure long-term growth. It positions your brand as a market leader, adept at anticipating changes and innovating ahead of the curve.



Companies that prioritize innovation are 63% more likely to see revenue growth.

+ 8%

source: harvard business review

Companies that actively engage in market research are 8% more likely to have strong revenue growth.

## Inquiries

The crucial questions these insights will help you answer about your brand:

1 What offering and strategies can we implement to align with emerging trends and evolving consumer expectations?

2 How do we mitigate risks associated with market shifts and technological disruptions while maximizing growth opportunities?

3 Where are the untapped geographic markets that we can strategically enter to diversify and expand our business footprint?

## Insights — Market

- Uncover technological advancements, shifting consumer behaviors, and regulatory changes for strategic planning.
- Identify key markets and regional trends to tailor marketing strategies for increased traction.
- Stay abreast of industry innovations and technological trends to drive ongoing product and service innovation.

EMERGING TRENDS

INNOVATION MONITORING

GEO-OPPORTUNITIES

INDUSTRY PAIN POINTS

BEHAVIOUR SHIFTS

## Impact

How these insights can shape your strategy and decision-making:

**Adapting business models to align** with emerging trends and consumer expectations.

**Addressing pain points within the market** to enhance customer satisfaction and loyalty.

**Tailoring strategies to reflect changing consumer preferences** for sustained growth and relevance.

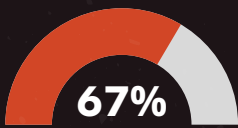
**Identify and leverage geographic opportunities for market expansion**, considering factors like cultural nuances, regulatory environments, and competitive landscapes to optimize growth and outreach.

# COMPETITORS STRATEGIES

Peek into the hidden depths of the competitive landscape with unmatched **insights into your rivals' strategies, online presence, and market positioning**. Gain a competitive edge with a comprehensive understanding that empowers **your brand to lead the market**.

## Importance

Competitive intelligence is pivotal for businesses to gain insights into market dynamics, anticipate shifts, and make informed decisions. Analyze every facet of their digital footprint, from audience interactions to marketing partnerships, share of voice (SOV), pricing, and offerings. By understanding competitor strategies, businesses can proactively shape their future market position as a leader, crafting strategies that respond effectively to current market conditions.



source: crayon

Businesses believe competitive intelligence is crucial for overall business success.

**2.6x**  
**1.4x**

source: aberdeen  
group / forrester

Companies that utilize competitive intelligence tools are 2.6 times more likely to achieve their revenue targets and 1.4 times more likely to increase revenue.

## Inquiries

The crucial questions these insights will help you answer about your brand:

1 How can we differentiate our brand to gain a competitive edge in the market?

2 What opportunities exist for strategic advantage over our competitors?

3 What are the key strengths and weaknesses of our competitors?

4 What strategies are working (and not working) for our competitors?

## Insights — Competitors

- Share of Voice analysis for comprehensive market visibility.
- Gap analysis to identify market opportunities for innovation.
- SWOT analysis to understand competitors' strategic positions.
- Competitor performance to adapt winning strategies & avoid pitfalls.
- Competitors' product/service analysis to benchmark.
- Competitors' audience analysis to target segments & align offerings.

AUDIENCE ANALYSIS

SHARE OF VOICE | SOV

MARKETING STRATEGIES

CUSTOMER INTERACTIONS

PRICING AND OFFERINGS

## Impact

How these insights can shape your strategy and decision-making:

Identifying market gaps and innovation opportunities, where competitors have overlooked.

Anticipating market shifts and competitor moves, creating forward thinking strategies to counter.

Defending against competitors' strengths and leveraging strategic opportunities.

Adapting marketing strategies based on successful competitor practices and to not repeat failed ones.

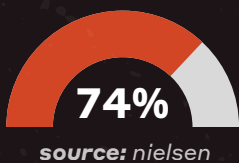


# PRODUCT DEVELOPMENT

Uncover deep-rooted product insights, delving into **product sentiments, launch analyses, growing category trends, and engagement landscapes** for an unparalleled strategic advantage.

## Importance

Product insights reporting provides the compass guiding businesses towards market and customer-centric innovation. By dissecting product sentiments, analyzing launch feedback, competitor's products and engaging with consumers on digital platforms, brands gain a strategic edge in tailoring products to meet evolving market demands, enhancing customer satisfaction, fostering long-term brand loyalty, and ensuring rooted product relevance and resonance.



Successful product launches are the result of implementing customer feedback into the development process.

**2.2x**

source: salesforce

Businesses that listen to customer input in product development processes are 2.2x more likely to surpass their revenue goals.

## Inquiries

The crucial questions these insights will help you answer about your brand:

**1** How can we enhance our product development process to better align with customer preferences and increase customer satisfaction?

**2** What strategies can we implement to optimize our product launches and ensure their success in the market?

## Insights — Product

- Understand product sentiment and feedback from previous launches.
- Identify emerging trends, preferences and pain points related to your product's category.
- Realise preferred communication channels and platforms where customers provide feedback on your products.

DEVELOPMENT

INNOVATION

SENTIMENT ANALYSIS

PRODUCT LAUNCHES

ENGAGEMENT

## Impact

How these insights can shape your strategy and decision-making:

**Implementing customer feedback from product sentiment analysis** to drive product improvements and innovation.

**Iterating product development strategies based on product launch feedback** to optimize market reception and growth potential.

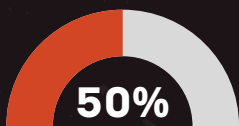
**Identify and leverage geographic opportunities for market expansion**, considering factors like cultural nuances, regulatory environments, and competitive landscapes to optimize growth and outreach.

# CUSTOMER ACQUISITION

Analyze your **content strategy, campaign effectiveness, lead generation, and sales opportunities**. Gain insights into customer acquisition, conversion rate optimization, and social selling. Drive targeted customer acquisition strategies to **boost your brand's market performance and revenue growth**.

## Importance

In the competitive landscape of sales and lead generation, understanding customer behavior, optimizing conversion rates, and leveraging social selling techniques are critical for driving revenue growth. Understanding these insights is crucial for businesses as it guides content strategy, improves marketing campaign effectiveness, identifies sales opportunities, refines customer acquisition tactics, optimizes conversion rates, and enables social selling success. These insights not only impact sales and leads but also influence overall brand positioning, customer engagement, and revenue generation.



source: marketo

Businesses that excel at lead nurturing generate 50% more sales-ready leads at a 33% lower cost.

+ **10-20%**  
+ **50%**

source: linkedin / invosp

Companies leveraging social selling see a 10-20% increase in sales productivity. Further, Conversion Rate Optimization can lead to a 50% increase in sales.

## Inquiries

The crucial questions these insights will help you answer about your brand:

1 What metrics and insights can help us evaluate the effectiveness of our marketing campaigns?

2 How can we identify and capitalize on sales opportunities through lead generation strategies?

3 What data can inform our customer acquisition analysis to attract and retain high-quality leads?

4 How can we tailor our content strategy to resonate with our target audience?

## Insights — Lead Generation

- Metrics for measuring and optimizing marketing campaign performance.
- Insights for acquiring and retaining valuable customers.
- Analyzing events to enhance audience engagement and sales.
- Leveraging social platforms insights to outline the most successful in its lead generation and conversion capacities.

ACQUISITION ANALYSIS

CONTENT EFFECTIVENESS

CAMPAIGN EFFECTIVENESS

EVENT MONITOR & ANALYSIS

SOCIAL SELLING ENGAGEMENT

## Impact

How these insights can shape your strategy and decision-making:

**Guides effective content strategy development** to align with audience preferences.

**Assists in evaluating and refining marketing campaigns** for maximum impact.

**Identifies opportunities for lead generation** via targeted audience engagement and sales efforts.

**Informs customer acquisition strategies** for better engagement and retention.



# CUSTOMER ENGAGEMENT

Disclosing the diverse facets of **your audience through advanced segmentation and persona reporting**, enabling personalized engagement strategies.

## Importance

Using advanced social listening techniques and audience profiling tools, we segment your audience into distinct groups based on demographics, behaviors, preferences, and needs. Customer journey mapping further enhances this by revealing crucial insights into customer interactions. This combined approach allows for the removal of friction points, personalized experiences at each stage, and the fostering of stronger customer relationships.



source: instapage

Personalized messages are 80% more effective than generic ones, **+ 20%** highlighting the significance of understanding audience nuances. source: forrester

By adapting products and services to customer needs, businesses witness a 20% increase in conversion rates, underscoring the impact of segmented marketing.

## Inquiries

The crucial questions these insights will help you answer about your brand:

1. How can we adjust sales and marketing approaches based on the unique purchase behaviors of different audience personas?

2. Which messaging resonates best with each segment, driving engagement and loyalty?

3. How can we align our offerings with the specific needs of diverse audience personas?

## Insights — Customer

- Understand distinct audience groups based on demographics, behaviors, and needs for effective targeting.
- Define customer paths to optimize touchpoints for seamless interactions.
- Identify loyalty drivers for lasting relationships and repeat business.
- Ensure effective support, building trust and customer satisfaction.

AUDIENCE SEGMENTATION

AUDIENCE TARGETING

JOURNEY MAPPING

RETENTION & LOYALTY

SERVICE & SUPPORT

## Impact

How these insights can shape your strategy and decision-making:

**Craft tailored marketing messages and product offerings** that resonate with diverse audience segments.

**Design personalized customer experiences** that address specific preferences, enhancing overall satisfaction.

**Adapt sales and marketing strategies to align** with the unique purchase behaviors of different audience personas, ultimately boosting conversion rates and customer engagement.

# INFLUENCER IDENTIFICATION

Leverage social media to **identify under-the-radar key influencers and strategic partners** who can elevate your brand's presence and credibility. Pinpoint influential KOLs and align with them strategically to **amplify your message, engage your target audience, and stay ahead** of industry trends.

## Importance

Influencer identification is crucial in today's digital landscape, where finding authentic voices can be challenging. Many influencers use bought followers and bots, misleading brands and wasting budgets. Through data, we uncover genuine influencers with real engagement and loyal followings. Partnering with these voices enhances visibility, boosts reputation, and connects with diverse demographics. Leveraging their true influence maximizes your marketing ROI



source: mediakix

89% of marketers believe that influencer marketing ROI is comparable to or better than other marketing channels.

11x  
6.5x

source: tapinfluence / inf. marketing hub

Influencer marketing generates 11 times higher ROI than traditional forms of digital marketing. Companies that collaborate with influencers see, on average a 6.5x ROI.

## Inquiries

The crucial questions these insights will help you answer about your brand:

1 Which influencers and key opinion leaders align with our brand values and messaging?

2 How can we identify influencers whose audiences match our target demographics?

3 Are there emerging rising or micro-influencers with high engagement that we should consider partnering with?

## Insights — Influencers

- Evaluation of influencer credibility, niche expertise, and trust to ensure authentic partnerships.
- Analysis of competitor influencer strategies to find opportunities for differentiation.
- Mapping influencers with content themes and audience demographics that closely align with your brand
- Trend forecasting, analyzing influencer content to align marketing strategies with emerging trends.

REACH & ENGAGEMENT

RELEVANCE & ALIGNMENT

COMPETITOR INFLUENCERS

TREND FORECASTING

ROI POTENTIAL

AUTHORITY & TRUST

## Impact

How these insights can shape your strategy and decision-making:

**Enhancing brand visibility and reputation** by leveraging credible influencer partnerships.

**Driving engagement and conversions** through content collaborations that resonate with your audience.

**Staying ahead of market trends by aligning** with influential trendsetters in the industry.

**Maximizing ROI by prioritizing partnerships** that offer the most value for your marketing spend.

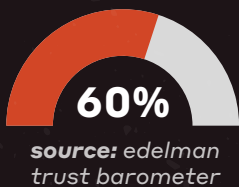


# TALENT ACQUISITION

Harness valuable **employee insights to drive engagement and advocacy within your organization.** Analyze employee sentiment and industry trends, staying ahead by preempting **competitor poaching, retaining high-performing employees,** and identifying talent ripe for recruitment.

## Importance

Understanding employee sentiments and industry trends can significantly impact employee engagement, retention, and overall company performance. Businesses can gain valuable insights into their workforce dynamics, identify talent trends, and preempt competitor moves in talent acquisition. Further, leveraging intelligence-driven employee insights, businesses can cultivate a more loyal engaged workforce, and proactively manage and retain high-performing talent.



Consumers have boycotted a brand because of its actions toward its employees or society at large.

+ 21%

source: gallup

83% of employees are more engaged when feedback is listened to. Companies with highly engaged employees are 21% more profitable.

## Inquiries

The crucial questions these insights will help you answer about your brand:

1 How do our employees feel about the company culture, policies, and leadership?

2 What drives employee engagement and advocacy within our organization?

3 What are the emerging industry trends impacting our workforce?

4 How can we identify and retain top talent in a competitive market?

## Insights — Talent

- Employee sentiment analysis for understanding morale and engagement levels.
- Industry and market trend analysis to stay ahead in talent management.
- Talent identification to nurture and retain key performers.
- Competitor talent poaching analysis to fortify your talent retention strategies.

EMPLOYEE ADVOCACY

SENTIMENT ANALYSIS

TALENT IDENTIFICATION

TALENT MARKET TRENDS

EMPLOYEE ENGAGEMENT

## Impact

How these insights can shape your strategy and decision-making:

Enhancing employee engagement and advocacy through actionable insights.

Anticipating talent trends and industry shifts for proactive talent management.

Strengthening talent retention strategies by preempting competitor talent poaching.

Creating a positive workplace culture by addressing employee sentiments and feedback.

# OUR PROCESS.

## Structured Simplicity that Works

### DISCOVER & DEFINE

#### Delving Deep

We begin by understanding your business, aspirations, market, and products or services. We identify your brand's unique requirements and goals, uncovering what makes your brand exceptional. This foundational step ensures that our strategy is tailored to your specific needs.

### INNOVATE & COLLECT

#### Data-Driven Insights

Using our deep WEBINT Social Listening tool we scrape all relevant online sources, inputting specific keywords tailored to your brand. This bespoke data collection process ensures we gather comprehensive insights across social media, forums, and other digital platforms.

### EXECUTE & ENGAGE

#### Bringing Strategies to Life

We present our findings in a manner that resonates with your audience and aligns with your brand goals. Working together as a unit with your marketing and comms team, we guide them on how to execute the strategies on a weekly and monthly basis. Our collaborative approach ensures that we become an integral part of your team, helping to implement and refine strategies effectively.

### REFLECT & REFINE

#### Continuous Improvement

After implementation, we reflect on the outcomes and refine our approach for future initiatives. This ongoing cycle of reflection guarantees that your brand not only maintains its reputation but also evolves over time.

### STRATEGIZE & PLAN

#### Blueprint for Success

We develop a meticulously crafted plan based on your identified goals and requirements. Whether it's a focused reputation audit or a comprehensive social intelligence campaign, our strategies are designed to leverage the areas of reputation you want to enhance.

### ANALYZE & REPORT

#### Turning Data into Knowledge

Our team of veteran analysts, add the human touch transforming the collected data into actionable insights. We develop detailed reports that highlight key trends, customer sentiments, and areas for improvement. Each report is customized to reflect your brand's specific needs.

### MONITOR & ADAPT

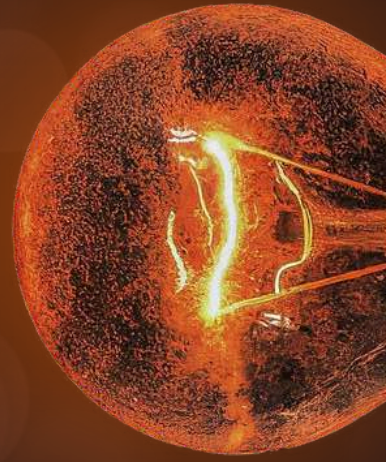
#### Staying Ahead

We continuously monitor the results and feedback, adapting our strategies as needed to stay ahead of the curve and on top of your reputation. This ongoing process ensures that your brand remains relevant and effective in a dynamic digital landscape.

**Well planned processes always deliver the desired outcome. As they say, if you fail to plan, you plan to fail.**



# STRATEGIC ADVANTAGE.



## Crafting Narratives, Cultivating Trust

### Harnessing dual forces for unparalleled power

In the dynamic world of digital engagement, where perceptions shape realities, the synergy between reputation management and social intelligence emerges as a potent force. Together, they form a powerful alliance, that is **not just about safeguarding reputations; it's about actively crafting them**, navigating the dynamic interplay of online narratives to **build enduring trust and credibility**.

#### BRAND BOOSTERS

Ownership and promotion of authentic, relevant content enhances loyalty. Stakeholders seek transparency & resonance; furnish compelling narratives.

#### DIGITAL DIALOGUES

Conversations swirl across social platforms, shaping brand narratives. Engage, respond, and nurture loyalty by being present where discussions unfold.

#### GOOGLE'S GAZE

Your online presence dictates your visibility and credibility. Take control to ensure accurate, favorable info ranks high, guiding perceptions and interactions.

#### TALENT MAGNET

Curating a positive online image, and strong reputation is a magnet for skilled individuals and fosters company growth and stability.

#### BALANCE BIASES

Combat the "Negativity Bias" by proactively crafting and amplifying positive content to counter the allure of negative information.

#### PROTECT PROFITS

Investor confidence is tethered to brand perception. Maintaining a positive digital presence safeguards shareholder value.

As the digital ecosystem evolves, the ability to navigate and shape online perceptions becomes paramount. By leveraging these powerful tools, businesses can transform potential crises into opportunities for growth, build lasting trust, and navigate the complex terrain of online perception with confidence

**The ability to understand and engage with your audience is the cornerstone of any successful business strategy in the digital age**

**BRIAN SOLIS** — Digital Anthropologist & Futuist

Embrace the confluence of reputation management and social intelligence where narratives are woven, trust is forged, and brands transcend beyond being mere entities into **steadfast beacons of credibility and value**.

# HIGHLIGHTED CLIENTS.

We are proud to highlight **esteemed companies and establishments who have entrusted us with their business**, handling their reputation management and social intelligence needs, and graciously permitted us to use their names as references.



Cabinet Office



Foreign &  
Commonwealth  
Office



THE WORLD BANK  
IBRD • IDA | WORLD BANK GROUP



PHILIP MORRIS  
INTERNATIONAL



HARVARD  
UNIVERSITY



RICE UNIVERSITY



UNIVERSITY OF  
GOTHENBURG



UNIVERSITY OF  
CALGARY



## Client Confidentiality Notice

Due to the sensitive nature of our work and our unwavering commitment to client confidentiality, we are unable to disclose the names of our clients within the MENA region



# HIGHLIGHTED STORIES.



## Impactful Insights in Action

Our social intelligence services have revolutionized how numerous companies and brands understand and engage with their audience. By leveraging advanced social intelligence, we've helped clients uncover hidden opportunities, anticipate market trends, and craft effective strategies. Due to our strict client confidentiality policies, we are unable to share specific names, but our case studies highlight the significant impacts and remarkable outcomes we've achieved, and how we can do the same for you.

### ● Breaking into Kidswear: Strategic Market Entry for a Fashion Brand



A renowned fashion brand, was venturing into the kidswear market and required a comprehensive content strategy based on deep market insights. They needed to ensure a profitable product launch and faced challenges in understanding the market dynamics, consumer preferences, best-fit influencer and competitive landscape for kidswear.

#### Market Research, Competitor & Product Insights:

Analyzed market trends, consumer preferences, and competition to identify opportunities and risks.

**Social Intelligence:** Used advanced social listening to track conversations and sentiment around kidswear, highlighting key trends and demands.

**Content Strategy & Influencer Partnerships:** Crafted a tailored content strategy based on the insights with engaging storytelling, and identified authentic influencer partnerships.

PROFITABLE PRODUCT LAUNCH

POSITIVE CUSTOMER FEEDBACK

ENGAGED TARGET AUDIENCE

### ● Talent Quest: Recruitment & Retention for a Prestigious University



An esteemed university faced challenges in recruiting and retaining top talent, impacting its academic excellence. They struggled to understand the root causes of high employee turnover and needed effective strategies to attract and retain quality staff. Key insights were needed into why staff were leaving, recruitment barriers, and successful strategies used by competitor institutions to become more attractive employers.

#### Market Research, Competitor & Employee Insights:

Analyzed market trends, employee satisfaction metrics, and competitive practices to identify challenges and opportunities.

**Social Intelligence & Focus Groups:** Used advanced social listening and purposeful focus groups to track conversations around academic employment, highlighting key trends and pain points of current and potential staff.

**Tailored Recruitment Strategy:** Crafted a targeted recruitment plan addressing specific concerns of diverse employee segments, including faculty, administrative staff, and researchers.

ATTRACTED TOP TALENT

ELEVATED UNIVERSITY STANDING

IMPROVED RETENTION METRICS

#### OTHER CASES INC:

Investment Due Diligence Report for a **Global Private Equity Firm**

New Leadership Cleanup and Company Credibility for a **B2B Software Company**

Community Management & Content Strategy for a large **Charity Foundation**



# THANK YOU

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