

# Customer Network Analysis for Social Media Marketing

According to research from [Nielsen](#), time spent by consumers on social media sites increased 82% between December 2008 and the same time in 2009. As social media usage statistics continue to climb, more companies are following their customers into the social arena.

However, many marketers enter the social media ring underprepared for the challenges that come with operating in this highly dynamic interactive space. With so many social media channels to choose from and new web hangouts popping up every day, how can you be sure that you're investing time and energy into the most important spaces online? You wouldn't expect to find escargot at a sausage stand (and if you did find it there, you probably wouldn't want to try it) – so why invest in a channel where your audience isn't looking for the answers you have to offer? Once you're engaging customers in the right channels, then you have to make sure you're not missing the conversations that will matter most to your business. There's a lot of noise out in the world of Web 2.0, and it's your job to cut through that noise to engage customers and deliver results. So how do you filter out the people who will have the biggest impact for your brand?

The tailored answers to these questions may be closer than you think. Whether you're looking to whitelist brand advocates to offer above-and-beyond engagement or hoping find the most fertile ground in which to seed a successful word-of-mouth campaign, Customer Network Analysis can help you find the people that will matter most at the places where they're already active on the web.

CNA can help you to:

- Discover influencers and opinion leaders to target your messaging and response
- Discover where your customers are moving and talking online
- Cut through the noise to reach the customers that will have the biggest impact for your brand

## Digging Deeper into the Social Web

CNA is a cutting-edge methodology that leverages the power of the real-time social web for superior customer intelligence. Using state-of-the-art cloud and grid computing technology, we aggregate, analyze, and categorize data from hundreds of millions of public web sources. This analysis enables us to understand how your customers and prospects are moving and acting online, and with whom. By simply providing sociomantic labs with a list of your customer names, we can deliver in-depth profiles of your audience, answering questions like:

- Which websites are my customers visiting and using?
- On which social media channels is my audience most active?
- How active are they on these sites?
- What is the total referral potential of "Customer A" on the web?
- Who are the influential figures for my overall customer base?
- Who are the influential figures for a particular topic of interest?

These answers can be delivered on either an individual basis or as a comprehensive overview of your entire audience or segment. You can even combine the sociomantic profiles with existing customer data for maximum insight. By revealing where your customers are active on the social web and who the most influential players are in your customer network, sociomantic's Customer Network Analysis (CNA) can help you jump some the biggest hurdles of social media marketing.

## Maximizing social media gain

Testing social media channels for effectiveness is expensive and time consuming, and compared to the wealth of customer data already available online, profiling customers through surveys and focus groups seems both tedious and over-general. But with CNA, you can empower your social media planning with accurate, individualized, real-time info about the web whereabouts, influence, and activities of your customers. With the precision of CNA, you can minimize budget waste due to spamming irrelevant channels and maximize efficiency by engaging the opinion leaders and multipliers in your audience.

Whether you're using social media for branding, click through, or customer support, CNA takes the guess work out of planning for social media. By placing your social media budget in channels that are fine-tuned to your segments' online habits, you'll boost your conversions. By offering up your engagement to the customers with the highest word-of-mouth potential, you can accelerate product acquisition and brand affinity within your market.