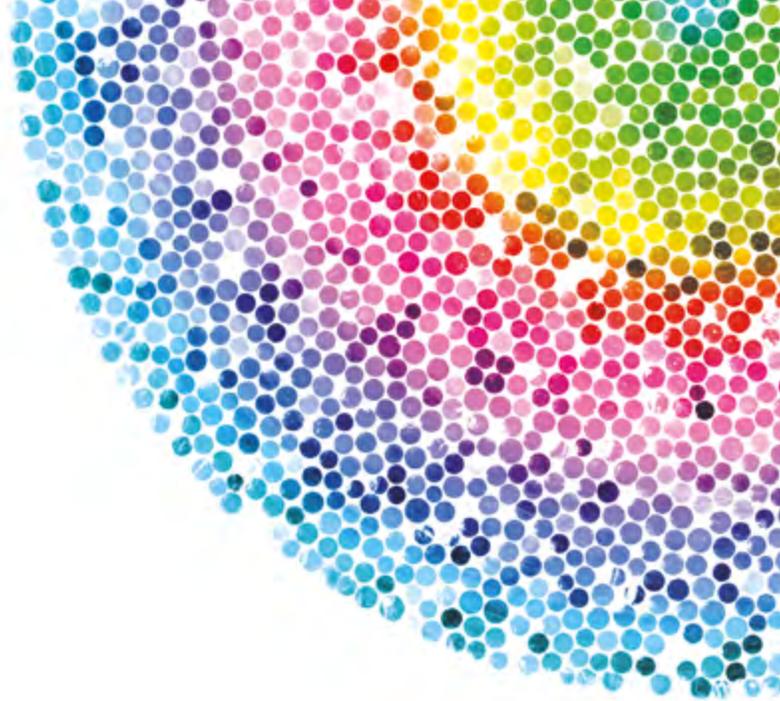# ADD SOCIAL MEDIA DATA TO YOUR BRAND STRATEGY

OPTIMIZE YOUR BRAND EQUITY WITH EXCLUSIVE SOCIAL MEDIA DATA AVAILABLE THROUGH FORUM ANALYTICS.

Track and analyze brand awareness with data sourced from multiple major social media platforms. These assets can enhance your existing data or provide a primary source for brand information. Our customized SIMMS platform will help you visualize the data to view brand mentions on a heat map.

Social media data from Forum Analytics can be used to track cross-market mention volume and sentiment to aid in understanding brand loyalty and recognition in an area, and can help determine market presence if you are planning to expand your brand into new areas.

When integrated into your solution from Forum Analytics, this powerful data can enhance your forecasting model for greater accuracy. Your final deliverables will include social media analysis for your brand.

FORUM ANALYTICS
A CBRE Company

CBRE

DATA FROM MAJOR PLATFORMS

- Twitter
- YouTube
- Google+
- Instagram
- Reddit
- Blogs, News, RSS
- Tumblr
- Automattic
- VK
- StackOverflow
- Disqus
- Pinterest

Forum Analytics can extract forward-looking data for the aforementioned platforms as well as historical Twitter data where client brands are mentioned. For each mention Forum obtains: post content, location data if available, influence and reach scores, and sentiment analysis.

EVALUATE POSITIVE VERSUS NEGATIVE MENTIONS WITH SENTIMENT ANALYSIS

Text-mining models evaluate the content of each mention and categorize it by sentiment. This can help identify areas of positive and negative brand equity. It can also allow us to track trends over time and in conjunction with marketing campaigns or other events. In the sample below, of 12,151 mentions analyzed 49% were positive, 4% were negative and 48% were classified as neutral.

Sentiment Timeline

49% Positive Mentions

4% Negative Mentions

48% Neutral Mentions
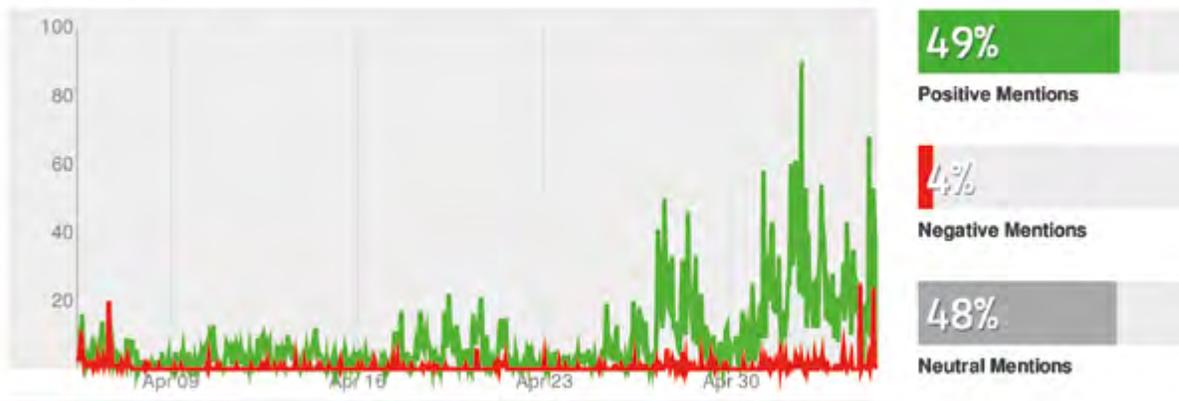
IDENTIFY BRAND STRENGTH MARKET BY MARKET

Determine peak conversation times and the most frequently used keywords, then visualize market hot spots on a map.

Geo-tagged mentions can be mapped and classified down to the DMA level. This, combined with frequency and sentiment analysis can provide unique insights into your brand for real estate planning.

In the example to the right, California, Texas and New York posted the highest number of mentions in the time period analyzed.
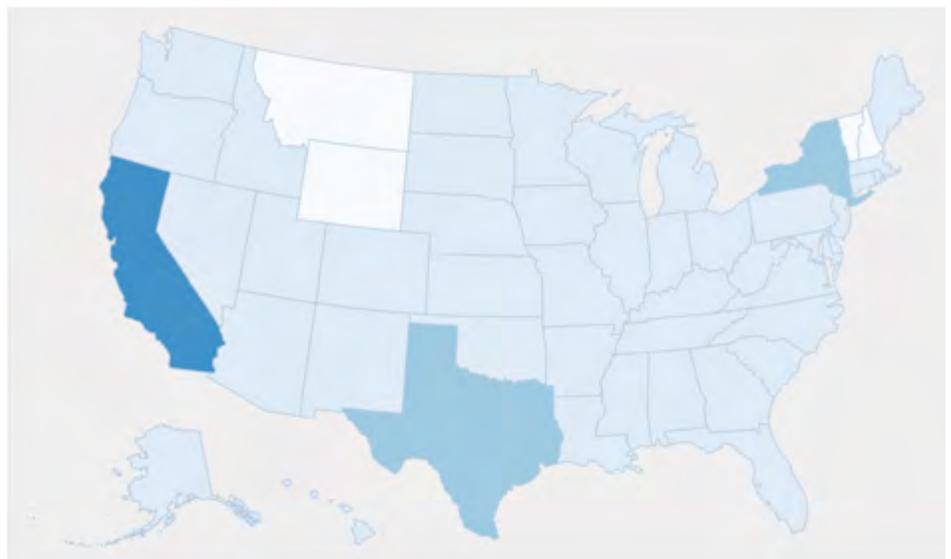
When combined with our customized SIMMS platform for real estate planning, social media data from **Forum Analytics** can help create a successful development plan for your organization.

Contact us today for more information:

+1 800 689 1652 | info@forumanalytics.com | www.forumanalytics.com

FORUM ANALYTICS
A CBRE Company