

Listening Platforms

MIT Students

What is a Listening Platform?

How many fans do I have?

What are they saying?

How can we respond to online chatter?

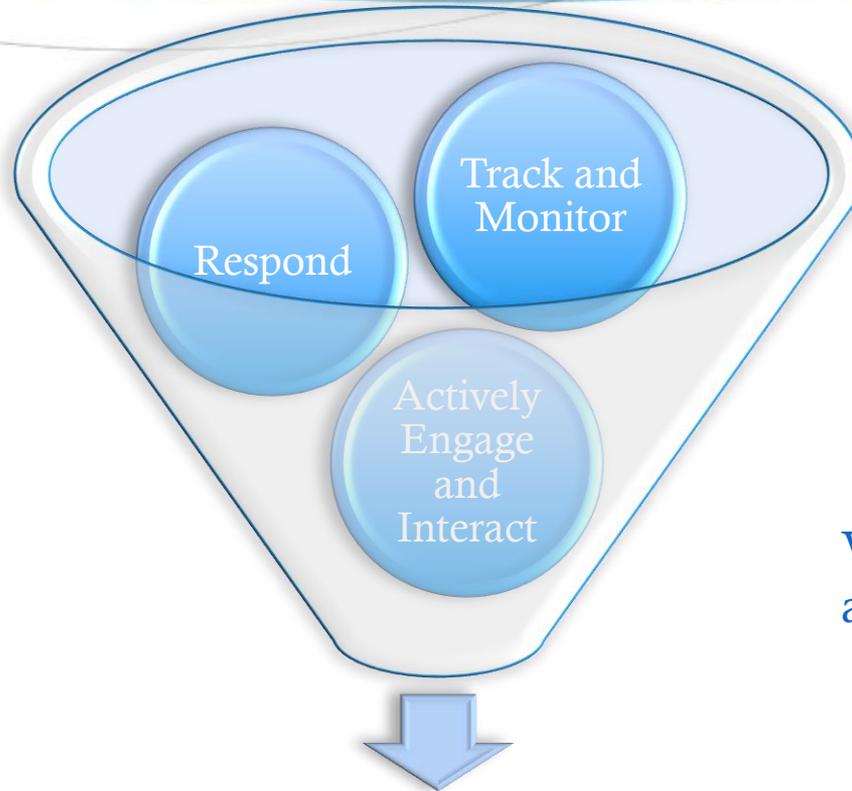
How do I find our customers online?

Who is talking about my brand?

How do I engage the online community?

Who is blogging about our brand?

Are people following our tweets?



Actionable Insight into the Voice of the Consumer

What is a Listening Platform

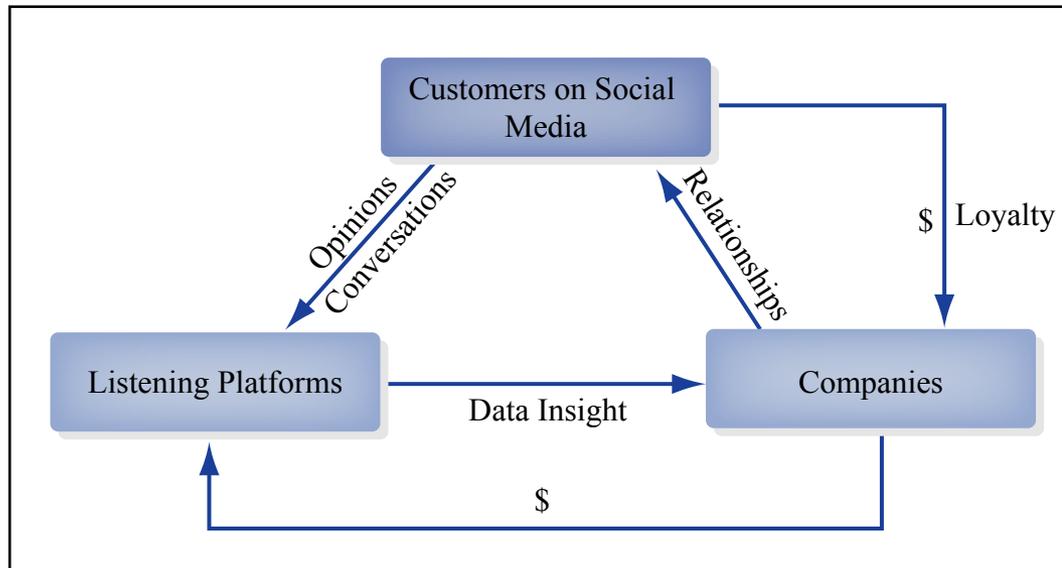


Image by MIT OpenCourseWare.

Emergence of Listening Platforms

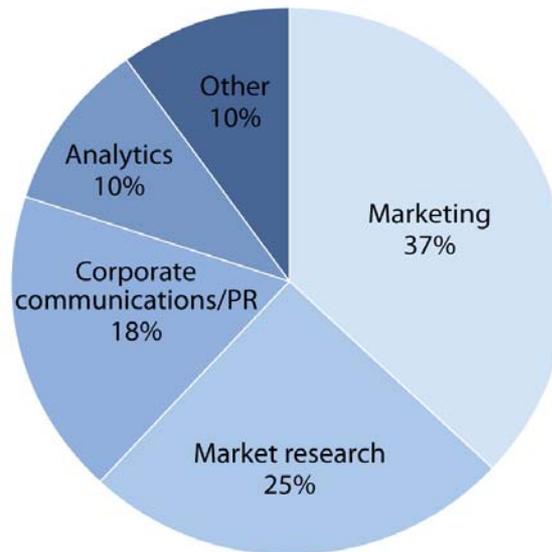
Social Media Usage
and Influence
Increases

Company Control
of Brand Image
Shifts

Listening Platforms
Develop in
Response

Practical Applications

“What team do you work for within your company?”

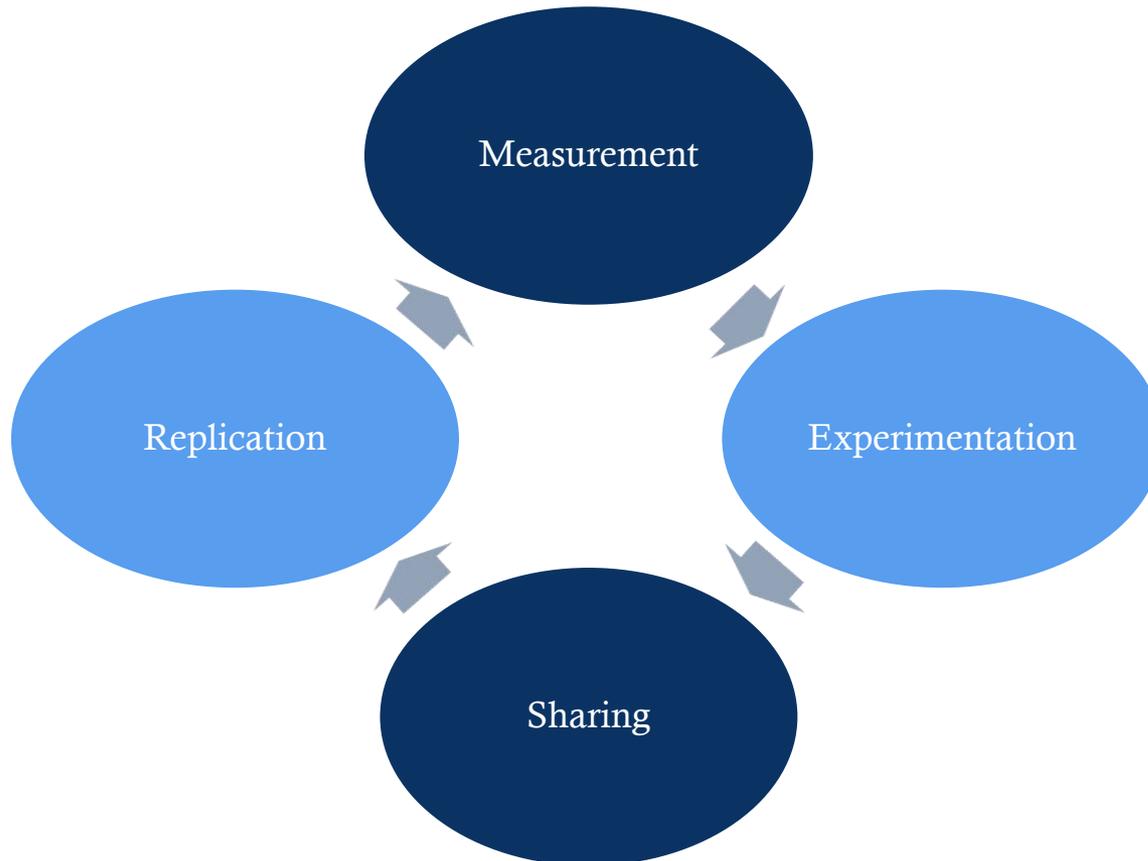


Base: 153 respondents who use a listening platform

Source: Q2 2010 Global Listening Platforms Forrester Wave™ Customer Online Survey

Courtesy of Forrester Research, Inc., Trends 2010: Listening Platforms, September 2010. Used with permission.

Practical Applications: Innovation



What are the Challenges?

- Company Culture

**Organizational
Transformation**

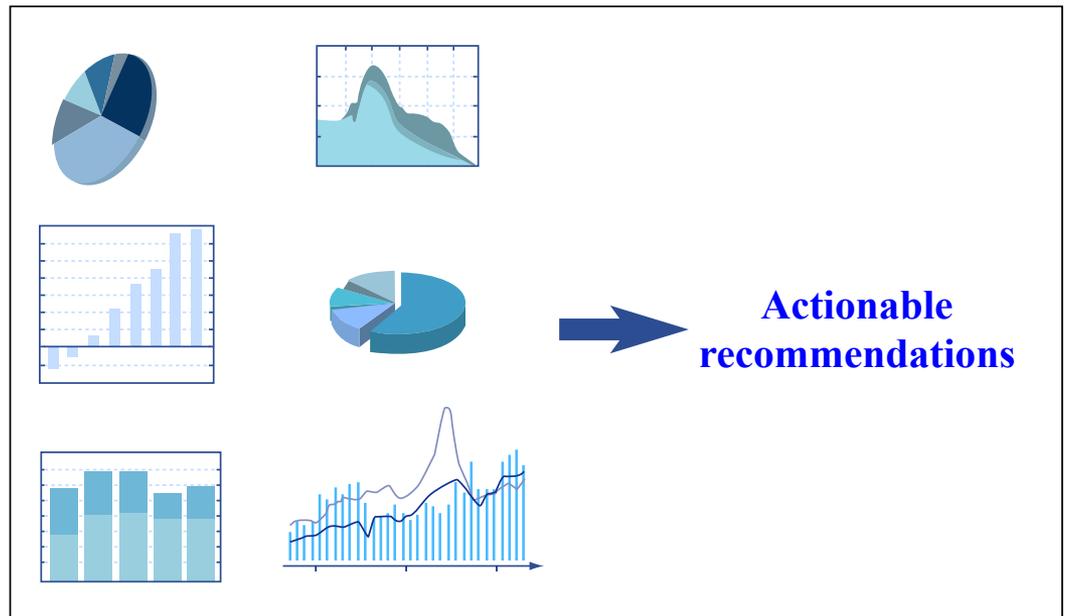


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What are the Challenges?

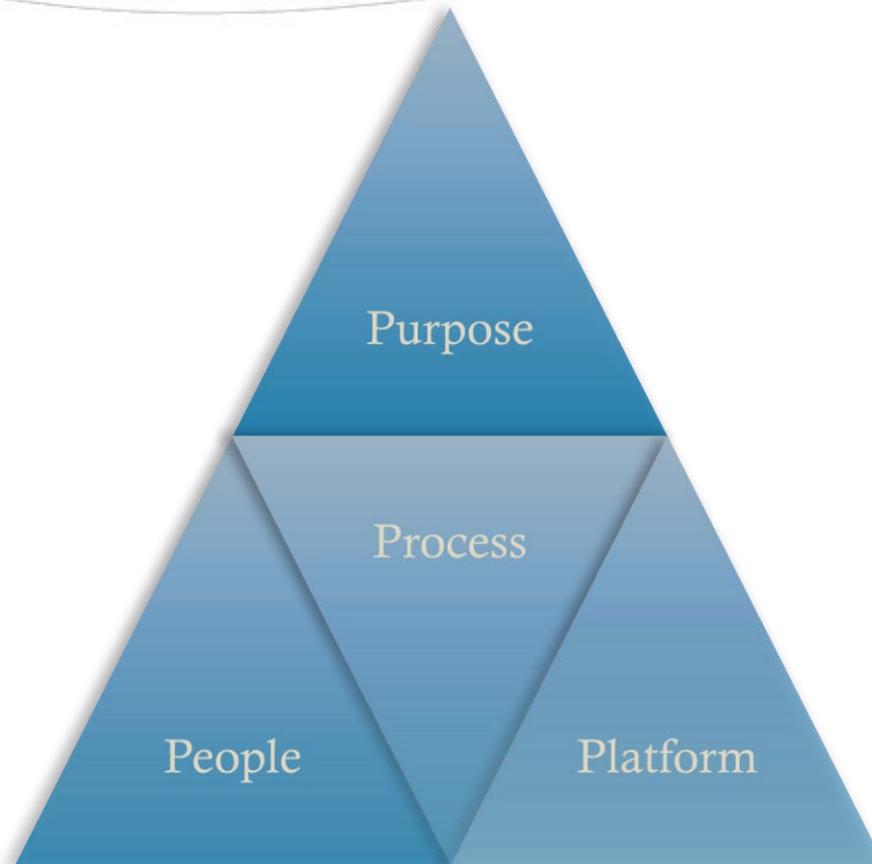
- Company Culture
- Lack of a Strategy

What are the Challenges?

- Company Culture
- Lack of a Strategy
- Getting to Level 3



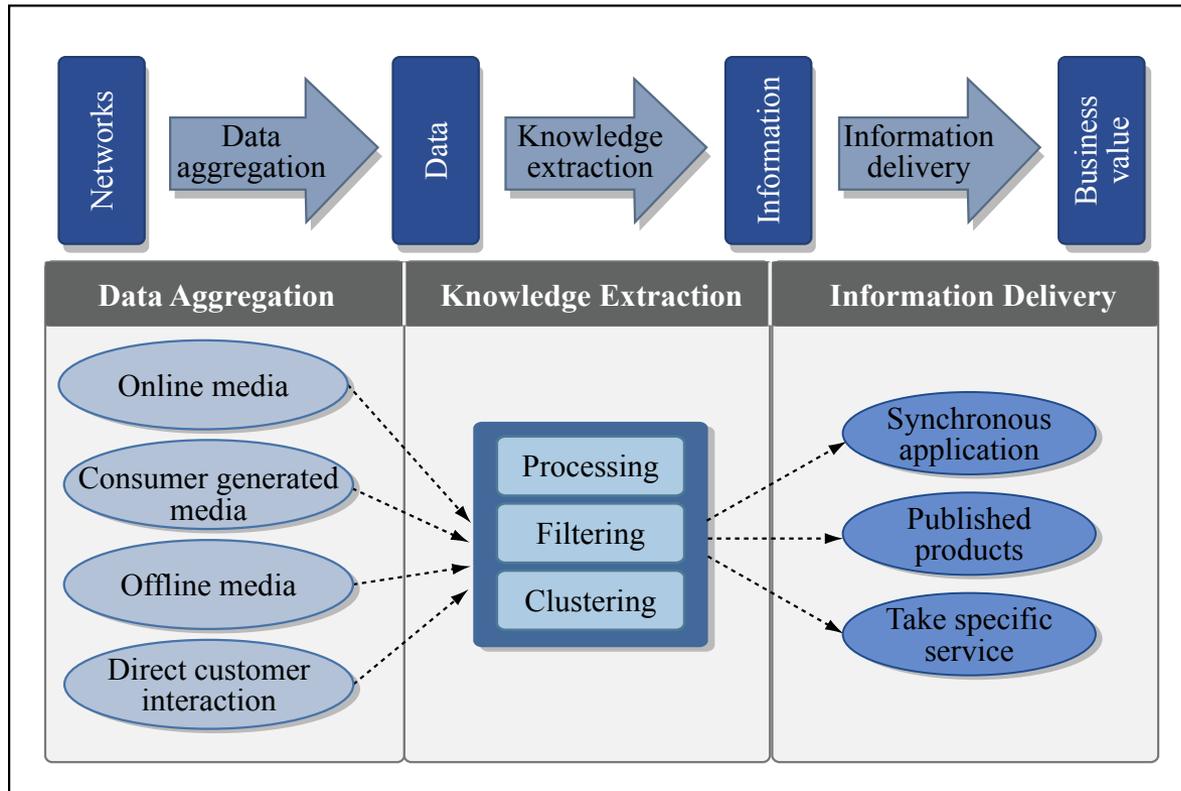
How can you incorporate listening platforms in your future roles?



Thank You ...

Questions?

How do they work?



Support Slides for Possible Detailed Questions:

Increasing Importance of Social Media Monitoring

All Companies

Currently, 22% of the firms use listening platforms.

The projected amount of companies using listening platforms will grow to 73% in 2012.

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<http://ocw.mit.edu>

15.567 The Economics of Information: Strategy, Structure and Pricing
Fall 2010

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