Case Study

Social Listening

Monitoring what customers say about a leading plumbing and heating brand

The Challenge

We recently conducted a piece of social listening research as part of a project for a leading specialist merchant for plumbing, heating and cooling technology. We wanted to find out what customers were saying about our client on the internet, what channels they were using to voice their opinions, when and in what context they did so and who the important influencers in the public domain were.

B2B International
A Merkle Company

The Solution

The process was more complicated than typing the brand name in and pressing go. First, we needed to understand what else may also appear when using that search term. In this case, we were flooded with people talking about the comings and goings within a small town in the US who shared the same name as them. We also had to address old school car enthusiasts who were reminiscing about the beauty of a classic car brand from the 1950's, again with the same name as our client.

Once the search filters were finalised (considering several search exclusions) were able to delve into a vast array of exceptionally useful information.

The Insight

One of the most interesting findings from the data was the immediate impact of in-branch promotions on social media mentions of the brand. The data delivered detailed insights on the sentiment of brand mentions and provided a gauge of positive and negative reviews.

Additionally, the research delivered detailed information on the specific weekdays and daytimes engagement was highest, which allowed us to make recommendations on when future marketing campaigns and interactions should be distributed to maximise effectiveness.

Furthermore, we identified the key influencers, created a map of their interconnections and what level of influence they held in the space. Knowing about these key influencers allowed us to create individual influencer profiles and to develop targeted marketing strategies that feed into boosting the brand perception to the ever-growing social space.