

Sl Social listening and search services

About social listening from Four

We are currently helping clients with reports on the Coronavirus issue in sectors from pharma to retail and finance, delivering swift updates on specific topics and audiences, as well as brand reputation crisis management tracking for several clients.

We use Four's proprietary insights methodology, Mapper360®, to get closer than anyone else to what matters now and most to your customers and stakeholders. Using a combination of platforms and licensed software we are able to access all open-source digital data across social networks and forums, as well as search.

Our typical reports explore how the pandemic is being talked about online and what the specific needs are of that particular audience, be it a specific group such as those already living with a pre-existing medical condition, how carers for the elderly and healthcare professionals are coping or how a specific topic is being discussed such as parents planning to home-school or entertain their children while self-isolating.

We don't just provide information or reports - we believe insights have to be actionable. So our strategic recommendations allow clients to make sense of the data, but also identify any emerging threats or opportunities.

About search listening

Digital marketing tools (SEO analytics and PPC research tools) are not equipped to handle sudden changes in user behaviour - they work well for monthly trends, but during these uncertain times, waiting for one month to get actionable data could be detrimental to brands and businesses.

Explosive, unexpected changes in search engine interest can be used to inform our crisis communications, develop sales strategies or divert more value to groups in need.

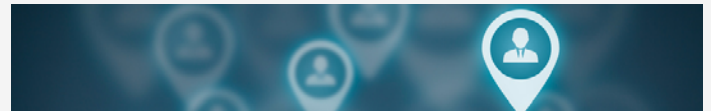
To aid this, we have leveraged several technologies and data sources that have not been fully tapped into yet in order to measure search trends around topics.

Our comprehensive dashboard plots out useful data points on a weekly or even a daily basis.

We also offer

Mapper360® also offers:

- Audience segmentations based on Instagram or Twitter data
- Competitor benchmarking of social and digital performance
- Actionable personas and mapped digital affinities for key audience groups
- Mapping the mood of the nation with accurate and insightful sentiment analysis
- We cover all international markets and have capabilities in 45 languages



Here are some examples of the types of report we could produce for you or we can discuss exactly what insights you need:

Corporate & finance

- Which sectors are most concerned and which SMEs are seeing an increased demand?
- Brand reputation crisis management - how can your business respond best to customers?
- How are businesses reliant on freelancers going to adapt and how are freelancers coping?

Health

- What are people living with medical conditions saying about Covid-19?
- How are carers adapting to the situation?
- What are healthcare professionals saying about the health system saturation?

Lifestyle

- What is the impact of Covid-19 on people's daily lives (schools closing, remote working, carers, cancellations of events/flights)?
- Panic buying - was are people saying about your product sector?
- How are parents keeping their children entertained at home
- Where are people turning to for light relief and retail therapy?

Property

- What are landlords saying about the plan for renters?
- Are people still looking online for houses?

Social purpose

- What are the mental health challenges of isolation and how can brands and organisations make meaningful connections?
- What is the biggest source of fake news and what needs correcting quickly?

Pricing

English language

Daily reports

Daily snapshot for real-time understanding of the changing landscape

- Social media only - £265
- Social and search - £300 + £350 one-off search set-up fee

Weekly reports

What matters to specific audiences talking about Covid-19

- Social media only - £1,060
- Social and search - £1,200 + £350 one-off search set-up fee

Strategic insights report

what are current customer needs and opportunities - from £5,750

Search trend reporting

Set-up - £500

Calendar month weekly reporting - £650

Monthly reporting - £275

Companies we have worked with for social listening



Key team members



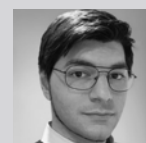
Megan Butler,
Chief strategy officer

Megan is the brains behind Mapper360® - Four's proprietary suite of smart insight capabilities. A Marketing Society Award winner with over 15 years' experience in strategic planning, Megan is known for her customer-centric approach to identify, understand and connect with high-value audiences.



Sarah Townsend,
Digital services director

Sarah's experience spans the private, public and third sectors. Sarah ensures digital campaigns and projects run on time, to scope and budget. Sarah works across all disciplines including social media, content marketing, web design and development, digital advertising and search marketing.



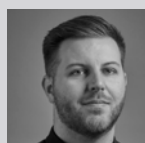
Samuel Khachikyan,
Managing director,
performance

Samuel leads the team of Four's digital engineers and incorporates knowledge across core digital disciplines including media planning, buying & optimisation, combined with extensive attribution, analytics, targeting and data modelling experience.



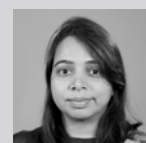
Mark Opie,
Associate director

Mark leads the Mapper360® team of social researchers and analysts, delivering data driven insights that genuinely impact campaign and communication effectiveness.



Paul Gunn,
Senior insights manager

Paul has expert hands-on experience of applying the Mapper360® methodology to support clients understand their social media ecosystem, track brand health and benchmarking against competitors. Paul has worked in multiple industries, with a focus on governmental projects over the past couple of years, including the Innovate UK project.



Lipi Kohli,
Insights manager

Lipi is a highly experienced insights manager with more than eight years' experience. Lipi works across varied industries including property, pharmaceutical, retail and governmental campaigns, identifying and consulting on how, when and where to best engage with high-value audiences.