



# Social Media Monitoring Platform



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## Social media monitoring

Social media monitoring is the process of using social media channels to track, collect and mine the information and data of certain individuals or groups, usually companies or organizations, to assess their reputation and discern how they are perceived online.



Our Web and Social Media Monitoring platform, which encompasses data collection, data mining, data tagging, trend tracking using machine learning and AI across different social media and websites, enables brands and agencies to leverage web monitoring and social media in order to increase brand awareness and tailor advertising campaigns. By tracking a keyword, brand, competitor, or industry topic - our platform allows customers to compare and analyze user generated content and feedback, as well as create content based on important social and web insights.



## WHAT PR PROS ARE SAYING ABOUT SOCIAL MEDIA MONITORING...



**64%** FIND SOCIAL MEDIA MONITORING EFFECTIVE FOR THEIR COMPANY.

SMART PR PROS ARE USING SOCIAL MONITORING TO SUPPORT AND GROW THEIR COMMUNICATIONS PROGRAMS.



**68%** say social listening is very important to them (7+ out of 10)



**60%** feel that monitoring is a responsibility of the PR/IR departments



**60%** use social to find influencers



**59%** are monitoring for customer discussions/feedback



**37%** use monitoring to keep tabs on their competition



**45%** use social to monitor potential attack/risks

We offer an automated social media and content monitoring platform powered by machine learning and AI to find trending keywords and hashtags, pinpointing the origin of trends and provide a seamless real-time alerting service. It can also be used for deep data inquiry, as a specific search engine, across different social networks (Instagram, Twitter, Telegram etc.) and other customized data source e.g. websites.



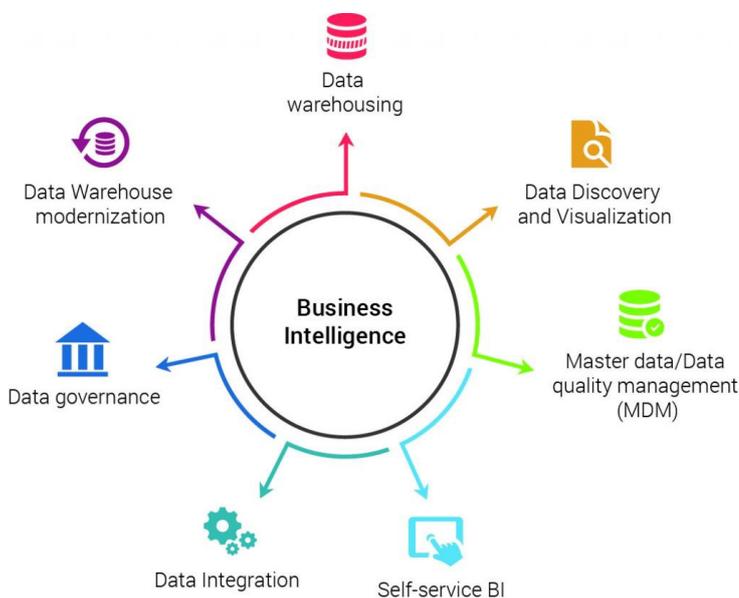
## Brand awareness



Listen to what customers say about your brand in social media. By following hashtags and specific keywords related to your products and services browse through a vast data pool of social media and web content and find out what people think about your brand.

## Business intelligence

See numerous useful live charts and graphs tracking users' activity and social media trends. Find out what is trending and navigate your marketing strategies based on what consumer demands are.



STEP

01

Determine Your Goals

STEP

02

Get To Know Your Target Market

STEP

03

Identify and Monitor Your Competitors

STEP

04

Select a Competitive Pricing Tool to Manage Your Pricing Intelligence Program

STEP

05

Decide on Pricing Strategy Based on Your Price Intelligence Program

## Price intelligence

Live and competitive pricing is a crucial factor for online retail businesses. Aggressive and dynamic pricing has become a trend in marketing strategies. Retail giants change prices upwards of 50,000 times per month. Amazon is the most aggressive with pricing, changing prices every 10 minutes or more often at times.

This privilege is made possible by our powerful data mining tools and fetching price data from all over the web for the purpose of dynamic price discovery.



## BENEFITS OF SOCIAL LISTENING



Improve customer experience



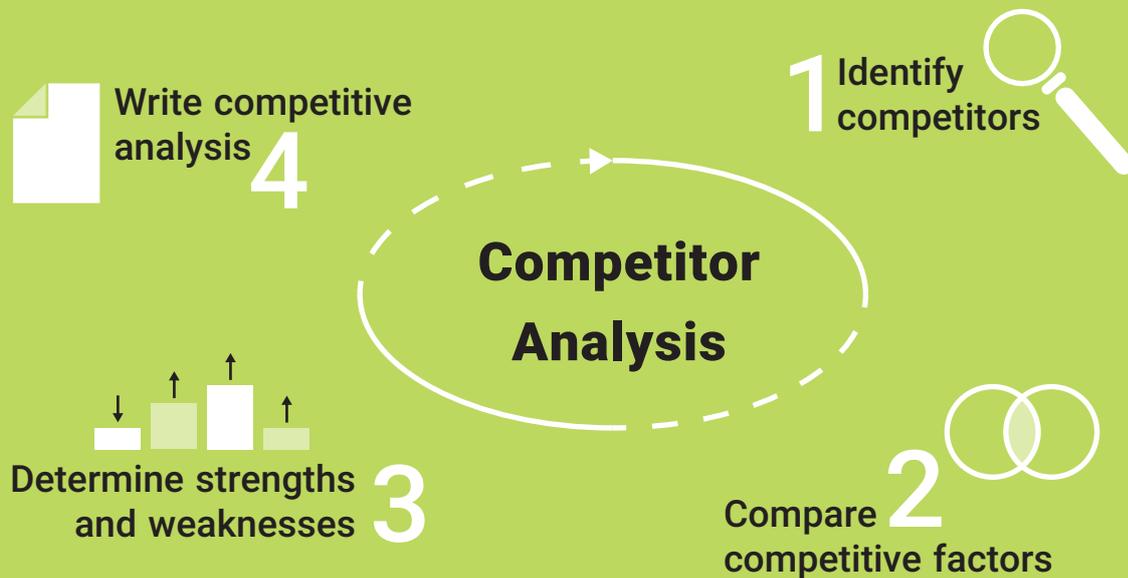
Keep an eye on the competition

## Web and social listening

Instagram and twitter have become the tribune for businesses and consumers. Therefore, the content created in social media can be of vital importance to the PR and CRM as well as marketing divisions of a company to reach sales goals.

Achieving this purpose, the aforementioned teams may need to track hashtags, keyword sets, or content generation rates in real time. We offer a specialized search engine with access to a vast data pool of contents created in social media and customized list of target websites which enables partner companies to achieve their PR and marketing goals.





Our services enable our partners to have full monitoring access to competitor related contents keeping track of their brand name and related keywords in a seamless fashion. Follow up on competitors' activities in social media and their related statistics, monitor the market leaders and their activities locally and globally and grow your share of the market.

A company's share of the market is a key factor to its survival in today's competitive business environments. Monitoring competitors' activities and their advertising campaigns throughout social media is an important process which is made possible by having full surveillance over the social media.



# SARZAMIN HOUSHMAND IS YOUR SOCIAL MEDIA MONITORING SOLUTION

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