

## Consumer Buzz

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### Social Listening

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Social listening—or “collecting social data by monitoring terms, names and products associated with your brand or industry,” has many benefits, according to Clutch, a B2B ratings and reviews firm. Clutch surveyed 300 social listening software users and found businesses that monitor online conversations get real-time feedback that helps them improve products/services (25%), attract customers (24%) and improve customer service (21%).

Respondents also said social listening helps them learn about their competition. More than 40% said one of their main objectives with social listening is to improve customer relationships, and 86% monitor customer questions and concerns. Some of the top platforms for social listening include Facebook, Twitter, Instagram, YouTube and Reddit. **GP**