

Actionly Case

Name:

Affiliation:

Date:

The ability for companies to analyze information that can be downloaded and put in an excel spreadsheet of social media reports is one of the best practices and advantages of Actionly. Actionly is continuously monitoring Twitter while optimizing the presence of companies on social media as well.

The metrics of Actionly include the following: social ROI, reputation management, sentiment analysis, marketing campaign tracking, find influencers, click performance and competitive analysis (Baltzan, 2015). Not only are the metrics listed beneficial to the companies, but they are also beneficial to customers. This is because it is impossible for companies to pay to have negative reviews pulled down. This ensures that the customers trust and have confidence in the provided product reviews. The companies can get information as well as insights on consumer trends, and therefore they do not need to create a department within the firm for social media monitoring.

The Actionly approach has a few challenges which include:

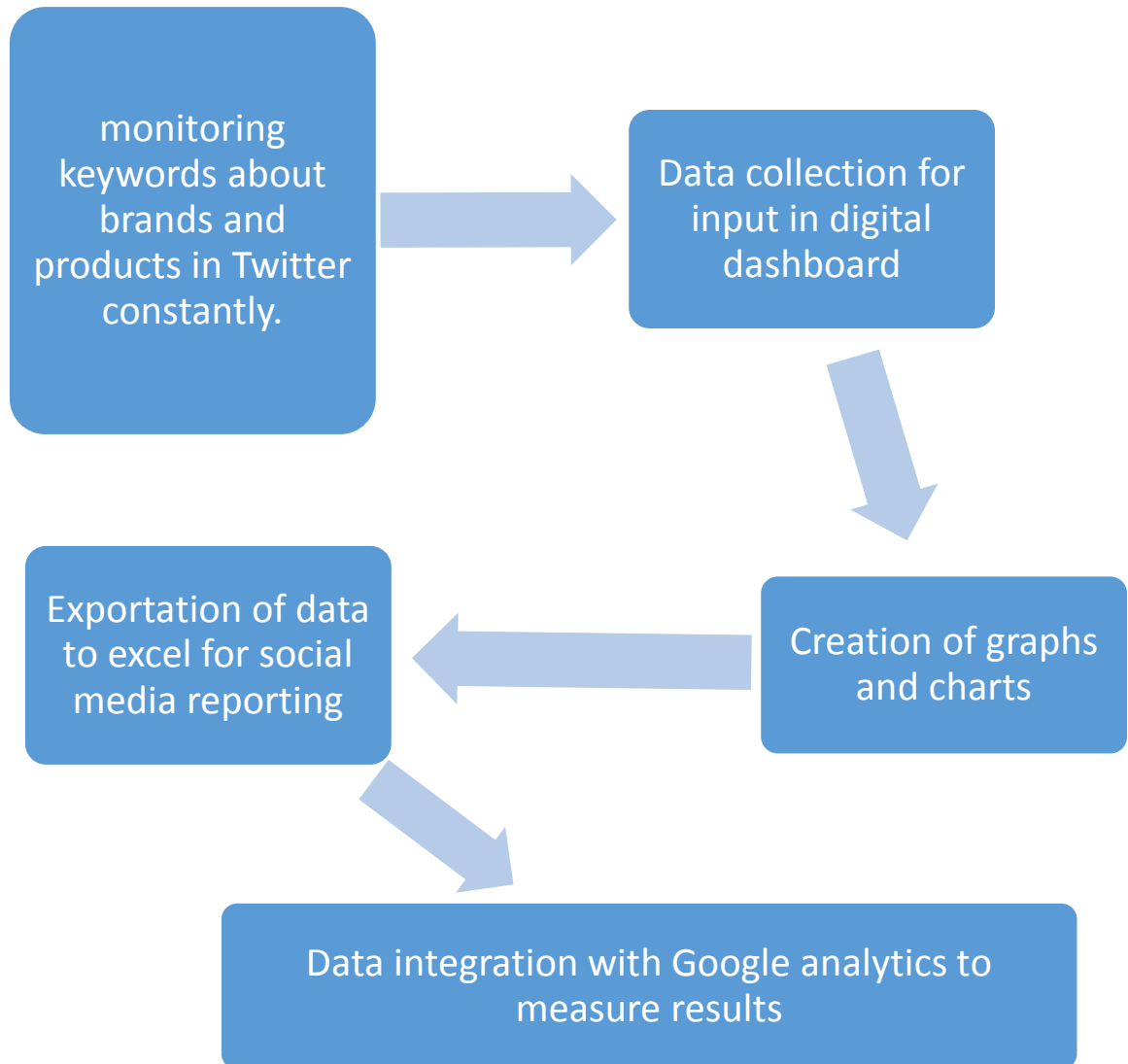
- Inability to gauge negative or positive comments using keywords (Worsham, 2011).
- They obtain keywords from Twitter mainly while monitoring customers. This limits information access from other social media sites as well as blogs (Worsham, 2011)

The Actionly approach uses the following process to monitor data from the customers:

1. Monitoring of keywords about products and brands constantly on twitter.
2. Collecting data used for input into the digital dashboard.
3. Creation of charts and graphs to represent data collected easily and in an understandable.
4. The data is then exported to excel spreadsheet for social media reporting.

5. Integration of the data with Google analytics for measuring of results.

The above process is represented in the flow chart below:



References

Baltzan, P. (2015). *Business-driven technology (6th ed.)*. New York, NY: McGraw- Hill/Irwin.

Worsham, S. (2011, January 31). *Review: Actionly for Social Media Monitoring & Measurement*. Retrieved from Sazbean: <http://sazbean.com/2011/01/31/review-actionly-for-social-media-monitoring-measurement/>