



Small and Mighty

# Businesses - FAQ

Here we share answers to some of the common questions we get asked.

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**Talkwalker**

## What type of social media footprint do we need to justify investment in social listening?

The majority of our clients are active on major social media channels. Your investment in us will allow you to listen into what consumers are saying about your brand and your competitors.

However, if you're early on your social journey and looking to maximize efforts in identifying and building the right audiences and campaigns, then we also provide a powerful way to achieve this.

## We already pay for a social media publishing tool. Can't I get social listening and publishing from a single provider rather than adding another partner like Talkwalker?

Having one solution with a single sign on is great for ease of use and avoids the need for training on multiple platforms or tools.

But this said, Talkwalker is the market leader in social listening and provides full access and analysis to more data and platforms than any other provider.

We also plug and play into most social publishing tools to minimize disruption.

## Do we need to be big social advertising spenders?

Talkwalker is here to help businesses like yours maximize the value of their social media spending. We can analyze the success of and build dashboards around your paid and non-paid campaigns.

So whether you're 100% organic focused or a mix of paid and organic we can give you total analysis on how your social channels are performing, identify opportunities for growth and make sure you're tracking and monitoring everything effectively.

Talkwalker ensures you get the most from your social budget, regardless of its size.

You can consider us your strategic partner to improve cost-effectiveness and boost your ROI on social media spend.







## We've dipped our toe into social listening, using tools such as google alerts, feedly, KBCrawl, Buzzsumo, Brand 24, Buffer, YouScan, Metricool, etc... What more does Talkwalker offer?

Talkwalker is a robust and specialist platform for your social listening strategy. We offer significantly more to light social tools and our competitors, for example we provide:

- Comprehensive coverage of over 300 million sources, including over 20 social networks
- A fully integrated and 'home grown' AI and technology driven platform that saves time, reduces costs and maximizes data insights
- Unlimited users, reports, and alerts and excellent customer support and online resources

## I've used a social listening tool before, but got mixed results.

Let us demonstrate what we can do for you. Talkwalker is a business that's underpinned by innovation and a smart use of AI and technology. This means we can automate time consuming tasks. We also pride ourselves on not just having access to the widest data sets but can also build dashboards for you in ways that drive immediate value.

## What skills or experience do I or my team need to have to get the most out of Talkwalker?

Our platform is designed to be highly intuitive and quick to set up. Your team needs to be clear on your goals across listening, tracking, campaign performance measurement, audience building etc...

We can help you with this, and also have our Activate team - who can be engaged (for a fee) to get you set up in a way that's going to get you the most value.





## Does Talkwalker have experience with our type of organization?

We've been in the social listening business since 2009. In that time we've worked with businesses from all walks of life. This is across automotive, consumer goods, professional services, retail, finance, government, entertainment, nonprofit, pharmaceutical, sports, technology, telco's to travel and hospitality. We would be happy to share some success stories from your sector if you can set aside time for a call.

## What does good look like? What are the main benefits of using Talkwalker?

Our mission is to give total visibility on and reveal opportunities around your consumers. To surface both the 'what' and the 'why'. As such our role is to inform and arm you with the insights needed to make tactical and strategic decisions about your social strategy.

For example this could include:

- Reducing time spent on collecting insights manually, creating useful and useable reports, and making sense of your data at scale
- Minimizing the risk of a reputational crisis with real-time alerts and insights across all your markets and geographies
- Showing how your social and marketing initiatives are performing, paving the way for better and stronger strategies based on accurate KPIs

Improving communication among your internal teams, colleagues and stakeholders with one single source of truth.





## We're just starting on our social journey and haven't invested in social media before - is Talkwalker a good investment?

It depends on what your goals are. From crisis comms, to campaign management there are many use cases for using Talkwalker. If you can set aside 30 minutes to speak with us and share your goals - we can give you honest and unbiased advice based on our experience.

Because if we're not quite right for you now, we hope we might be in the not too distant future.

## When is social listening NOT the right fit for my needs?

Of course this sounds obvious - but if your business has no need for or does not in any way benefit from social media then social listening won't be a sound investment.

Our businesses clients need to understand the behaviors of consumers and what people say online. The value is understanding consumers at scale and this can provide excellent value in the context of other research or analysis methodologies you may deploy.

We recognise the importance of budgets going a long way in the current market, so if you'd like an informal call to share notes so we can understand if we care the right fit for you then please contact us to schedule a call.



Supercharge your  
business with Talkwalker

Contact us

