




Karelia University of Applied Sciences
Degree Programme in International Business

The Role of Social Listening in a Marketing Campaign

Nhung Tran

Thesis, November 2021

www.karelia.fi

	<p>THESIS November 2021 Degree Programme in International Business</p> <p>Tikkarinne 9 80200 JOENSUU +358 13 260 600 (switchboard)</p>
<p>Author Nhunh Tran</p>	
<p>Title The Role of Social Listening in a Marketing Campaign</p> <p>Commissioned by Karelia University of Applied Sciences</p>	
<p>Abstract</p> <p>This study gives a comprehensive picture of social listening in business activities and marketing campaigns. This tool assists the enterprise in collecting valuable data on social media platforms. People realized that they have been ignoring a massive amount of free, public information on social media in recent years. The purpose of the thesis is to evaluate the role of social listening in marketing campaign effectiveness. There are few official documents on social listening, so that is still relatively new to people.</p> <p>A qualitative method was applied primarily in this thesis with the support of the quantitative approach. The study concentrated on the definition of social listening, the influence of this tool in three segments of the marketing campaign, the benefits and drawbacks of social listening, and future development. The thesis included a case study and 19 questions in a survey. The author estimated all the data and information in the case study based on the actual data.</p> <p>The survey outcomes and the case study show that social listening significantly contributes, is an integral part of marketing campaign effectiveness, and is meaningful to business activities.</p>	
<p>Language English</p>	<p>Pages 32 Appendices 3 Pages of Appendices 4</p>
<p>Keywords Social listening, Social media, Marketing, Marketing campaign effectiveness, Strategy, Brand awareness, Consumer experience, Social media platforms, Business activities.</p>	

Contents

1	Introduction	4
1.1	Background of the thesis	4
1.2	Thesis Objectives	5
1.3	Limitations.....	5
1.4	Theoretical Framework	6
2	Approaches to Social listening.....	6
2.1	Definition of social listening.....	6
2.2	Social listening method	8
2.3	Social listening in business activities	10
2.4	The development of social listening in Vietnam	11
2.5	The advantage of social listening.....	12
2.6	The disadvantage of social listening	14
3	The research process	16
3.1	Research method	16
3.2	Data collection	17
3.3	Validity and reliability	20
4	Case study.....	21
4.1	Business background.....	21
4.2	Marketing campaign	22
4.2.1	Pre-marketing campaign.....	23
4.2.2	During the marketing.....	23
4.2.3	Post-Marketing Campaign	23
5	Conclusion, future development and further research	29
5.1	Conclusion	29
5.2	Future development.....	29
5.3	Further research	30
	REFERENCES	30

APPENDICES

Appendix 1 The methodology of social listening.

Appendix 2 The analyzing result of the survey is described through charts.

Appendix 3 The survey questions.

1 Introduction

1.1 Background of the thesis

With the explosion of the 4.0 technology revolution, applications and social networking platforms are constantly innovating and benefiting users. In January 2021, Facebook had more than 2.74 billion active users per month. (Statusbrew 2021.) Consequently, it can be observed that the amount of user interaction and conversation on this social network is significant. This amount of information is essential for businesses and investors to determine what their customers need, want, and react to their business information on different platforms.

Nowadays, social media is crucial in people's lives, business, and technology development. Everyday, billions of people express their opinions, feelings, and feedback about a product or service on social media platforms. This information is valuable for companies to operate in different industries such as insurance, retail, tourism, and entertainment, food industry, fashion, consumer goods industry, etc.

Companies traditionally collected the data from survey forms, research reports, focus groups, newspapers, leaflets, and interviews. Then, they evaluate these data and improve their products and service based on those data. Participants in these surveys answer many fixed questions. This is not enough and is limited to giving insight into research and improvement for their products and services only and in a brief manner. In addition, it is a waste of time, costs a lot of money, and does not approach the target customers the company wants. Therefore, companies should take full advantage of social media to get data from them through a tool named Social Listening.

Digital technology has developed significantly, and network coverage around the world and Vietnam is not an exception. Many businesses have used social listening to analyze customers' conversations in social media and have deep insight into quickly improving their products and services. The author works in

the social listening field as a social insight specialist in a well-known technology company. The author is taking full advantage of describing the experience in this field. Below is a real-life case of applying social listening in a marketing campaign. This has been carried out by the author, along with social listening tools. However, due to the client's confidential information, the reference figures and images estimated by the author are based on actual data.

1.2 Thesis Objectives

The main target of the research is to investigate role of social listening in a marketing campaign. Other objectives are to provide basic knowledge and information on social listening and social listening development in the Vietnamese market. The study provides an insight into the role of social listening in Vietnam and the difference in data collection methods between traditional and current. Therefore, through this thesis, readers will understand social listening better as well as create more opportunities for businesses in product/service development strategic orientation and improving their marketing campaigns in the future.

This study will help readers answer the questions below.

- How does social listening play a crucial role in a marketing campaign?
- What is the methodology of social listening?
- What is the difference of collection methods between traditional research and social listening research?
- What are the advantages and disadvantages of social listening?
- How does social listening contribute to a marketing campaign's effectiveness?

1.3 Limitations

The topic is too broad to clearly describe the different sectors, so the author has decided to narrow the topic and limit it to the scale of the marketing campaign

field. Social listening is a pretty new concept to people except those working in marketing. Therefore, there are few professional books or academic sources concerning the role of social listening in a marketing campaign.

In a case study, regarding the company's policy, each marketing campaign's data must be kept confidential. Consequently, the data slightly differs from the actual data but does not change the case study outcome. Information about charity activities and campaigns, scholarship programs can be found online.

1.4 Theoretical Framework

As a practical application, the author adds a case study in Chapter 4 in order to analyze and help readers visualize the influence of social listening in the marketing campaign.

The thesis aimed to analyze and research whether the social listening tool is essential, and the marketing executive took advantage of social media in a marketing campaign. The study concentrates on the role of social listening, its advantages, and its disadvantages. Moreover, the research purpose is also to help businesses use a traditional survey with a comprehensive vision about the valuable data in social media and plan to act on them soon.

2 Approaches to Social listening

2.1 Definition of social listening

Social listening is the process of monitoring the media channels to listen to all the conversations with coverage data from those social media channels that mention brand, customer feedback on products and services, competitors, and more. The brand analyzes the achievement of insightful reports based on

processed data to understand the market trends and act upon them. (Amaresan 2021.)

Nowadays, digital technology has rapidly increased, and social media is indispensable to people's lives and businesses. The number of people using social media has reached 3.5 billion. They spend around 2 hours per day using it. With more than 17 social platforms such as Facebook, Instagram, YouTube, TikTok, LinkedIn, Pinterest, Twitter, and WhatsApp, ... around 50% of consumers get useful information about products and services from social media, and 21% of customers like to send messages, write topics/comments rather than calling customer service and providing their perspectives. Therefore, social media is a main reason to change the business operations. (Statusbrew 2021.)

Traditional surveys can provide in-depth answers from participants in interviews and surveys. However, expanding the scale of the study wastes a lot of time and money to complete. In other ways, the social listening tool is the same as a variant of market research. Social listening gets the advantage of listening to the users' conversations in social media at an affordable cost while saving time. Currently, there are some well-known social listening tools that businesses should consider in social media marketing strategy development. These include HubSpot, BuzzSumo, Buffer, Hootsuite and Walker.

Social listening provides a campaign with an overview of the industry market, new developments, and previous customer feedback on similar competitor campaigns. Furthermore, this tool also provides real-time data on what is happening on social media during campaign processing by measuring the actual metrics displayed on social media sites (likes, shares, comments and contents). However, just depending on social listening to evaluate a campaign's effectiveness is not enough. Other non-displayed metrics will not be measured. This includes matters such as the campaign's reach to the target audience, customer views, private accounts or virtual interactions. Social listening can also be seen as an excellent customer service tool, such as resolving customer complaints promptly or providing a solution to a media crisis.

2.2 Social listening method

Most companies operating in social listening have to set up their own system/tool with datasets in the country they want to study. This task takes a long time to complete, and some agencies collect and analyze data by using their own system and natural language processing (NLP) technological applications. (Ballestar, Mir & Rubio 2020, 1.)

Social listening consists of five steps in common with a traditional market research process: media data monitoring, data collection, data classification, processing and data analysis and research reports based on those data. (Buzzmetrics 2014) (see Figure 1.)

In the first step, the social listening system/tool listens to all the discussions from traditional media channels as online newspapers to social media channels as Facebook, YouTube, LinkedIn, blogs, forums, websites, etc. Public data is collected by applying algorithms in the system and Natural Language Processing (NLP) engine. The social listening tool could not track private information in the case of human intervention. Data analysts participate in private groups after receiving admin approval and then manually track and collect that information. (Buzzmetrics 2014.)

Generally, there are two main methods in data collection: keywords and sites. Most social listening tools connect with API (Application Programming Interface) in global social networks such as Facebook, YouTube, Forums to collect the data containing the keywords that have been set before. The data collection from Facebook includes all public data from Facebook Group, Facebook Pages, and personal Facebook users. (Buzzmetrics 2014.)

Humans evaluate and process data classification, data processing, data analysis, and research report steps. The data is classified on the channel by sites, topics and comments based on the system. In the next two steps, data is

processed and analyzed based on human management. The data consultant processes and analyzes data to conversation sentiments (positive, neutral or negative emotions), label group, topic, channels, user interactions on social media channels and handling inappropriate or irrelevant topics and comments in the brand's products and services. Sentiment breakdown means the company evaluates the brand's keywords and mentions based on the agreements on the definition of sentiment for each client or brand before initiating data collection. After signing the contract, the customer and the company agree on a monitoring plan, including keywords, hashtags, the definition of sentiment, labeling group, etc. That plan supports the data operator easily in processing data depending on characteristics and segment brand. Moreover, if a brand's negative keywords and mentions are recorded, an email or message is automatically sent to the client. Regarding the channel breakdown, digital channels such as social networks, Facebook, forums, YouTube, TikTok, Instagram and online news are classified by social listening tool/systems. However, the Facebook platform is divided into Facebook Group, Facebook Page, Facebook User, and Fanpage based on client demand and supporting social insight specialists in insightful report writing.

Finally, a research report is implemented based on the analyzed data. This final step is an integral part of the procedure. Social insight specialists such as the author analyze deep-dive data depending on the marketing knowledge, industry trends, and especially understanding the brand they are working with. The insightful report reflects the number of brand-related conversations mentioned indirectly or indirectly as well as the top discussion topics from general to specific during a particular time. Furthermore, experts assess consumer behavior feedback to a brand's campaign and assist businesses in improving their products or services.

Regarding B2B brands, they concentrate on reports which specialize in competitors, industry market trends, and brand health check reports. With the B2C brands, the report tends to achieve the consumer behavior target. (Karve 2020.) Besides the insightful report, some social listening agencies provide a

data tracking system called monitoring dashboard. This system supports client tracking and stores the online data 24/7.

2.3 Social listening in business activities

The specific applications of social listening such as brand health checks, evaluating consumer experiences, measuring campaign effectiveness, competitor analysis, market and industry research, negative information alerts, media crisis management, etc. Regarding negative information alerts, social listening supports enterprises to take a proactive approach towards negative topics/comments on social media and newspapers quickly and accurately. At a higher level of negative alert is media crisis management. Based on social listening tools and the classification of data consultants, negative topics or comments send an urgent warning to the businesses or brands and prevent or provide the right solution before a media crisis happens. (Nguyen 2017.)

With the fastest issue on social media, the social listening tools always keep tracking and finding the root cause of the problem make the brand solve the incident as soon as possible (Socialbakers 2021). The main target of media crisis management is to protect brand reputation and brand image.

In this section, the author describes how to measure a marketing campaign. Depending on the different purposes and objectives, the social listening agency will measure and work towards that target. All campaigns are divided into three periods such as pre-campaign, during campaign, and post-campaign. (Brandwatch 2021.)

The popular brand metrics measured by social listening are brand awareness, brand affinity, brand perception, brand attributes, brand positioning and brand journey (Nguyen 2017). Social listening measures the metrics and evaluates the campaign effectiveness. The campaign's purposes are to enhance brand awareness and raise consumer engagement and brand positioning in the industry market. In pre-campaign, the social listening agency supports the brand setting up a plan for content and channel approaches, monitoring the

customer demand, measuring or kick off activities on social media relating to brand building, marketing communication, customer acquisition and loyalty retention of consumers. During the branding campaign, a social listening system tracks discussions mentioning the campaign in real-time. Therefore, social listening assists brand in changing or improving the path towards the target and media crisis management if it happens. In the post-campaign analysis, social listening measures campaign effectiveness in achieving KPIs through brand awareness, brand affinity, brand perception, brand attributes, brand positioning and brand journey. (Nguyen 2017.) This means in the campaign evaluation research report that the brand will have a better understanding of how the campaign content fits with its objectives, how the campaign activities impact consumers, the demographic information of audiences paying attention to the brand campaign in different regions, the overview and impact of the branding campaign and other competitors.

2.4 The development of social listening in Vietnam

Social networks have been in Vietnam since 2008. However, in the years 2011-2012, social networks began to thrive. This was a period of social networking boom, especially with Facebook in the Vietnamese market. At that time, a series of domestic companies began to exploit the functions of social networks and associated marketing activities through Fanpage. (Nguyen 2020.)

From about 2011, social listening agencies have started operating in Vietnam as Boomerang Company Limited - the predecessor of Kompa Technology Company Limited now, have been present in the market and provide many solutions and services for large corporations such as Unilever, Microsoft, Mercedes-Benz, McDonald's Grabtaxi, BIDV, Heineken and Tiger. (Nguyen 2015.)

In 2014 - 2015, the influence of social media had developed for users and businesses while also driving the growth of social listening. The concept of social listening is familiar to the digital marketing community in Vietnam, and

many social listening agencies have also grown enormously during this period, this includes YouNet and Buzzmetrics. Social listening gradually plays an essential role in businesses marketing strategies and contributes significantly to creating value for the brand. (Buzzmetrics 2014.)

2021 was a year full of ups and downs because of the Covid-19 pandemic occurring in almost provinces and cities in Vietnam. Consequently, most of the Vietnamese consumption trends have changed to match that context. In 2020, Covid-19 had not yet broken out strongly, and consumers' purchase behavior was still as usual. In 2021, purchasing behavior has changed since the Covid-19 pandemic. This is known as a boom year, and most users switched to online shopping. Depending on the social listening tool, businesses have seized consumer trends each year, and redirected accordingly. This has required firms to also adjust their marketing, product development and distribution procedures. (Kompa 2021.)

In 2021, social listening played an essential role and advised businesses in Vietnam to understand what customers demand, thereby offering better policies and strategies. Up to this point, social listening tools had assisted enterprises to improve product quality (24%), attract and reach new customers (25%), and improve service quality (21%). In the marketing strategy of each business, celebrities and influencers are great choices to promote businesses reach the target customer group in a better way. Unlike influencers and macro-influencers, micro-influencers (those with 100,000 to 400,000 followers on social media platforms like Facebook, Instagram, TikTok) help businesses reach customers who genuinely consider the company's products and services. Most customers trust products that micro-influencers recommend rather than advertising from businesses. Furthermore, social listening supports businesses in finding the right influencers for the brand images and their campaigns. (ATPCContent 2021.)

2.5 The advantage of social listening

Social listening gathers user conversations and feedback naturally, without any pattern on social networks. Furthermore, this tool also collects primary data in real-time and monitors online data 24/7. These functions assist enterprises in updating the data continuously and have acted to protect brand reputation in case of a media crisis with negative topics or comments.

Consumption trends constantly change. This requires businesses to innovate and be creative in production, marketing strategies, and product distribution. Social listening supports brand to seize valuable opportunities in the market through market research. Hence, the brand understands the market trends and develops products or services to meet customer demand.

Social listening monitors keywords for brand mentions and their competitors. Brands easily identify the strengths and weaknesses of their competitors and how consumers are satisfied with a product or service. Thus, brands take full advantage of those results to enhance their position in the market and stay ahead of the competition. (Kaplan 2017.) Furthermore, all businesses aim to turn consumers interested in their products into loyal customers. That is a long journey, and social listening assists them in achieving it. Based on the author's perspectives and people working in the social listening field, they prefer to post status regarding issues on social media than directly contacting as with call, email, or face-to-face meetings. People consider their complaints will not be handled by the right people. The other reason is that they gain a lot of sympathy and recognition from others on social media when they post complaints or compliments or express themselves about product's or service's aspects. Social listening tools monitor those data to assist enterprises in understanding their customers and improving customer service. Later, they have reacted immediately to arguments and conflicts or responded to customer questions considering them. In other words, businesses are concerned with consumers' perceptions in product development. (Zimmerman and Ng 2017, 322.)

The other benefit of social listening is to identify influencers suitable for the brand. In a marketing campaign, these influencers have their fans and relationships to spread all the positive brand images instantaneously and

efficiently. (Kaplan 2017.) Through minigames and campaigns on social media, social listening tools measure the customer interactions and contribute to measuring the campaign path. In addition, these tools also gather public demographic information. This information plays an essential role in determining the number of user engagements in each segment and region. (Zimmerman and Ng 2017, 322.)

Finally, the content is an integral part of a marketing campaign. Customers are more intelligent and demanding in participation in campaigns. Based on social listening, the content catches the trends and can recognize what people are interested in. (Chia 2021.)

2.6 The disadvantage of social listening

Everything has its two sides, and a social listening tool is no exception. Understanding how a customer perceives products and services, the brand tracks discussions on social media where the brand is mentioned. Seeding is a kind of viral marketing to collect the sampling of consumers and conduct in the research field. It is pretty popular and gives good results in promotion for brands toward to target market. (Jackson 2009, 32.)

Seeding on social media has developed day by day. Seeding supports brands in enhancing brand awareness and contributes to a media crisis for the brand or competitors. Based on this intervention, those communications discussed on social media are inaccurate and lead consumers to believe in the product or services in case of harmful quality products.

Depending on the targeted customers, the brand has its strategy to attract. It is not easy to monitor the discussion on social media if users or consumers do not comment or express their opinions, let alone even if they do not use social media like Facebook, Instagram, or YouTube. Consequently, the brand gets difficulties receiving customer feedback on social media to improve the products and customer service.

Another disadvantage of social listening is algorithm changing. Take Facebook as an example: the algorithm in Facebook keeps changing, which affects the data collection, particularly in case a media crisis occurs. (Buzzmetrics 2014.) Finding and dissecting root causes plays a crucial in brand reputation management. In the author's working experience of the social listening field, many media crises are not solved in time and collect inaccurate data. This leads the company to make perverse decisions.

In the author's working process, the limitation of the social listening tool is not to collect the data in pages, groups, or personal accounts with private settings. To collect data in private groups, the data operators participate in those groups after admin approval, then collect the data in a manual way.

The amount of data on social media is too broad to collect and classify. The tool cannot analyze the sentiment, and this task requires human intervention. The user's reactions and language are diverse and display many different meanings in each sentence, word, and context. Hence, although modern technology develops steadily, there are still works that cannot replace the position of people. (Arenson 2021.)

In the kick-off project segment, the client identifies keywords, sub-keywords, and queries. The social listening tool collects the data depending on those keywords. The keywords are not enough or cannot narrow the subject; the quality of data after the gathering is incorrect and misses the noticeable topics or valuable information from consumers. (Osorio 2020.)

The shortcomings of social listening do not to play a decisive role in the success of a marketing campaign. An effective marketing campaign needs many factors and the support of many different tools. Measuring the effectiveness of campaign performance needs to use the metrics such as CTR (Click-through rate), conversion rate, brand awareness, customer engagement, CPC (Cost per Click), marketing qualified leads, sales qualified leads, ROI (return on investment). (Richard Kahn 2021.) Social listening supports businesses to

intensify brand awareness and strengthen customer engagement, such as metrics presented on social media sites. Consequently, social listening tools assist in evaluating the effectiveness of marketing campaigns.

Most social media conversations do not have a specific focus or purpose. Discussions are usually short phrases or statements that express the user's emotions that are not as specialized in terms of knowledge as in traditional research. Hence, the firms combine social listening reports and traditional research for assessment.

Last but not least, social listening tools build databases in the countries in which they conduct their research. Therefore, the installed language is also popular in that country. Social listening tools have limitations in data collection by different languages. This point is an opportunity and a drawback for multi-cultural companies to conduct the similar studies with other languages. (Ballestar, Mir and Rubio 2020, 17.)

3 The research process

3.1 Research method

The qualitative and quantitative approaches are chosen in the study. The primary research method is qualitative. The research outcome is to clarify the influence of social listening in a marketing campaign. The data gathering is examined and assessed in many different circumstances such as working experience, interview, survey results, case study, and participant's point of view. Besides, the collection information from the interview is a Vietnamese version translated to English. The other is the English version.

Qualitative research is used to focus on the quality or meaning of experience. The subject concerns interpretivism. This concentrates on the understanding in descriptions and can be a helpful approach in collecting case study data, experience, interview, or observation ability. (Thomas 2003, 1-2.) Quantitative

research focuses on measurable factors such as quantity and frequency questions. It uses the measurement factor and statistic methods to explain or predict the subjects or matters. (Thomas 2003, 2.)

The qualitative survey in this study includes 19 questions and an introduction to explain the survey aim. Eighteen questions relate to the qualitative method, and a remaining question is quantitative. The first four questions aim to collect personal information such as age, career, gender, and place of residence. The following two questions classify people into two groups of people who know and do not know about social listening and assess how frequently they use social media. The subsequent seven questions for respondents are familiar with social listening, and the remaining ones are for all.

The author's work experience and actual situations are applied to the case study. All the information, data, and the case study is divided into two parts. The beginning part describes the business background, and the remaining one gives detailed information on the marketing campaign.

3.2 Data collection

In this segment, the author concentrates on the survey result. The data collection was evaluated from the participant's point of view in individual questions. The survey was created in the Webropol – electronic survey and reporting tool.

The total number of respondents was 32, of which 11 people aged 25-30 accounted for 34.4% - the highest in the total number of samples collected. The respondents to this survey are primarily female (20 people); 10 are male, and two remaining people belong to another gender. Most of the participants lived in Vietnam and Finland. Additionally, they had many different professions such as physical therapy, pilot, chef, and data analysts.

Therefore, based on the survey outcomes, the author divided the participants' occupations into four groups: students, jobs related to marketing, jobs affecting business activities, and others. The first career group that influences marketing campaigns includes data analysts, social workers, digital media specialists, associate research managers, senior social insight specialists, and researchers. The second group of jobs affecting business operations includes salesmen, accountants, managers, project officers, economists, product owners, and officers. Others include chef, pilot, engineer, an animal scientist, biological engineering, physical therapy, and programmer.

According to the pie chart, people are working in careers related to business activities account for 34.4% - the highest among industries. The lowest was for students, making up 21.9% of the total samples collected. (Figure 2.)

The chart shows 58% of respondents were familiar with the term social listening. Usually, these people worked in marketing-related occupations and were in the first group of Figure 1. The remaining 42% of people such as chefs, pilots, engineers, or students do not know about this term. All survey participants spent time on social media, four to six hours per day or even more. However, more than half of them did not know about social listening. The purpose of Figure 3 is to understand the prevalence of social listening and categorize it into two groups: people are familiar with the concept of social listening and the rest of them do not know about that concept. The result indicates that eighteen people knew about social listening. They answered more in-depth questions. The remaining 14 people got the answer in general questions, from questions 14 to 19 (see Figure 3).

Based on the survey results, 24 people agreed that social listening contributes to the marketing campaign effectiveness, and 17 people concurred with the idea that social listening measures a successful marketing campaign. With the difference between traditional research and social media listening research, most answers were the time, the quality of data, and the cost. Most of them understood clearly the concept and functions of traditional research and social

listening research. That was the reason why they made comparisons and described the differences between the two main points.

Regarding the questions of the advantages and disadvantages of social listening, those participants working in the marketing field choose the correct answer. The most recognizable benefit of social listening was data collection in real-time, with 88% of participants agreeing that it is beneficiary. The second answer that 60% of people choose was that social listening plays an essential role in a successful marketing campaign. In mentioning the shortcomings of social listening, the number of people voting for this option was that most discussions on social media do not go into particulars and account for 55% of the total 25 respondents. It is easy to observe that most people did not share the primary purposes of the issue on social media due to personal reasons. Hence, the above answer received lots of sympathy from them. The other drawback of social listening attracting people to get involved is not to collect data in private groups or personal users in the setting private mode. The author agrees with them that there is some confidential or personal information that could not be gathered. This issue is relevant to ethical factors and copyright infringement if social listening could collect that personal data.

The surprising thing is 100% of respondents agreed with the option that it is essential to combine traditional research and social media listening research in marketing campaign surveys. As mentioned before, social listening just evaluates a part of the whole picture of the marketing campaign. Consequently, the combination makes marketing surveys more detailed and accurate.

There are the survey outcomes collected from all participants. Nearly 47% of respondents stated they rarely leave comments or reviews about products or services on social media, with the rest of a different opinion. They chose various ways to express their emotions or perspectives about the goods or services, and 23 people used to communicate with their friends, family, or acquaintances and call directly to the customer service departments instead of posting or sharing statuses on social media. The reason is that they do not think their feedback will be solved in time. It is not easy to monitor the discussion on social

media if users or consumers do not comment or express their opinions, even if they do not use social media like Facebook, Instagram, or YouTube. Consequently, the brand gets difficulties receiving customer feedback on social media to improve the products and services.

As a result, 25 people desired and thought that businesses should implement the consumer demand survey in the pre-marketing campaign. This is the treasure information for companies when launching a new product or running a brand marketing campaign. Besides, from most participants' points of view, data on social media is valuable to collect. Hence, there is no reason that they have been ignoring a massive amount of free, public information on social media in recent years. (Figure 4.)

In question number 18, the author had some hypotheses to evaluate the success of the marketing campaign. The third factor (marketing campaign target the people demand) received lots of participant's sympathy. Hence, social listening collects the results and evaluates the success of the process to direct the campaign targeting the proper consumer needs.

According to the outcome, in the question concerning how they feel if businesses understand and highly appreciate feedback and contributions regarding their products or service, most consumers felt respected, satisfied, and became loyal customers if they were heard and understood by enterprises.

3.3 Validity and reliability

In this study, all relevant sources were added to increase the validity of the evidence presented. At the same time, the results and data in the case study and survey results are comparative based on the author's experience and knowledge, estimated data based on actual circumstances, and 32 respondents.

This research outcome is reliable in the data collection period and during certain times. It will be changed over the time based on each specific real situation. Data collection and analyzing in marketing campaigns is much more different than others, depending on internal and external factors. Each campaign has its own characteristics and goals. Hence, it is difficult to make comparisons between the campaign results in this study and the others.

4 Case study

4.1 Business background

As mentioned in Chapter 1.1, the author estimated all information about the company based on a real case. This company is a client that the author is cooperating with; for information security reasons, the company's real name will be the hypothetical name given by the author.

A Group is a large and long-standing corporation in Thailand dealing in cement and building materials. In 1992, A Group expanded the market as its business office in Vietnam called A Vietnam, with three primary industries: cement - building materials, petrochemicals, and packaging.

In June 2021, X Cement Factory of A Vietnam Company attracted more than 10,000 interactions on social media and online news. Those top titles concern people suing because the cement factory pollutes the environment; frustration with the environmental pollution made people block the gates of three cement factories. The incident is that X Cement Factory pollutes with tremendous amounts of smoke and dust that spread to the surrounding environment. Furthermore, the noise of large trucks causes severe impacts on citizens' health and lives. Especially after many blasting for quarrying at the L mine, hundreds of households living in the vicinity suffer obstructing traffic on the main highway and obstructing agricultural land. X Cement Factory has been cited with administrative violations by the local authorities, and as a solution the company

had to compensate for the cost of hundreds of households. Nevertheless, in people's perspectives, this was still an immediate and short-term solution, not sustainable and did not protect the environment or people's health.

This news has resulted in negative nuances, complaints, criticisms, and recommendations that X Cement Factory should stop operating. This occurrence caused A Vietnam to be entangled in a series of troubles from public opinion and the press, authorities, and a wave of boycotts on social networks. In addition, this incident has hugely affected the brand, image, and products of A Vietnam Company. Some typical influences are the decrease in the number of interactions on the Fanpage, the increasing number of offensive, sarcastic, and abusive comments on forums as well as group and individual Facebook. The minigame programs held on the Fanpage of A Vietnam also did not receive much attention from netizens. Although X Cement Factory has made moves to compensate and reduce the number of explosives exploited, this debate continues and makes a deep impression on the community.

In case of negative topics or comments occurring and mentioning the company directly or indirectly, social listening supported the company to find the root source of the problem and immediately sent negative that information to A Vietnam Company via email or message. The company promptly received the information related to the above incident to give the appropriate solutions.

4.2 Marketing campaign

A Vietnam Company has developed many marketing campaign plans to improve and enhance its brand image. Especially in the case of X Cement Factory, the social listening tool and the seeding department, in collaboration with A Vietnam Company, have developed positive content to neutralize the discussion and work on social networks such as marketing campaigns and minigames about charity activities.

In the context of the Covid-19 epidemic going badly in Vietnam from April to October, benefactors such as companies, enterprises, and corporations large and small all supported charity and activities in epidemic prevention. A Vietnam Company is no exception. The firm carried out charity campaigns, including supporting paper beds, medical equipment, and disinfecting toilets in quarantine areas and field hospitals. In addition, minigames on the official Fanpage were organized to raise morale and join hands in the fight against the Covid-19 pandemic.

When the marketing campaign about charity activities ended, A Vietnam had other campaigns such as a scholarship program and minigames about the environment and its products.

4.2.1 Pre-marketing campaign

In this section, the author describes the two extensive campaigns of A Vietnam. Thanks to social listening, with the keywords Covid 19 and Ho Chi Minh City collected on social media channels, the marketing team gave results on the topics discussed the most about Covid in the recent time and the prominent places that need to be implemented. Based on the report results, A Vietnam Company identified which field hospitals and quarantine areas lacked beds and medical equipment. Consequently, they launched the paper bed campaign in June, 2021. The initiative of paper beds made from 100% recycled paper of A Group to replace beds for infected patients. Company B, a subsidiary company of A Group, planned to produce paper beds to serve the campaign. A Vietnam Company contacted the director of the field hospital to meet and donate paper beds. In addition, they received the travel permit during the epidemic situation.

4.2.2 During the marketing

Thanks to the social listening tools, the company followed the right path and selected the right content for the paper bed campaign. To captivate viewers, A

Vietnam Company recorded a clip showing how to assemble a paper bed and its uses and posted it on its Fanpage. Just by beginning the campaign it received a lot of consideration from the online community.

Buzz marketing or simply buzz is the discussions or interactions of users containing the keywords mentioned directly or indirectly. It is a kind of viral marketing. Buzz can be a social media post, comment, share, video, views accompanied by sentiment (positive, neutral or negative) and generated on platforms (Blanchard 2005, 144.)

The author estimates all the data and information be based on actual data. The social listening tool collected the data from June 01 to Sep 17. Based on the analyzed data, the total quantity of buzz mentions about the keywords paper bed and A Group listed about 3000 buzzes. The positive topics and comments account for almost 20%; the neutral ones made up approximately 80% in four online platforms such as Facebook, online news, Fanpage, and TikTok.

Regarding the TikTok channel, the number of recorded buzzes in TikTok reached the top, accounting for approximately 73% of the total of topics and comments. Media such as Facebook and Fanpage accounted for nearly 9% and 15%. Although the figure of online news is at the lowest percentage of total conversations with roughly 3%, all topics are positive. Most online news plays a critical role in spreading official information to readers, as verified by the Vietnam Ministry of Information and Communications. Besides, the information published in newspapers is valuable and has significant influence on businesses and people. Therefore, the amount of positive information about paper beds on online news helps businesses improve brand awareness and brand images directly to the audience. With about 90 posts, content in the newspaper is all about positive content like A and B companies donating paper bed products to help with the prevention and control of Covid-19. Obviously, during the marketing campaign, A Vietnam Company and A Group gained valuable feedback from netizens, especially from local authorities and the government. On the official Fanpage, although the interaction rate is not high compared to other channels, most of the discussions are positive and support A

Vietnam Company in producing paper bed, an initiative excellent, cost-effective, easy to transport, and eco-friendly.

The social listening tool measures the total interactions on Facebook between June 01 and Sep 17, 2021 is approximately 30,000 reactions. This number includes all topics and comments on Fanpage, Facebook users, Facebook Group, and Facebook Page in the public mode.

Social listening measures and collects data based on real-time conversations considering the keywords paper bed, A Group, A Vietnam, and B Packaging Company. Consequently, the company determines when their campaigns enhance user engagement, what top topics are in the spotlight, and why they are noticeable.

Based on the data collection, July 15 and 16 were the two days that received the highest aggregate of interactions. The reason is that TikToker Kienreview90 mentioned paper bed products in a clip, tempting likes, comments, and shares, as the author mentioned above. The content in TikTok introduces the paper bed review of a micro-influencer. He recorded a short video to tell a story and share the paper bed product. The emphasis of his video was paper bed function and how to assemble the product. Based on a micro-influencer, the paper bed product of A company approaches a huge number of users to make consumers understand the essential product in A company to support patients in field hospitals. Most users are concerned and curious about the Vietnamese market's new bed version, and they sent compliments to A Vietnam Company in specific and A Group in general.

Along with running the paper bed campaign, A Vietnam also held online minigames on its Fanpage. Based on the market survey report of social listening, the rice minigame was organized with participating rule contests such as sharing on personal Facebook pages with specific hashtags, tagging any three friends, and settings in the public mode. The participation time in the competition is seven days, from July 31 to August 07, 2021. Based on the actual situation in many provinces and cities in Vietnam, most people could not

leave their homes unless they had legitimate and necessary work. A Vietnam Company encourages people to participate in the exercise challenge to convert to rice in the minigame.

Based on the data collection, the minigame, which was held for rice donating, achieved more than 6000 topics and comments in Facebook users and official Fanpage. Comprehensively, the number of positive conversations was around 1800 and formed nearly 30% in total discussions mention rice donating. Moreover, in those content, netizens – who are Vietnamese social users enjoyed the meaningful minigame during the pandemic. During the competition, the recorded discussions gained the highest number on August 05 with more than 1350 conversions.

As with many mini-games organized before, this mini-game also received a lot of positive feedback and participation from Facebook users. Especially the mini-game held during the strong anti- epidemic period of Ho Chi Minh City had a profound meaning when raising the solidarity of netizens to join hands to support and donate 1,000 kg of rice to the difficult situations in the area and field hospitals, quarantine areas in Ho Chi Minh City. That helps to increase likes and followers extremely naturally, and A Vietnam has been very successful when organizing mini-games and participating in charitable activities. It created opportunities to increase interaction, spread, and enhance brand awareness to netizens, existing customers, and potential customers in the future.

When the epidemic in HCM and other cities had wholly subsided, everything was back to the "new normal," and charity campaigns were gradually ending. The company's second marketing campaign involves Pursuing The Dream 2021 Scholarship Program.

Group A's scholarship campaign has been ongoing since 2007, with more than 4000 scholarships awarded to students with difficult circumstances. Those students always try their best to achieve their academic goals with outstanding academic achievement and look forward to a better future. This scholarship

campaign aims to nurture, facilitate and support such cases to build a talented young generation and help the country. Every year, this scholarship campaign has engaged many registrations from students all over the country. The number of scholarships with more than 400 from the corporation can vary from year to year.

The Pursing The Dream 2021 Scholarship Program has started back on the official Fanpage and attracted thousands of students to apply. In order to support students access this program faster, the marketing team has actively expanded the scale by collaborating with student newspapers, well-known universities, and Facebook pages for young generations. Moreover, based on social listening, the company has chosen the right influencers and celebrities to promote this campaign. In other words, with the marketing strategy, the company needs to work with a third party to increase the reach of users through the use of media and transmit positive messages to their customers.

Based on the weekly report from the data collection by social listening, during the campaign up to now, the scholarship program has received more than 4000 discussions concerning pursuing the dream in many different channels such as Facebook and online newspapers. Thanks to cooperation with third parties, the number of conversions rocketed by around 50% compared to the beginning of the campaign. Furthermore, the cooperation with macro-influencers (500,000 – 2,000,000 followers on social media) is an effective way to spread positive messages and images of the campaign and the company. Up to this moment, the customer engagement reached approximately 30,000 total interactions on social media. Social listening measured that this campaign is on the right track. In promoting the campaign and enhancing brand awareness, the company has applied regular strategies such as live-streaming the scholarship award ceremony, sharing stories of students who achieved scholarships last year, and their journey to make a dream come true.

It was a good sign regarding the online news channel when many well-known and official newspapers in Vietnam published news about the corporation's scholarship program, and other articles republished it. The articles mostly

praised the scholarship program as meaningful, practical, and contributing to building the future for a new generation.

4.2.3 Post-Marketing Campaign

According to the report, negative news about the X Cement Factory rarely appeared on social networks after the campaign ended. The negative comments, blaming the factory's responsibility, recorded less than five buzzes in October. Instead, there were positive topics about the company's charity campaign, and comments appreciated the solidarity against the epidemic. This is the crucial point and also the targeted core of this campaign. The company contributes to supporting people to fight the outbreak, and at the same time, charity activities develop brand value.

According to the latest recorded report, the interaction of the official Fanpage increased significantly compared to before the campaign. The number increased to about 28% in terms of likes, comments, and shares. In addition, the company's brand health has increased by about 8% compared to before the campaign.

The paper bed campaign was considered an effective marketing campaign for businesses when it went viral on social networks. This means the brand awareness grew significantly. After the campaign, the new customer group that the company reached increased, and their evaluation of the brand was relatively good. That meant the brand affinity improved a lot.

As the author mentioned above, social listening is a tool to support businesses in measuring campaign effectiveness. It does not determine the success or failure of the campaign. To create a successful campaign, businesses combine many different factors and methods.

5 Conclusion, future development and further research

5.1 Conclusion

The survey outcomes and the case study show that social listening significantly contributes and is an integral part of marketing campaign effectiveness as well as meaningful to business activities. It assists in the protection of brand reputation, brand images, and brand value and enhancing brand awareness in overcoming a media crisis.

Furthermore, most people feel respected when they know that the enterprise highly appreciates their feedback. The products and service improvements are the practical proof of that point and making people become loyal customers to a brand is a critical aspiration for businesses.

The facts above prove that social listening is going in the right direction and is meaningful to the business's activities in general and the marketing campaign in particular.

5.2 Future development

According to former CEO of Hewlett-Packard, Carly Fiorina said: "The goal is to transform data into information, and information into insight." (Hewlett-Packard Development Company, L.P 2004). Currently, improvements in data science and machine learning allow the synthesis of vast amounts of information on social networks accurately in real time. However, the information aggregated on social media does not always bring relevant results. Some of the reasons can be related to customers not writing down what they think due to incorrect wording, statements that do not address the issue in detail, or information noise due to a large number of virtual accounts deliberately spreading untrue things. In the next generation, tools will support analyzing images and videos and building connections between consumers. These links can be tracked and updated throughout the purchase process and use the customer's products.

Machine learning also limits unidentified accounts misrepresenting and directing public opinion on social networks to decrease the risk of causing an unnecessary communication crisis that affects brand health. (Yip and Blaclaird 2019.)

Evolving technology makes it possible not only to collect opinions after customer discussions but also to predict. Based on what customers say, expressing feelings, interests, personalities, locations, issues mentioned throughout the history of using social networks, we can predict the intentions and needs of customers to suggest suitable products and services for customers. AI (Artificial intelligence) is developed to personalize their operations on the internet, in using applications to watch movies, videos, listen to online music or sell websites online shopping on social networks. (Revolution Digital 2021.)

In the future, social listening tools will further improve on overcoming weaknesses and enhancing the quality of input data. User buying behavior will be more personalized on online sites because businesses always know in advance what products are needed to offer customers and when to do it. Moreover, the social listening tool will eliminate virtual accounts and unofficial information soon.

Social listening will expand the sources searching for discussions, likes, shares, ratings, and from public platforms of images and video clips in many fields and industries. Finally, it will be developed to collect from multiple user languages.

5.3 Further research

Due to the limitations in experience and time, this thesis did not contain as much valuable and in-depth information about the social listening field as the author expected. In further research, a few suggestions are to find out the key factors in making a successful marketing campaign, brand or product metrics in marketing campaign with the social listening influence.

References

- Arenson, R. 2021. The limitations of social listening & how to overcome them. 26.04.2021. <https://www.proquoai.com/blog/the-limitations-of-social-listening-and-how-to-overcome-them>. 15.11.2021.
- ATPContent. 2021. Dự báo 10 xu hướng social media sẽ “lên ngôi” trong năm 2021. HỆ SINH THÁI KẾT NỐI VIỆC LÀM. <https://giaiphapvieclam.com/xu-huong-social-media-2021/>. 15.11.2021.
- Ballestar, T.M., Mir, C.M. & Rubio, F.T.M. 2020. The Concept of Sustainability on Social Media: A Social Listening Approach. *Sustainability* 2020, 12(5), 2122, 1-19.
- Blanchard, R. 2005. *The Digital Challenge For Libraries: Understanding the Culture and Technology of Total Information*. USA: iUniverse. 06.12.2021.
- Brandwatch. 2021. Social Listening in Practice/ Campaign Measurement. <https://www.novasb.com.br/wp-content/uploads/2015/03/SLiP-Campaign-Measurement.pdf>. 07.11.2021.
- BUZZMETRICS. 2014. Các công cụ social listening thu thập dữ liệu như thế nào?. <https://buzzmetrics.com/cac-cong-cu-social-listening-thu-thap-du-lieu-nhu-the-nao>. 08.11.2021.
- Chia. 2021. What is Social Listening? Benefits, Tools, Case Studies [2021]. 06.06.2021. <https://brand24.com/blog/what-is-social-listening/>. 07.11.2021.
- Clarabridge. 2021. What is Social Listening?. <https://www.clarabridge.com/customer-experience-dictionary/social-listening>. 13.11.2021.
- Hewlett-Packard Development Company, L.P. 2004. *Information: the currency of the digital age*. <http://www.hp.com/hpinfo/execteam/speeches/fiorina/04openworld.html>. 06.12.2021.
- Jackson, S. 2009. *Cult of Analytics: Driving Online Marketing Strategies Using Web Analytics*. USA: Routledge. 06.12.2021.
- Kahn, R. 2021. How to Optimize Marketing Campaign Performance Metrics. 27.01.2021. <https://www.anura.io/blog/marketing-campaign-performance-metrics-that-matter>. 12.11.2021.
- Kaplan, R.L. 2017. 4 Benefits of Effective Social Listening. *SocialMediaToday*. <https://www.socialmediatoday.com/smt-influencer/4-benefits-effective-social-listening>. 09.11.2021
- Kompa. 2021. Dự đoán hành vi tiêu dùng & Xu hướng Truyền thông Quảng cáo Tết Nhâm Dần 2022. http://media.kompa.ai/case-studies/du-doan-hanh-vi-tieu-dung-1086.html?utm_source=facebook&utm_medium=social&utm_campaign=du-doan-hanh-vi-tieu-dung-tet-2022&utm_id=brand-

- awareness&fbclid=IwAR2a8S1TnFjRYsm_WvQDmVICVxm3sfBdZJICz6j5agkAhtclYw7AOZU4Elw. 14.11.2021.
- Luttrell, R. 2021. Social Media: How to Engage, Share, and Connect. USA: Rowman & Littlefield. 12.11.2021.
- Nguyen, H.2015. "Social Media Command Center" của BIDV được CMO ASIA vinh danh. BRANDS Vietnam.
<https://www.brandsvietnam.com/congdong/topic/1354-Social-Media-Command-Center-cua-BIDV-duoc-CMO-ASIA-ving-danh>. 14.11.2021.
- Nguyen, N.2020. Social media marketing tại Việt Nam và những điều thú vị bạn nên biết. TRUYỀN THÔNG & CUỘC SỐNG XANH.
<https://ttcuocsongxanh.net/bai-viet/social-media-marketing-tai-viet-nam-va-nhung-dieu-thu-vi-ban-nen-biet-51>. 13.11.2021
- Nguyen, T. 2017. "Cải thiện hình ảnh thương hiệu qua Social Listening". YouTube-video. https://www.youtube.com/watch?v=zddL6-SJPM0&t=3s&ab_channel=UANMarketing. 01.11.2021.
- Nguyen, T. 2017. "Social Listening là gì? Ứng dụng của Social Listening trong Marketing". YouTube-video.
<https://www.youtube.com/watch?v=ei8SllrXrIY&t=6s>. 13.11.2021.
- Raghavendra, R.N. 2016. Social Media Listening and Monitoring for Business Applications. USA: IGI Global. 11.11.2021.
- Ramella, B. 2021. Social Listening & Social Monitoring: What's the Difference?. Reputation. <https://reputation.com/resources/articles/social-listening-vs-monitoring>. 08.11.2021.
- Revolution Digital. 2021. The Future of social listening. <https://www.revolutiondigital.com/article/the-future-of-social-listening>. 09.11.2021.
- Socialbakers. 2021. SOCIAL LISTENING AND KPI MEASUREMENT/ Key Tips for Brands to Drive Their Social Media Performance.
<https://www.socialbakers.com/www/archive/storage/www/social-listening-and-management.pdf>. 07.11.2021.
- Socialbakers. 2021. Social media listening vs analytics what's the difference?. <https://www.socialbakers.com/website/storage/2019/12/social-media-listening-vs-analytics-what-s-the-difference.pdf>. 10.11.2021.
- Statusbrew. 2021. 100 Social Media Statistics You Must Know In 2021 [+Infographic]. <https://statusbrew.com/insights/social-media-statistics/>. 13.11.2021.
- Thomas, R. M. 2003. Blending qualitative and quantitative research methods in the theses and dissertations, USA: Corwin Press, Inc. 17.11.2021.
- Yip, P. & Blaclard, V. 2019. Social Listening Is Revolutionizing New Product Development. MIT Sloan Management Review.
<https://sloanreview.mit.edu/article/social-listening-is-revolutionizing-new-product-development>. 13.11.2021.
- Zimmerman, J. & Ng, D. 2017. Social Media Marketing All-in-One For Dummies. USA: John Wiley & Sons, Inc. 29.10.2021.



Figure 1. The social listening methodology

Source: http://media.kompa.ai/case-studies/du-doan-hanh-vi-tieu-dung-1086.html?utm_source=facebook&utm_medium=social&utm_campaign=du-doan-hanh-vi-tieu-dung-tet-2022&utm_id=brand-awareness&fbclid=IwAR2a8S1TnFjRYsm_WvQDmVICVxm3sfBdZJICz6j5agkAhtclYw7AOZU4Elw.

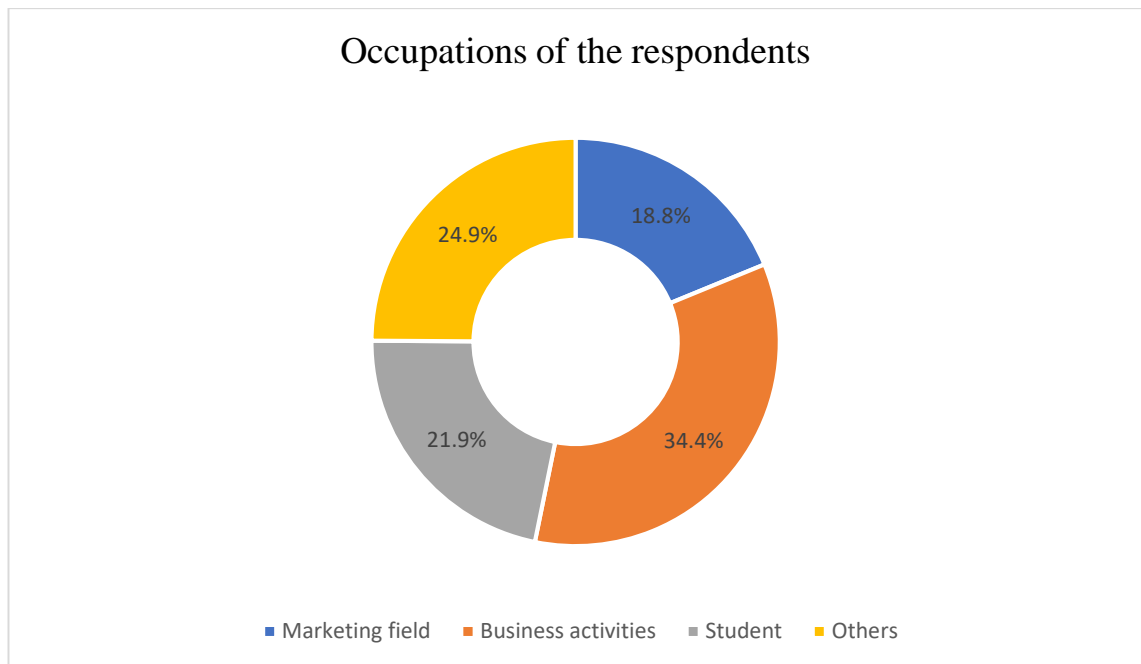


Figure 2. Occupations of the respondents

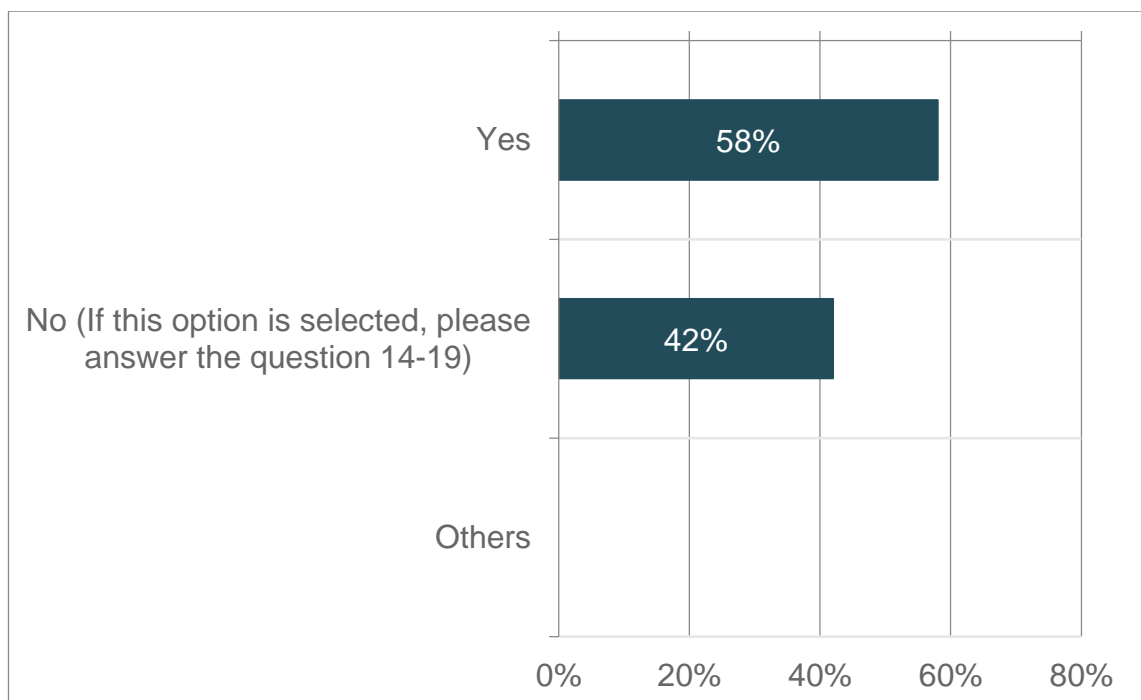


Figure 3. The recognize of the social listening term

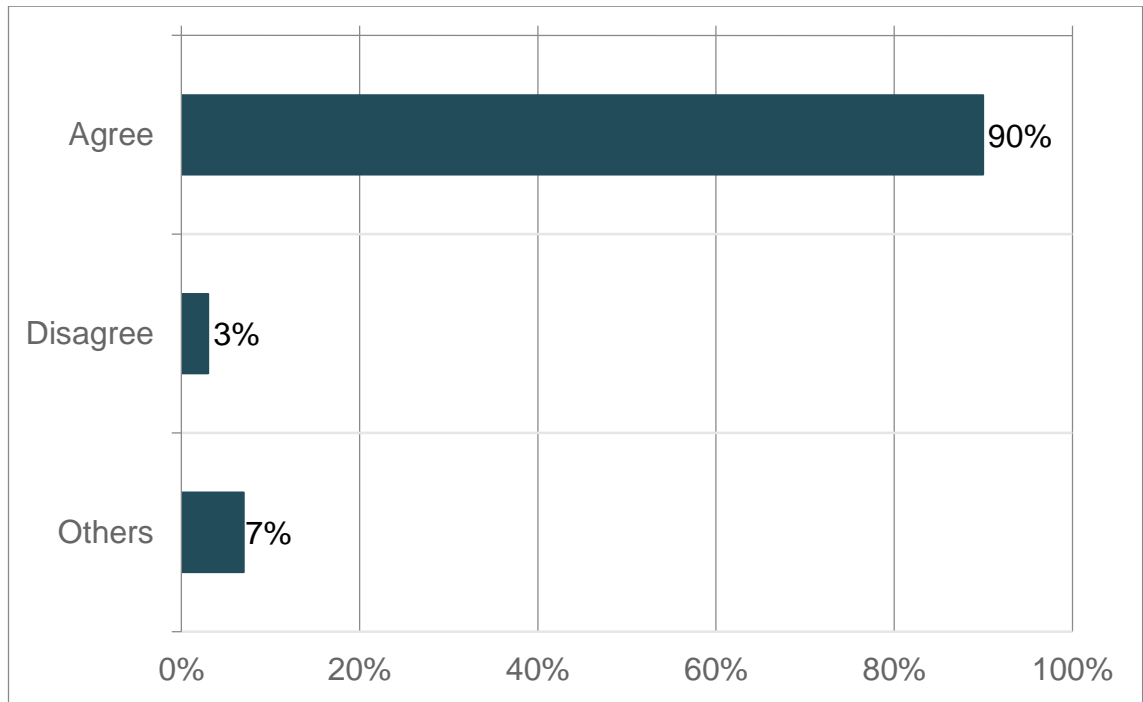


Figure 4. The data on social media is valuable to collect

SURVEY QUESTIONS

1. How old are you?
2. What is your place of residence?
3. What is your career?
4. Your gender?
5. How many hours per day do you spend in social media?
6. Have you heard about Social Listening?
7. Social listening is a variant of traditional research
8. Social listening contributes to the marketing campaign effectiveness
9. Social listening measures the successful marketing campaign
10. What is the difference between traditional research and social media listening?
(Your answer can be more than one)
11. What are the advantages of social listening?
12. What are the disadvantages of social listening?
13. Is it essential to combine traditional research and social media listening
research in marketing campaign surveys?
14. Do you often leave your opinions or comments concerning products/services on
social media?
15. What do you do to express your emotion or perspective about the products or
services?
16. Do you think that before implementing the marketing campaign, the business
will survey to find out what customer demand?
17. Do you think data on social media is valuable to collect?
18. What are key factors to contribute in the successful marketing campaign?
19. How do you feel when businesses understand and highly appreciate your
feedback and contribution about their products or services?