

# LISTENING & BEYOND:

Why It's Important to Listen Contextually,  
Analytically, & Qualitatively

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LISTEN. ENGAGE. REPEAT.

# 6 (of Many) Reasons to Listen

1. Target audience research
2. Message preparation and Issues monitoring
3. Identifying online communities/ preparing outreach
4. Engagement opportunities
5. Internal kpi assistance
6. New business opportunities

# Who do we need to Listen to?

- Your Brand/ Company
- Your Competitors
- Your Thought Leaders (internal and external)

# Listening Contextually

Listening goes beyond recording and reporting- without **context**, your reports become flat and have no strategic power.



**Sam Ford** @Sam\_Ford · 17h

@sarahfandom3930 @henryjenkins I don't know if there is "data" available per say. I know that, tongue-in-cheek, Firefly fans once...



[View conversation](#)



**Sam Ford** @Sam\_Ford · 18h

My @PRNews piece (for subscribers), urging pro communicators to "Abandon 'Platform-First' Approach to #SocialMedia" [bit.ly/1uxbYIN](https://bit.ly/1uxbYIN) ●



**Sam Ford** @Sam\_Ford · 21h

.@SuzanneWOMMA's letter re: #NativeAdvertising [bit.ly/1BbPvtI](https://bit.ly/1BbPvtI) ● For those who care about ethics, join us at @WOMMA's Nov LA workshop.



**Sam Ford** @Sam\_Ford · 24h

Thanks to @daidalosforlag (& Joel Nordqvist) for bringing Spreadable Media into Swedish! [bit.ly/1BbND3y](https://bit.ly/1BbND3y) ● ●

# Listening Analytically

Listening needs to go beyond basic  
output reporting – it needs to be  
addressed **analytically**



Number of Mentions

Impressions

Hashtag Use

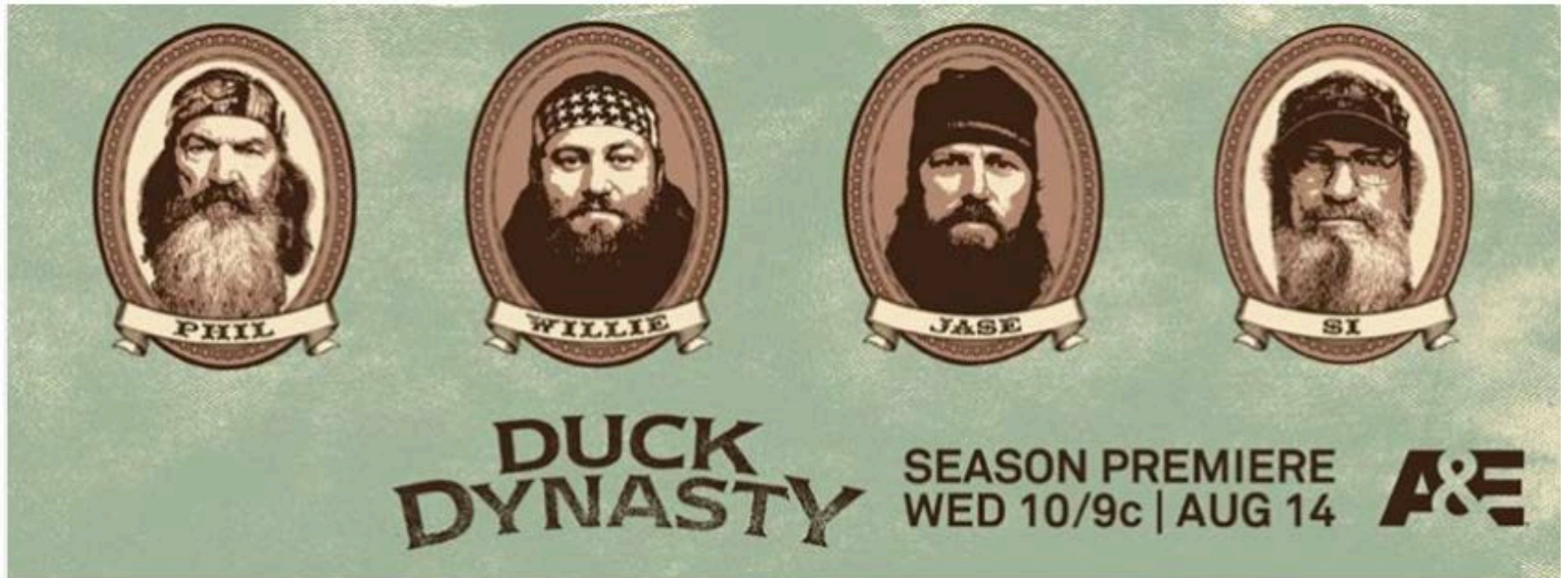
Sentiment

Top Posters

Facebook vs. Twitter

What do all of  
these simple  
outputs  
actually tell us?

Now you can really show your #DuckDynasty pride with these exclusive Facebook cover photos. <http://aetv.us/18rTTYd>



# Listening Qualitatively

You gave your Listening **context**,  
you have approached your  
Listening **analytically**, now you  
need to give it meaning. Using your  
context and analytic discoveries  
you now need to approach it  
**qualitatively**.



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# REPORTS OF DESIGN THINKING'S DEATH WERE AN EXAGGERATION

BY SAM FORD





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