

BUSINESSES IN FOCUS

Small and Mighty

Social Listening for Businesses

Sep 2023



Social Listening for Small and Midsize Businesses

Talkwalker works with over 1100+ small and midsize businesses like yours. This is across automotive, consumer goods, professional services, retail, finance, government, entertainment, nonprofit, pharmaceutical, sports, technology, telco's to travel and hospitality.

We love being a key partner in this community of businesses. Working with close knit-teams, where decision making can be quick, and where demands on time and expectations around budget performance are high.

So how do we help?



What is Talkwalker?

We are a social listening platform that's led the way since 2009. We bring in data from 30+ social networks, 150 million websites and 100 data partners providing a unified view of consumers. And we use our NLP and Generative AI tech to enrich the data, categorize it fast and surface the most actionable insights.

We plug and play directly into your social publishing tools to power up real-time social insights for your business.



How Businesses use us

No matter the maturity of your social strategy, you should use us when you want to:

Monitor the effectiveness of your social campaigns by tracking indicators like sentiment and engagement

Discover the key influencers in your industry

Understand the demographic makeup of your audiences

Analyze your brand's representation and discussion in images and videos

Receive alerts for emerging trends and potential issues related to your brand and industry

Analyze relevant, high-quality information about your brand, without the noise, spam, and unrelated content

For more information check out our [FAQ document here](#).

What's the value in what we offer?

We know that your consumers are online doing and saying amazing things. Our job is to show you this, bring it to life, help you make sense of it and ultimately drive smart business decisions.

As a listening specialist our value is:

To increase your net sentiment score, trend identification and influencer ROI

Segment and analyze target audiences based on demographic, psychographic, and behavioral data

Give you 30% more relevant data, across more data sources, more social platforms in more languages and across more countries than any of our competitors

Talkwalker is a key partner in helping you define, drive and improve your social strategy.

“Our clients say that the impact of Talkwalker on their businesses is not only that it allows them to save time and resources, but also to protect their most important asset, which is their reputation”

Patricia Lasarte

Senior Director, Head of Sales @ Talkwalker

What type of customers do we work for?

ATOL
MON OPTICIEN

glo SKIN
BEAUTY

RS HÔPITAUX
ROBERT
SCHUMAN

The
WORLD of
RH

Supercharge your
business with Talkwalker

Contact us