Visualising Social Media Analytics

Using a visualising analytical tool to understand user behaviours, generate social media campaign insights and ladder up business decisions.

Our project is adopting a user-friendly visualised analytical tool for businesses to conduct their social media analysis. Our aim is to cast a light on how small businesses can improve social media content management and enhance reach-engagement-conversion ratio.

Being a successful social media manager means more than merely measuring and monitoring social media influence by looking at account followers and content view volume. However, it’s still unclear how social media big data can benefit small-medium businesses by providing them a powerful weapon of evaluating social media investments and finding best evidence for decision-making. Our work is using a visual tool to unmask the mystery of social media data, to precisely evaluate a customer’s digital footprint and better manage customer interface on social media to achieve the pre-set campaign objectives.

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Summary

- We are part of a global research network of universities in the UK and China who are collaborating in a series of national level, high-impact research projects.
- By collaborating with local small businesses and NGOs, we help to digitalise local partners via internet and social media marketing to streamline customer interfaces and solidify business decisions.
- The digital and social media marketing research team is growing rapidly and attracting cross-disciplinary research including marketing analytics, social informatics and experimental economics.
- Social media analytics is now at the centre of the core modules of MSc Digital Marketing programme as a unique feature and has been introduced to the module of Marketing Metrics for BA programme.