

# Social Listening

## Why the pandemic is sparking new use cases for an underutilized tool

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Because consumers are using social media more heavily now, social listening can help marketers keep tabs on real-time trends and audience sentiment. Social listening has evolved from a way to passively track brand mentions and sentiment but with advanced features marketers can get more actionable reports and insights as well as make predictions.

Smart marketers want to know what customers think about their brand, but Covid-19 changed the dynamic of market research. While traditional focus groups are paused, social listening yields remarkable insights that identify customer needs and fuel significant changes in messaging and product development. With tools that can track conversations and images, social listening is a powerful way to get authentic research on critical issues in real time. Julie Hurvitz Aliaga, CMI/Compas' SVP Social, provided analysis on social listening to eMarketer:

"If you have an oncology or multiple sclerosis brand, you know patients still need to get treatment. What conversations are happening right now among patients? What are their fears? What do they need from brands? That is the type of conversation that we are seeing," Aliaga said. "Next to in-person focus groups, there's really no better research than being able to really dissect raw conversations that are happening on social."

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