

# THE VIEW

## Consumer Insights | September 2020

Social media data as a source of consumer insights is not a new concept. But despite the vast promise it holds, the power of social media data has remained largely untapped. Until the coronavirus pandemic struck. With the pandemic increasing social media usage to record highs, there's renewed interest in the opportunities social media data presents for marketers. This month's newsletter focuses on how insight professionals can support decision-making for the next normal by integrating social listening with traditional forms of research.



B2C | Business Insider  
**How Wells Fargo uses social listening for rapid information about consumers**

Brian Wright, social media listening and intelligence leader at Wells Fargo, speaks about the insights social listening provides and how brands can use it to measure ROI.

[Read more](#)

B2B & B2C | Netscribes  
**The benefits of market sensing during a pandemic**

The pandemic has changed customers and everything we know about them.

Here's how market sensing studies that employ social listening can uncover underlying shifts to inform better marketing decisions.

[Read more](#)

B2B & B2C | Netscribes  
**Fake followers and likes: How to avoid falling victim to influencer fraud**

At least 15% of advertisers' spending on influencer marketing is lost to fraud, costing them up to USD 1.3B annually. What steps can advertisers take to identify genuine influencers and gain measurable brand impact?

[Read more](#)

## listening

As social networks like LinkedIn and Facebook become a key channel for B2B demand generation, they are doubling up as rich pools of data to support strategic business goals.

[Read more.](#)



B2B & B2C | Gartner

### **51% of marketing leaders turned to social listening for information during the coronavirus pandemic**

Data from the March 2020 Gartner survey shows that marketing leaders worldwide turned to social listening platforms for getting rapid information about consumers during the pandemic.

[Read more](#)

B2B | E-Consultancy

### **64% marketers see social media becoming crucial to their marketing strategy over the next two years**

With global social media users growing to over 3.96 billion in July 2020, brand strategies are continually evolving as social media trends stand to largely impact the future of marketing. Ad revenue will slow down, influencer partnerships stand to be reevaluated, there is an increased risk of backlash and boycotts, viral trends dictate campaign strategies, videos gain momentum and social selling becomes increasingly popular.

[Read more](#)

B2C | McKinsey

### **Discretionary consumer spending is slowly recovering as consumer optimism sees a rebound**

Over 6 months into the acceleration of the pandemic and implementation of lockdowns, consumer optimism is slowly rising. With August seeing a relative stabilization in new Covid-19 cases in the US, faster economic recovery is anticipated. With a majority of consumers retaining their at-home new digital lifestyle, some are slowly beginning to step out. Renewed concerns about healthcare and safety persist as consumers begin to step out of the home.

[Read more.](#)



B2C | Netscribes

### **How customer review analytics can take your product content from good to great**

Analyzing customer reviews on online shopping websites can offer keen insight for marketers to improve their content and support product development. Explore Netscribes' review analytics tool to see how.

[Read more.](#)

B2C | Think with Google

### **Evolving pandemic video trends reflect consumer needs**

US-based cultural anthropologist Susan Kresnicka's framework for understanding consumer behavior focusses on three core needs: social connection, self-care, and identity. To cater to these needs during the pandemic, consumers are increasingly engaging with content on video platforms like YouTube. Studying these trends is essential for marketers to refocus on some fundamental principles that extend support to customers and realign interactive marketing strategies.

[Read more.](#)

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