



SOCIAL LISTENING



DARRELLK





“I just wish we could sit down and
speak with your designer...”

“We don’t have three months to launch this website, we have 2 weeks.”

“We don’t have a large budget for this project.”





Launched 400 sites
Entrepreneur of the Year x2
Marketer of the Year
Award of Excellence
Growth 500

Our secret...

We listened.

ARE YOU LISTENING?

DARRELLK



You can't learn anything with your
mouth open
- Earl Nightingale



Market Disruption;

A situation where markets cease to function in a regular manner, typically characterized by rapid and large market declines.



Image credit: Students for liberty

Market Disruption;

When new business
models experience
rapid growth, by
replacing *old models*.

The Netflix logo is displayed on a solid red rectangular background. The word "NETFLIX" is written in a bold, white, sans-serif typeface. Each letter has a subtle 3D effect, with a dark shadow cast to the right and slightly downwards, giving the text a sense of depth against the flat red background.

This is the best time in history to hear
from your customers.

9 Ways to Listen

1. Minimal Viable Product (Pre-Prototyping)



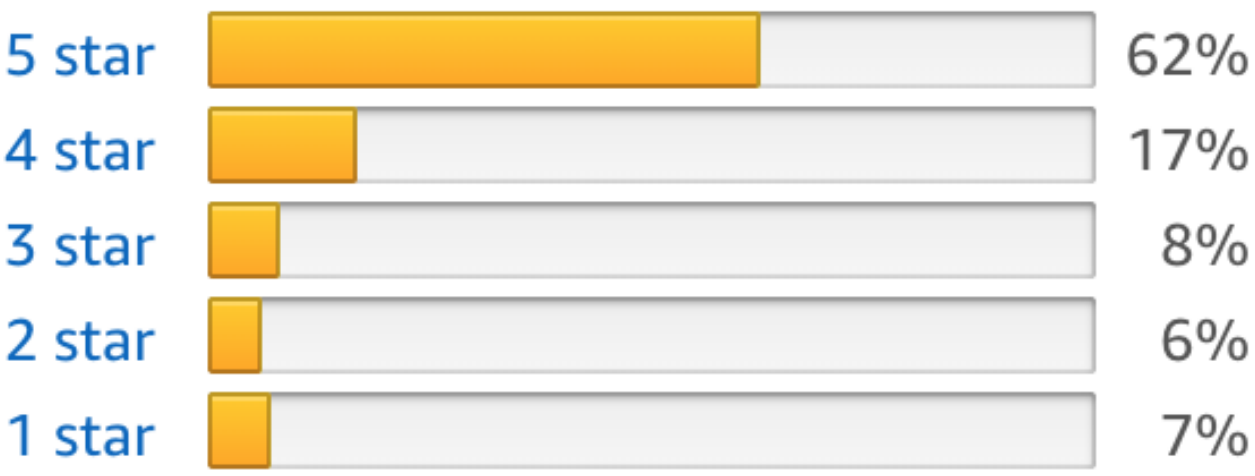


Make Things People Want
vs.
Make People Want Things

2. Customer Feedback

1,736 customer reviews

★★★★☆ 4.2 out of 5 stars ▾



By customer groups & interests ?

Amazon Echo	★★★★☆ 4.3
Amazon Devices	★★★★☆ 4.2
Amazon Prime members	★★★★☆ 4.4

Is this feature helpful?

Yes

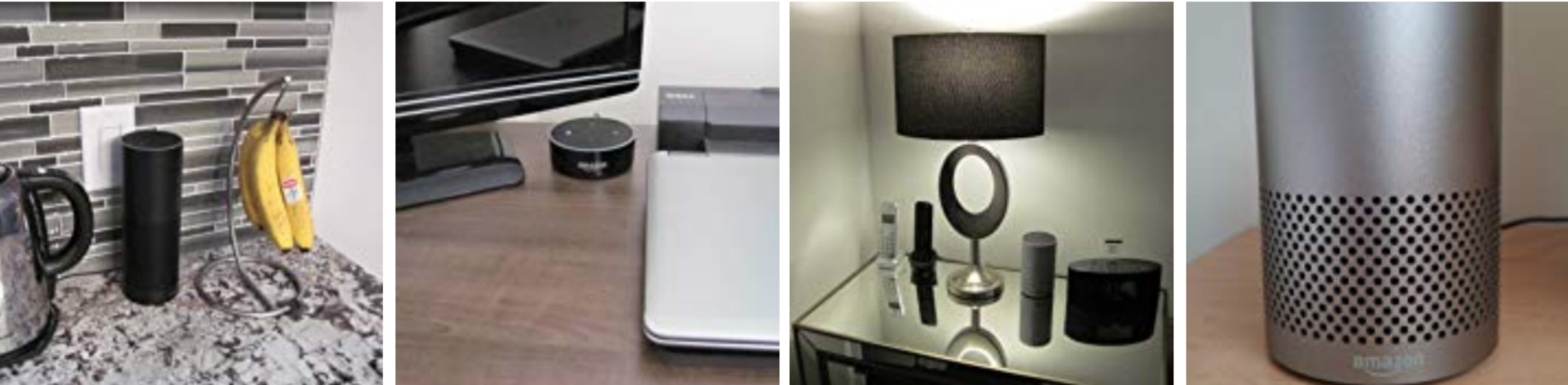
No

Review this product

Share your thoughts with other customers

Write a customer review

Customer images



[See all customer images](#)

Read reviews that mention

- google home
- sound quality
- smart home
- play music
- echo dot
- available in canada
- voice recognition
- works well
- alexa app
- easy to set
- bluetooth speaker
- living room
- shopping list

Showing 1-6 of 1,736 reviews

Top Reviews ▾

Aaron D

HALL OF FAME TOP 10 REVIEWER

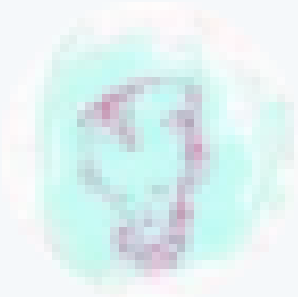
★★★★☆ Pretty good, but still lots of room for improvement!

December 22, 2017

Colour: Heather Grey Fabric | Configuration: Echo | **Verified Purchase**

Really like the Amazon Echo, but there is lots of room for improvement.

THESE ARE SOME OF THE DRAWBACKS



 **KYRUAI**  @NHride

2 Jan

Replying to @Wendys

your beef is frozen and we all know it. Y'all know we laugh at your slogan "fresh, never frozen" right? Like you're really a joke.



Wendy's 

@Wendys

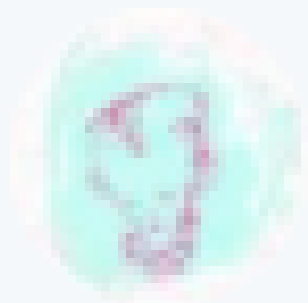


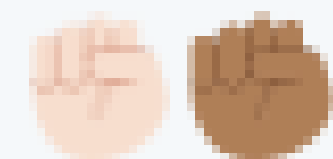
Sorry to hear you think that! But you're wrong, we've only ever used fresh beef since we were founded in 1969.

12:27 PM - Jan 2, 2017

 36  813  4,214





 **KYRUAI**  @NHride

2 Jan

Replying to @Wendys

y'all should give up. @McDonalds got you guys beat with the dope ass breakfast



Wendy's 
@Wendys



You don't have to bring them into this just because you forgot refrigerators existed for a second there.

12:31 PM - Jan 2, 2017

 383  9,739  27,776





Felipe @JayFelipe

8h

Immediate turn off if a girl's mobile network is tesco mobile



Tesco Mobile 

@tescomobile



@JayFeliipe Are you really in a position to be turning girls away?



Victoria Plumb @Victoriaplumb 4d

Follow us for beautiful bathrooms,
interior inspiration & our famous
#Prizeday prize giveaways!



Sarghlie Symser @sallysimpson11 1d

@Victoriaplumb Go away and take
your annoying spam and your toilets
and sinks with you. Blocked



Victoria Plumb
@Victoriaplumb



@sallysimpson11 It's rare that our
toilets and sinks get blocked!

The Sass

3. Employee Feedback

candybox

Companies

Mississauga

candybox Reviews in Toronto, ON

Showing 1-1 of 1 Companies

- Toronto, ON Area



Candybox Marketing

www.candyboxmarketing.com / Mississauga, ON

[+ Add a Review](#)

5.0

100% recommended to a friend

3

Reviews

--

Salaries

--

Interviews

"Working @ Candybox is Sweet!"

This is a great company to be apart of. Everyone is supportive, kind and willing to go the extra mile to help each other achieve greatness. The... [See all Reviews](#)

Reviews > Toronto > candybox

glassdoor®

62m

unique monthly visitors

6m

U.S. job listings

45m

reviews, salaries & insights

830k

employers

83%

search and/or apply to jobs

88%

hiring managers view
informed candidates as
quality candidates

93%

job seekers want to be
informed about all aspects
of a job before accepting

30%

greater retention rate
among hires who use
Glassdoor

4. Customer Trends

You want to start a noodle restaurant.
Should you focus on Pho, Ramen or Soba?

● **Pho**
Noodle soup

● **Ramen**
Dish

● **Soba**
Japanese noodles

+ Add comparison

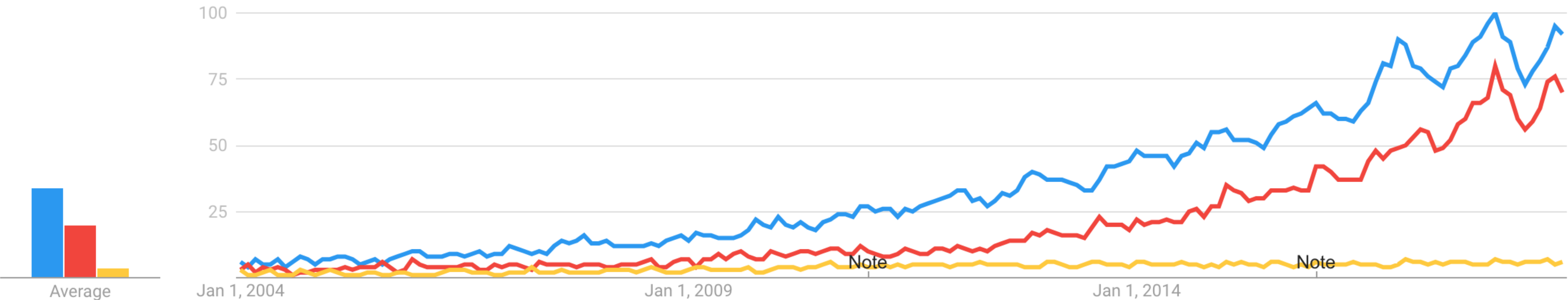
Canada ▼

2004 - present ▼

All categories ▼

Web Search ▼

Interest over time





● **Electronics**
Field of study

+ Compare

Canada ▼

Past 12 months ▼

All categories ▼

Web Search ▼

Interest over time



Electronics: Field of Study

Interest by subregion ?

Subregion ▼ ⬇ <> 🔗



1	Québec	100	<div><div></div></div>
2	Manitoba	82	<div><div></div></div>
3	British Columbia	70	<div><div></div></div>
4	Ontario	67	<div><div></div></div>
5	New Brunswick	64	<div><div></div></div>

< Showing 1-5 of 13 subregions >

Following Trends



BuzzFeed Books 

@BuzzFeedBooks



if you think 280 characters is exciting, try reading a book

7:26 PM - Nov 7, 2017

 65.2K  31K people are talking about this





Darrell Keezer

7 mins · 🌐 ▼



**What scares you about
Life Insurance?**

DARRELLK

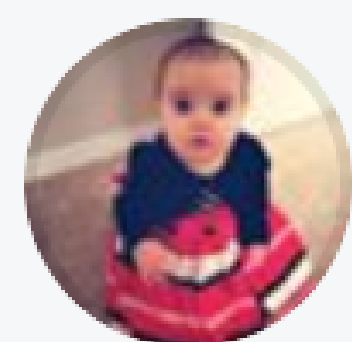




Julia Bragg Not knowing if you have enough/what you actually have. I literally only got it bcasue it made my car insurnace cheaper. I put no thought or time into it - cheaper car insurance by having life insurance? sign me up.

[#ButWhatDoIReallyHave ?](#)

Like · Reply · 3 mins



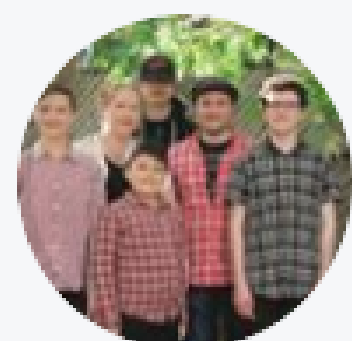
Shaaron Zach Am I getting duped?

Like · Reply · 2 mins



Warren Strutt Not being named the beneficiary

Haha · Reply · 😏 1 · Just now



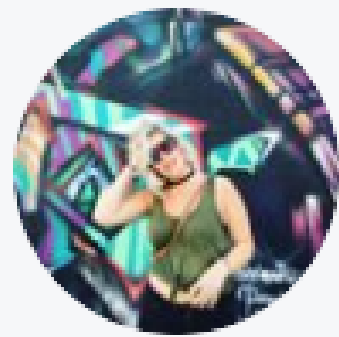
Beverley Harris The fact that not enough people know the difference, "" and they are using whole life instead of term!!!!

Like · Reply · 1 hr



Mike Elsey Having a hard time shopping around. It's hard to get several quotes. When I told my insurer that I wanted to shop around his rates he told me that I couldn't open a file with a new insurance company because I hadn't completed my file with his and that it would look like I was trying to avoid something and therefore would get automatically declined.

Like · Reply · 42 mins

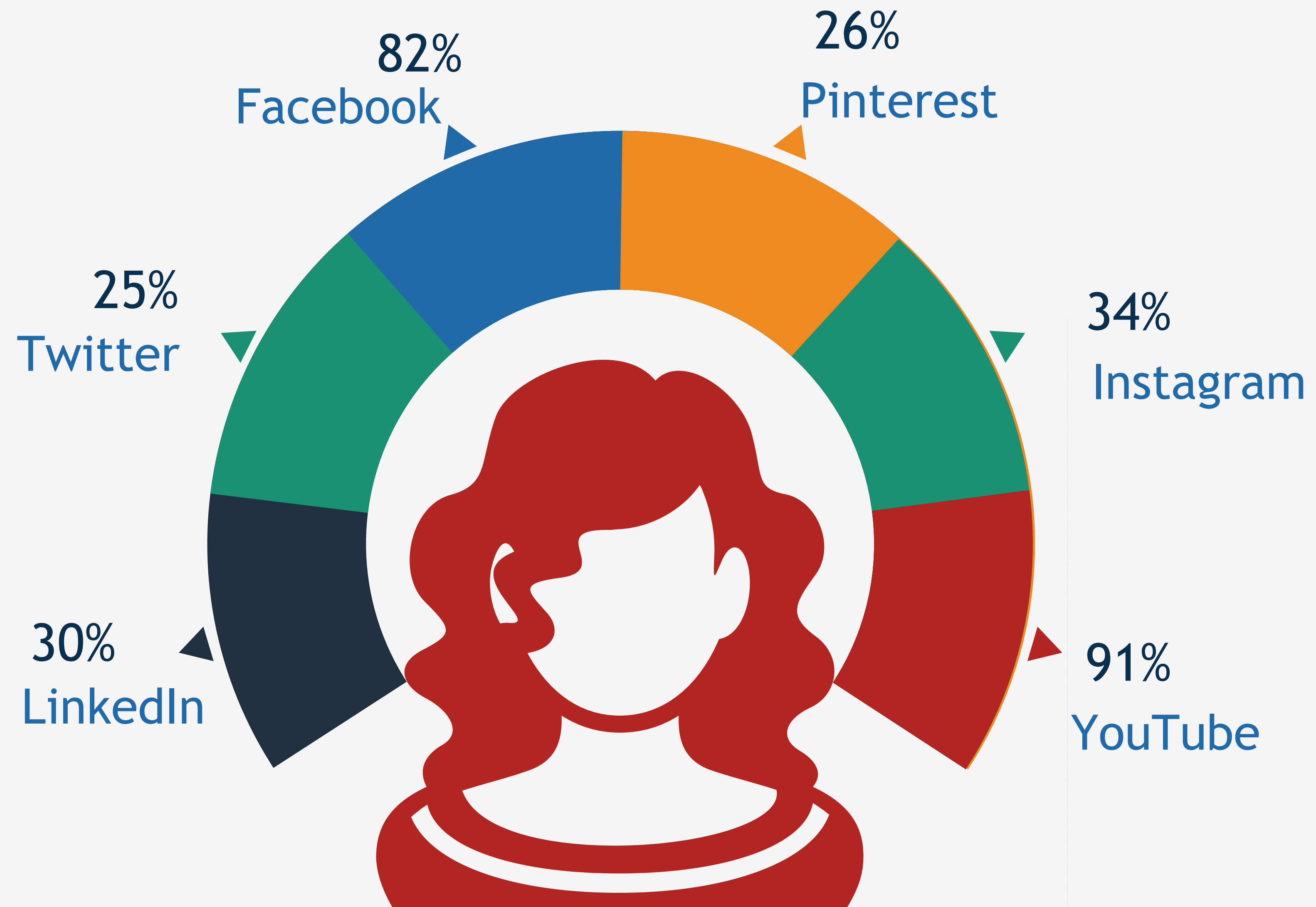


Brittany Cormier ... what's life insurance? 😓

Like · Reply · Just now

 Anyone needs a good insurance broker? Give me a call!! 😊
we shop from all carriers!

Like · Reply ·  1 · 29 mins



START WITH YOUR CUSTOMER

5. You in Search

Local Search

electrical engineering company toronto



All

Images

Maps

News

Videos

More

Settings

Tools

About 53,900,000 results (0.71 seconds)

ATA Engineering | Structural FEA Analysis | ata-e.com

Ad www.ata-e.com/ ▼

Cost-Effective **Engineering** Analysis Services. Advanced Analysis Methods. Cost-Effective Solutions.

[Testing Solutions](#) · [About Us](#) · [Contact Us](#) · [Resource Center](#) · [Designing Services](#)

Electronic Product Development | From Prototype to Production

Ad www.narochnetworks.com/ ▼

Designing Electronics for Canadian Startups and Small Business. New Businesses. Complete Design Services. Startups.

[Contact Us](#) · [Services](#) · [About Us](#)



Matthew Jonathan Hair Salon, La



Matthew Jonathan Hair Salon

4.8 ★★★★★ 82 reviews

Beauty Salon

Directions



SAVE



NEARBY



SEND TO YOUR
PHONE



SHARE



65 Lakeshore Rd W, Oakville, ON L6K 1C9



matthewjonathan.com



(289) 243-0144



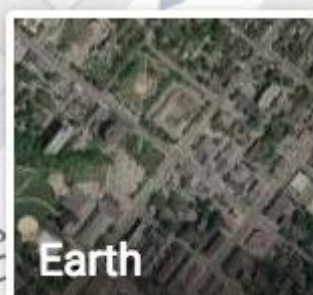
Open now: 12AM–8PM ▾



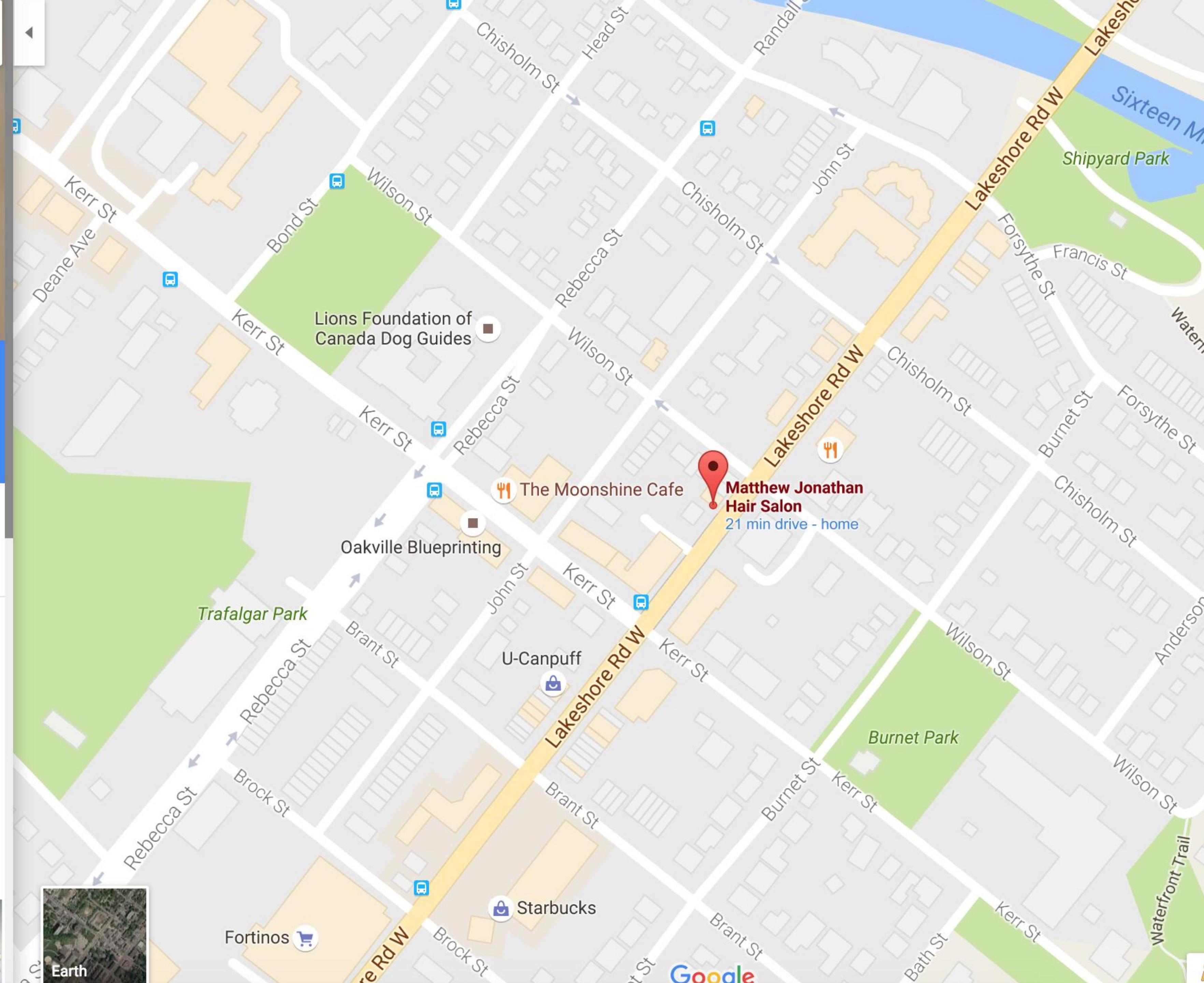
Suggest an edit



Add a label



Earth



5. Build Advocacy



Tweet

**Tangerine** @TangerineBank

26m

Q5: What's at the top of your wish list once you retire? #RSPReady



What's at the top of your
wish list once you retire?

#RSP





Darrell Keezer @DarrellKeezer

25m

@TangerineBank I don't want to move so
that I can still throw family parties :)
#RSPReady



Tangerine 
@TangerineBank

Totally understandable, esp with four
kids! @DarrellKeezer #RSPReady




Shane 

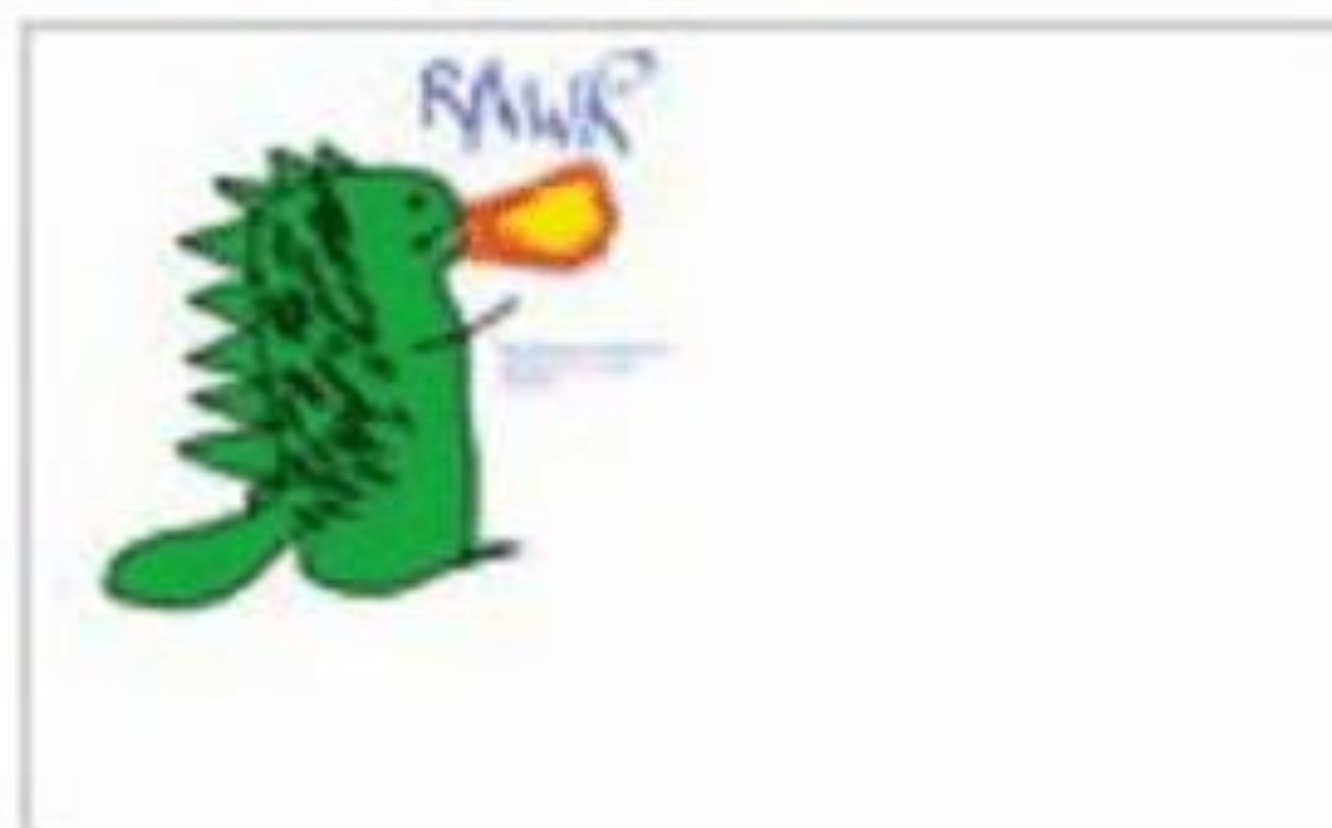
Yesterday

Hello, I have bought many samsung products. I currently have a Samsung LCD TV, Samsung Galaxy S, Samsung laptop. I was just wondering if I could get a free Galaxy S3.

I have attached a picture of a dragon I just drew for you.

Have a great day!

 galaxys3.png



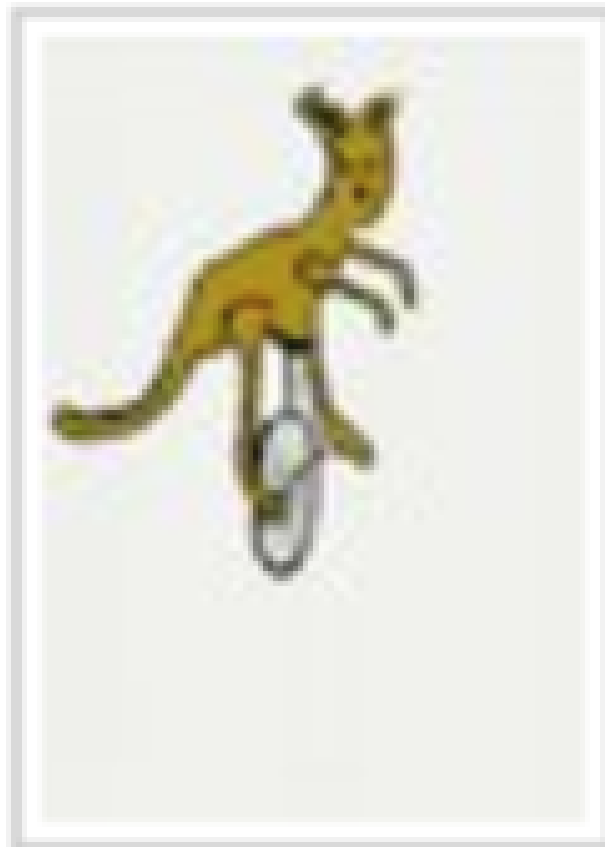


Samsung Canada

5 hours ago

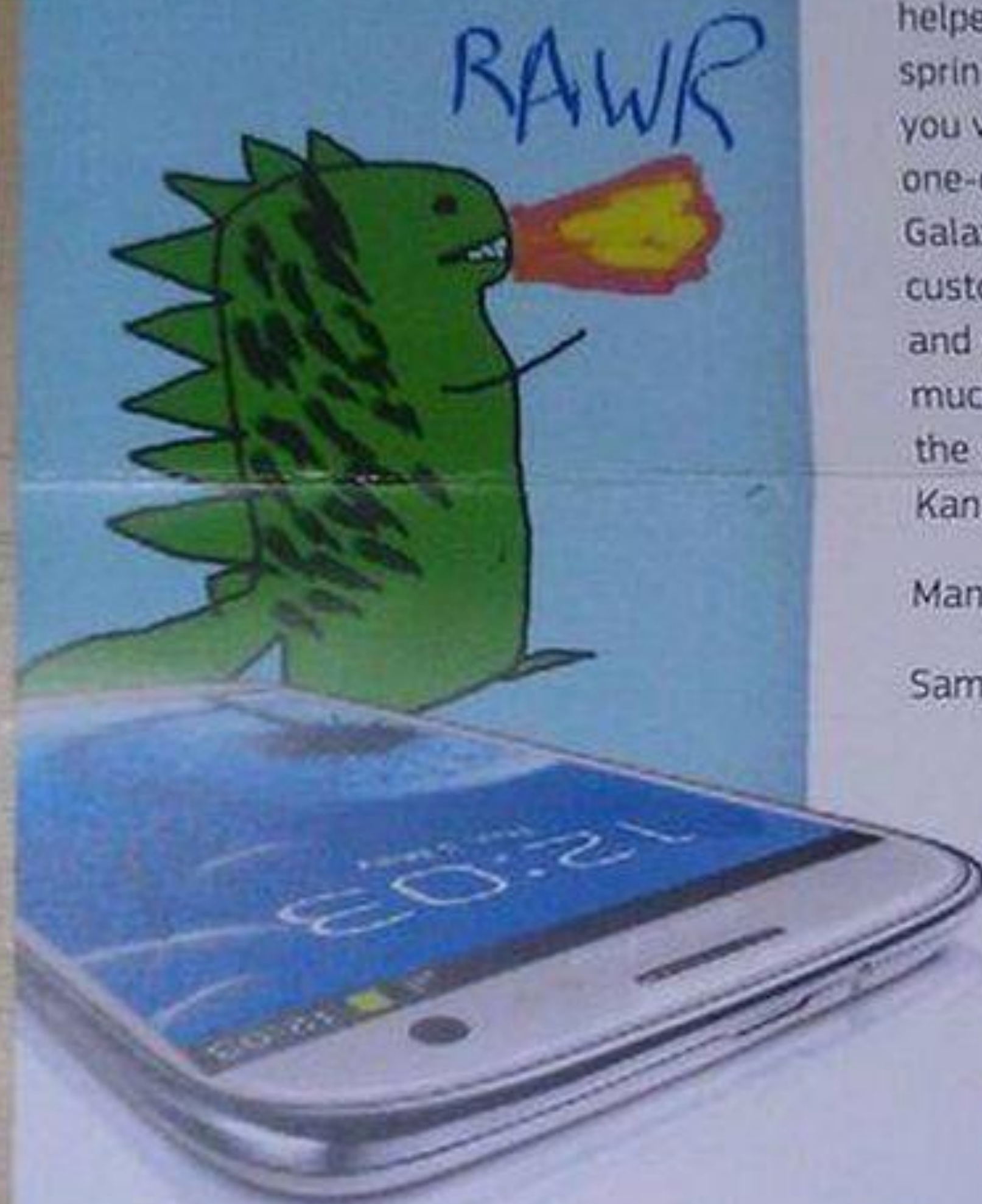
Hey Shane. Thanks for inquiring about scoring a free Galaxy S III. Unfortunately if we gave a free S III to everyone who asked, we'd probably be out before they ever went on sale, and we'd go under as a company. That being said, your drawing of the dragon is epic, so we're returning the favour. Please find attached a drawing of a kangaroo on a unicycle.

 SMemo_14.jpg





Samsung
GALAXY S III™



Dear Shane,

As a token of our appreciation for the positive media you helped us attain earlier this spring, we'd like to thank you with this very cool one-of-a-kind Samsung Galaxy S III. This is the only customized S III in Canada, and we hope you enjoy it as much as we enjoyed watching the story of the Dragon and Kangaroo go viral.

Many thanks,

Samsung Canada.

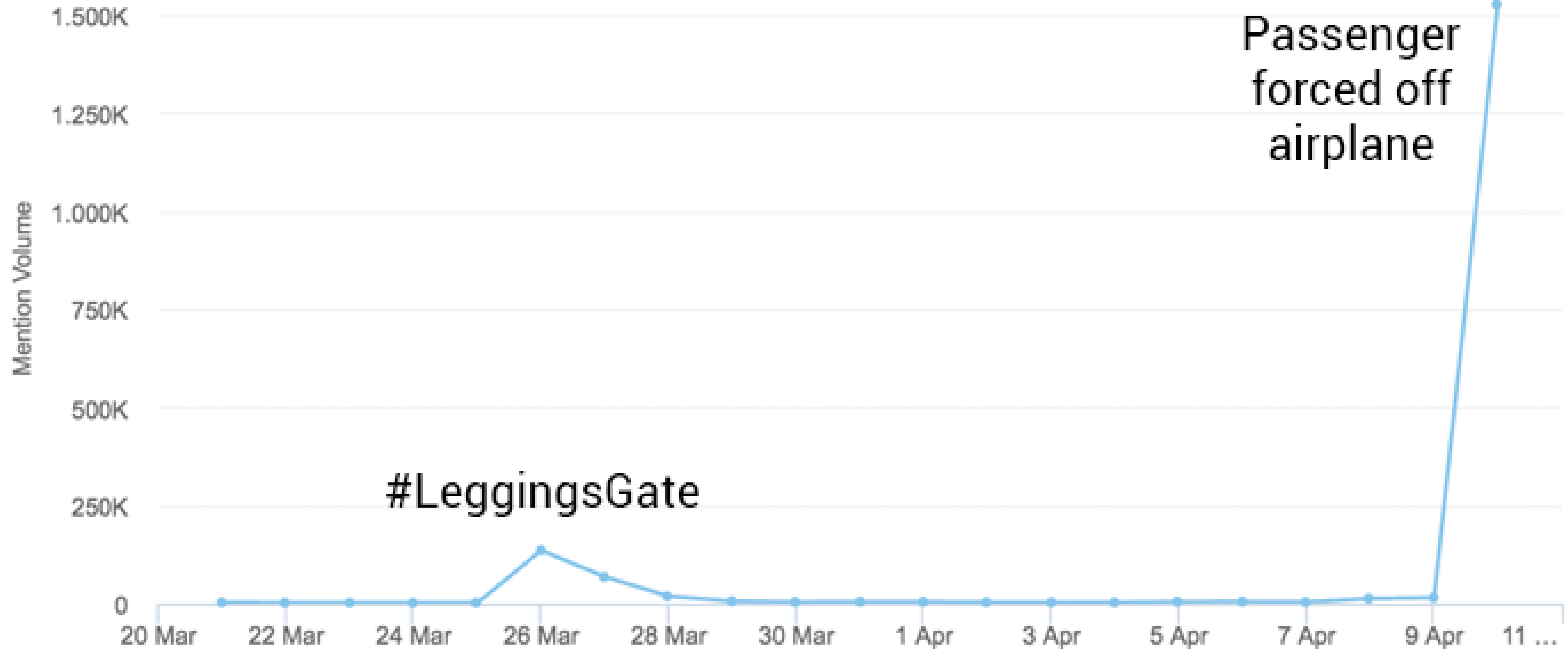
Pursue your passions.™

SAMSUNG

6. Crisis



Mentions of United Airlines



Twitter, Facebook & Instagram analysis via Brandwatch | 20 March - 10 April 2017

United lost \$255M of
value in 7 days.



 Follow

United CEO response to United Express Flight 3411.

This is an upsetting event to all of us here at United. I apologize for having to re-accommodate these customers. Our team is moving with a sense of urgency to work with the authorities and conduct our own detailed review of what happened. We are also reaching out to this passenger to talk directly to him and further address and resolve this situation.

- Oscar Munoz, CEO, United Airlines

RETWEETS

21,593

LIKES

7,906



9:27 AM - 10 Apr 2017 from [Houston, TX](#)

DARRELLK





Dave Cindrich

@capcindrich

 **Follow**

@Reflog_18 Continental Airlines pilot vs United Airlines pilot:



RETWEETS
109

LIKES
333



DARRELLK



The New Rules of Crisis Management

1. Act fast.
2. Be Sincere.
3. Own it.
4. Use heart words.
5. You have 24 Hours



The PEPSI Challenge



Olivia A. Cole ✓
@RantingOwl



"Wow, I just solved all the problems in the country by being rich and thin and white and pretty. What else should I do today?"



↻ The Black Hokage Retweeted



Be A King ✓
@BerniceKing



If only Daddy would have known about the power of [#Pepsi](#).



12:15 PM · 05 Apr 17





Pepsi™ @pepsi · Apr 5

Pepsi was **trying** to project a global message of unity, peace and understanding. **Clearly** we **missed the mark**, and we **apologize**. We did not **intend** to make light of any serious issue. We are **removing the content** and halting any further rollout. We also **apologize** for putting Kendall Jenner in this position.



GitLab

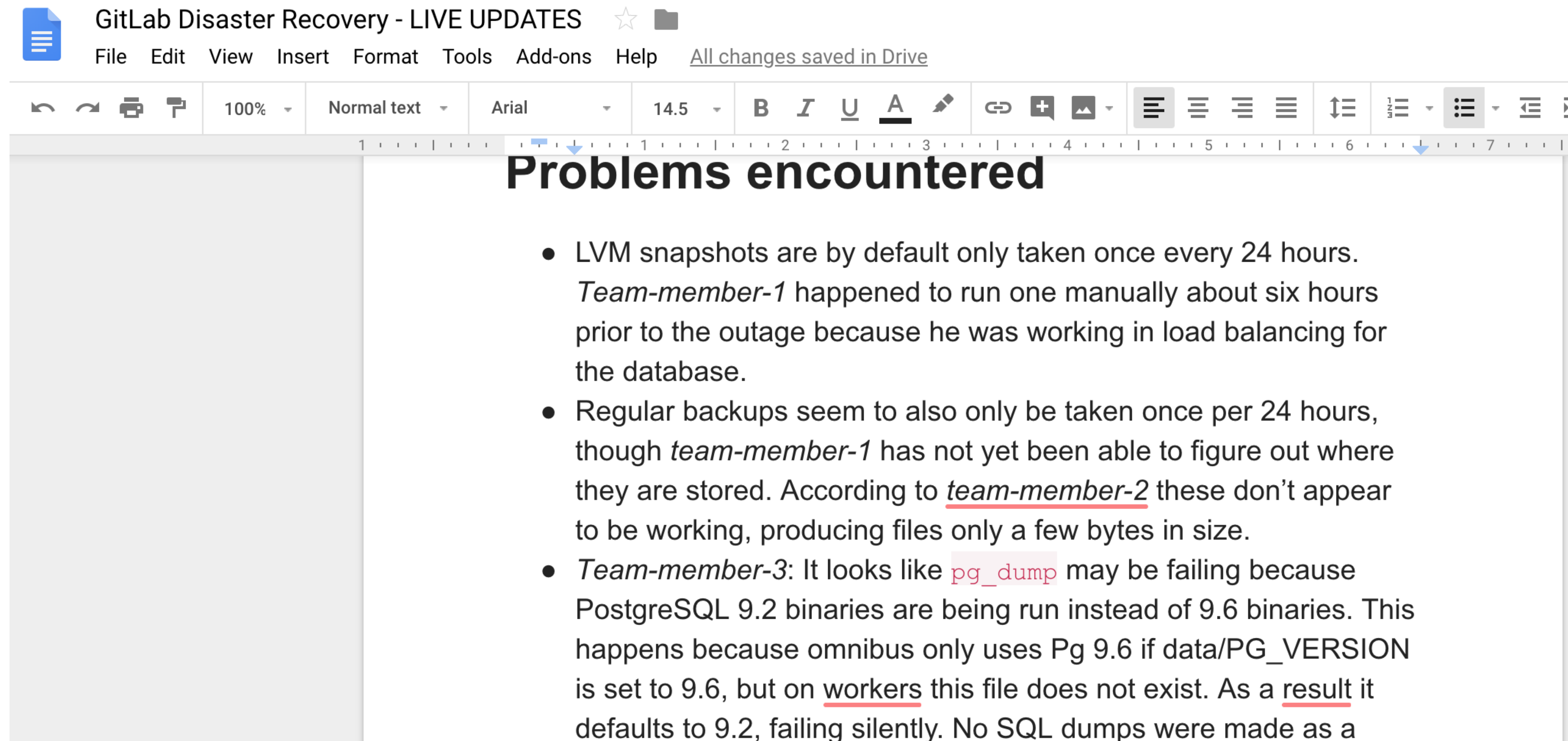
They lost 18 Hours of Data

Five Stages

1. Announced what happened.

2. *Asked for help.*

3. Started a live Google Doc with live notes from their development team



GitLab Disaster Recovery - LIVE UPDATES

File Edit View Insert Format Tools Add-ons Help All changes saved in Drive

100% Normal text Arial 14.5 B I U A

Problems encountered

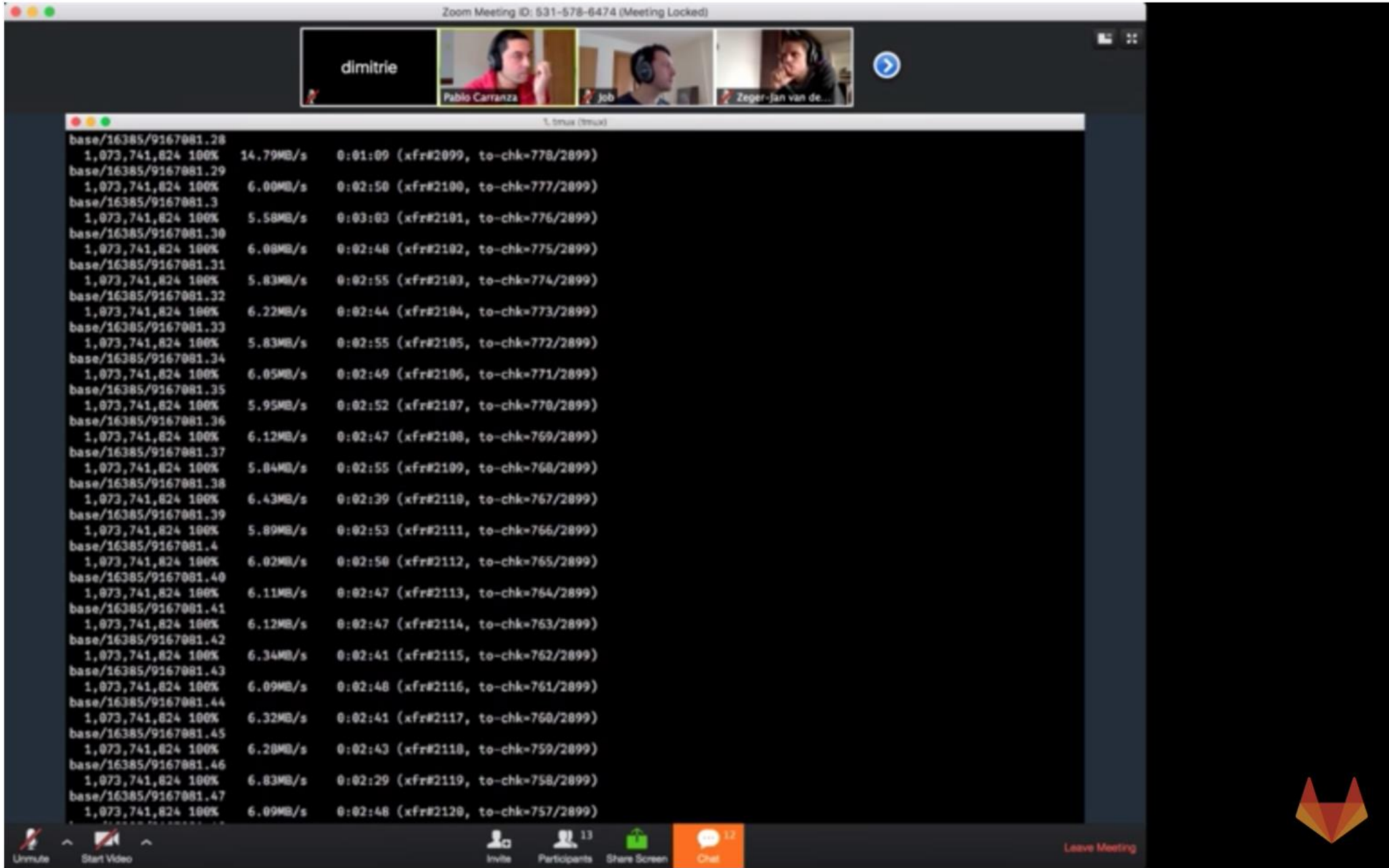
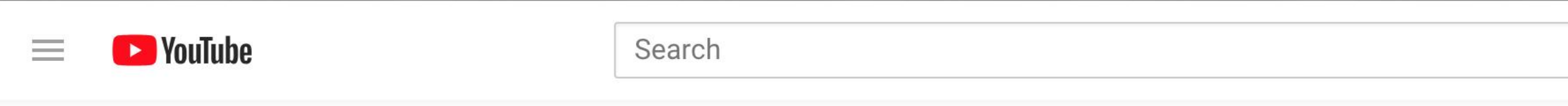
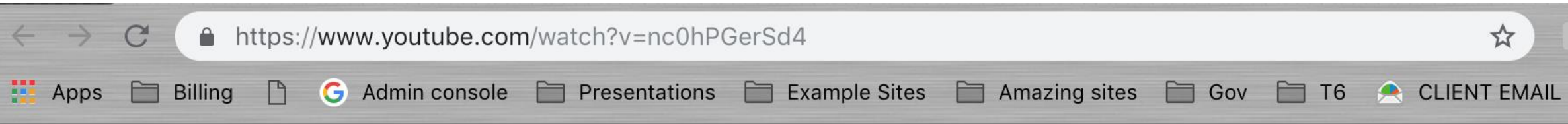
- LVM snapshots are by default only taken once every 24 hours. *Team-member-1* happened to run one manually about six hours prior to the outage because he was working in load balancing for the database.
- Regular backups seem to also only be taken once per 24 hours, though *team-member-1* has not yet been able to figure out where they are stored. According to *team-member-2* these don't appear to be working, producing files only a few bytes in size.
- *Team-member-3*: It looks like `pg_dump` may be failing because PostgreSQL 9.2 binaries are being run instead of 9.6 binaries. This happens because omnibus only uses Pg 9.6 if `data/PG_VERSION` is set to 9.6, but on workers this file does not exist. As a result it defaults to 9.2, failing silently. No SQL dumps were made as a

4. Created a hashtag to follow the issue.



#HUGOPS

5. Live Streamed Progress



GitLab Live Stream
Unlisted

362,889 views

3.4K 426 SHARE SAVE ...

Solved!

← В ответ GitLab.com Status



Sibi Sundar @Sibi_13 · 2 февр.

@gitlabstatus @gitlab good job peeps. Thanks to each and every one for putting in the hard work 🙏 lots of love and respect

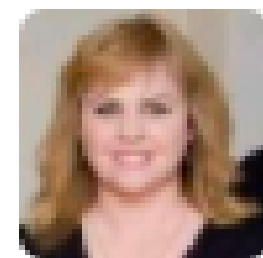
🌐 Язык твита: английский



Gerard Braad @gbraad · 2 февр.

@gitlabstatus @gitlab Thanks for being so transparent... and happy to see things being back. Get some rest over the weekend ;-)

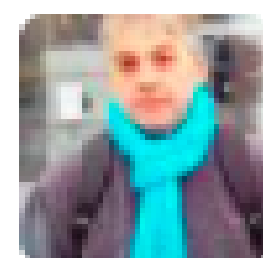
🌐 Язык твита: английский



Maginty @MagintyGirl · 2 февр.

@gitlabstatus Congrats on your transparency and keeping customers informed on what is actually happening! We all make mistakes!

🌐 Язык твита: английский



James McCann @MovingScenes · 2 февр.

Sending huge love to @gitlab & @gitlabstatus. So the hashtag of the day would seem to be #JeSuisTeamMember1

🌐 Язык твита: английский



2



Amanda Carpenter @amandacarpenter · Feb 14

Guys. I'm trapped in an amtrak elevator at Bwi airport. Help?



850



457



Amtrak ✓

@Amtrak



Follow

@amandacarpenter We are sorry to hear that.
Are you still in the elevator?

RETWEETS

2,121

LIKES

2,107



11:48 AM - 7 Sep 2016

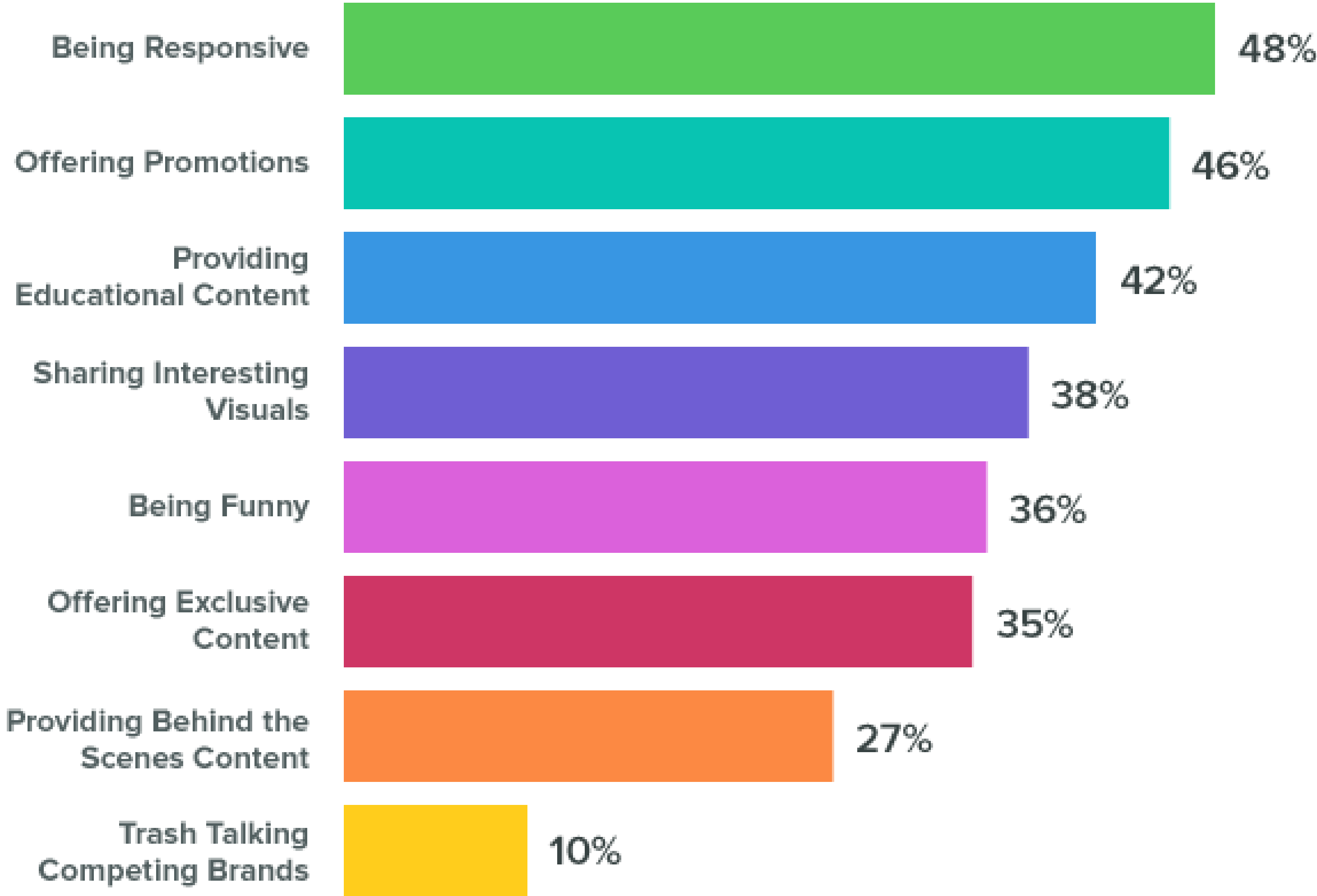
7. Customer Service

67% of consumers have used a company's social media channel for customer service.

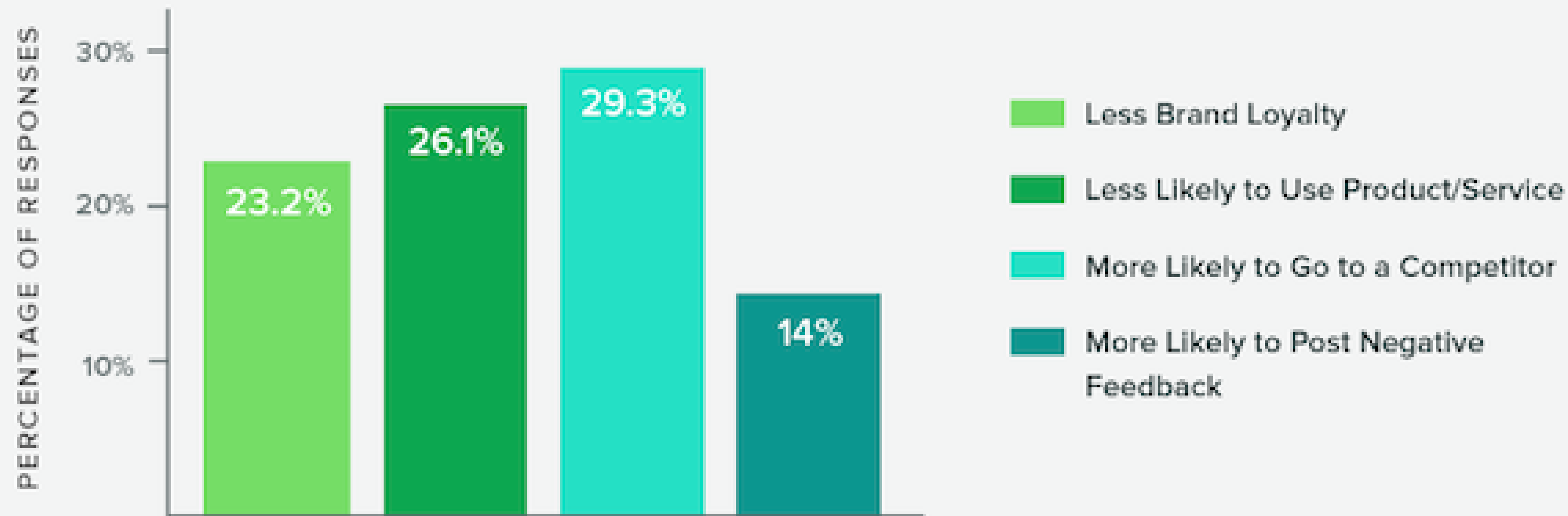
- J.D. Power, 2017

Brand Actions on Social That Prompt Consumers to Purchase

Q2 2017



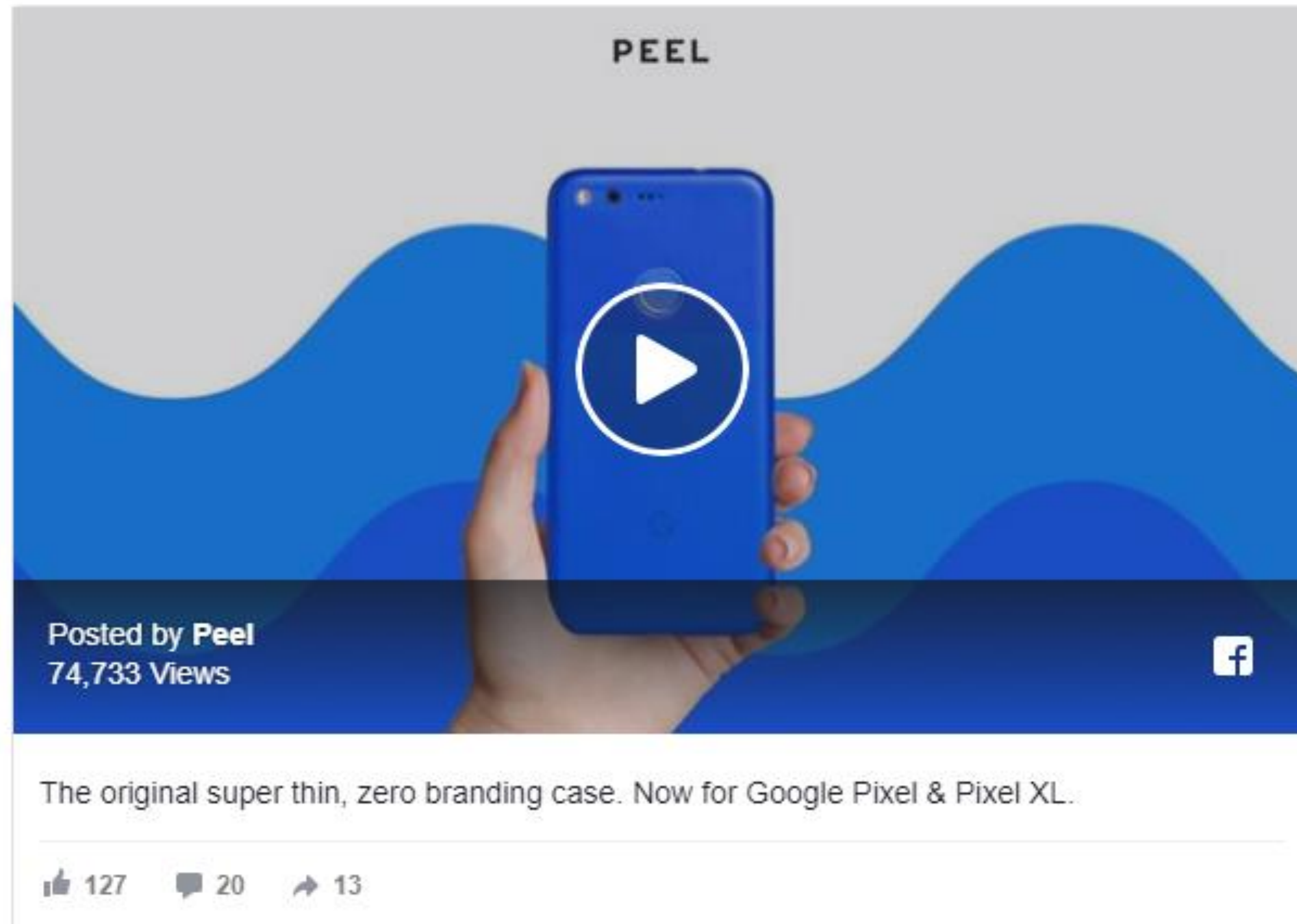
The Cost of Being Shunned on Social



sproutsocial

sproutsocial.com/index

16X Growth Last Year







peel • [Follow](#)

peel Keep it simple. Protect your smartphone and add a matte black finish with the Blackout colorway for the iPhone X.

peel #minimalism #minimalistic
#productdesign #simplicity #minimalmood
#minimal #design #minimal
#minimalproducts #ig_minimalist
#simplicity #minimalismo #minimalist
#unlimitedminimal #ig_minimalshots #peel
veemistry 🙌🙌

live__minimal The look looks beautiful.

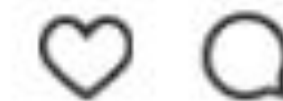
peel @veemistry 🙏

peel @live__minimal appreciate it 🙌

minimalissimomag ☐🙌

gama00727 Nice ➡📱

elie Do you guys have any warranty on case ?



330 likes

1 DAY AGO

[Log in to like or comment.](#)





peel • [Follow](#)

luxboxcase Star! ☐

peel @jose_ayala_ we do! Our original super thin case design is available for the Note8

spzyct @peel Are your cases magnetized? For car phone holders? If not is there wiggle room for a small magnet plate between the case and phone?

live_minimal This look looks super!!

peel @jose_ayala_ These are available on the site :)



249 likes

4 DAYS AGO

[Log in to like or comment.](#)



DARRELLK



8. Analytics



UBER



Ride-Share Insurance is here in Ontario!

[GET A QUOTE FOR RIDE-SHARE INSURANCE](#)

Why You Need Insurance

Now drivers from Uber, Uber X, Lyft and other ride-share companies need to possess the proper insurance as mandated by the provincial government. Having the right insurance will transfer the risk from the driver to the insurer, allowing drivers to carry passengers when under contract for a ride-share company.

Ride-Share Insurance

is here in Ontario!

GET A QUOTE FOR RIDE-SHARE INSURANCE

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Save Money

Ride-share companies may have some liability coverage for damage to third parties, but it does not cover your personal costs.



Protect Passengers

If a driver gets into an accident, passengers can claim any medical expenses in court and the driver may be liable to personally pay for such expenses.



Vehicle Security

Vehicles not properly insured by rideshare insurance can be impounded at the drivers expense. In addition, the auto insurance rates can increase.

Are You Right For The Program?

If you answer yes to the questions below, you might be eligible for Ride Share Insurance!

- ☒ Do you use your private passenger vehicle for compensation, on a part-time basis (maximum 20 hours per week)?
- ☒ Have you have been licensed in Canada or the USA with your G2 (or up) for more than 6 years?
- ☒ Does your vehicle seat up to eight occupants (excluding the driver)?



GET A QUOTE NOW

Fill in the information below and one of our Ride-share insurance brokers will contact you with a quote.

YOUR NAME *

YOUR EMAIL *

YOUR PHONE NUMBER *

ARE YOU PROPERLY LICENSED?

☐ Yes, I have had my G2 (or up) for more than 6 years

GET YOUR QUOTE NOW!

WEBSITE A

14% CONVERSION RATE

GET A QUOTE NOW

Fill in the information below and one of our Ride-share insurance brokers will contact you with a quote.

DOES YOUR VEHICLE SEAT UP TO 8 OCCUPANTS (EXCLUDING THE DRIVER)

- ☐ Yes, it can seat up to 8 people (excluding the driver)
☐ No, it seats more than 8

HOW MANY HOURS A WEEK DO YOU USE YOUR VEHICLE FOR COMPENSATION?

Please Select One

ARE YOU PROPERLY LICENSED?

- ☐ Yes, I have had my G2 (or up) for more than 6 years

YOUR NAME *

YOUR PHONE NUMBER *

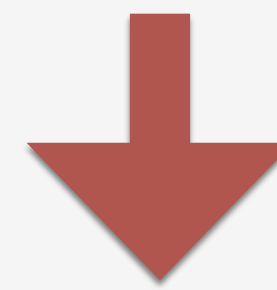
YOUR EMAIL *

GET YOUR QUOTE NOW!

Get a response from a broker within 24 hours or less!

WEBSITE B - ASKED MORE QUESTIONS

10% CONVERSION RATE



31% CHANGE

DARRELLK





Why You Need Insurance

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- ☒ Does your vehicle seat up to eight occupants (excluding the driver)?

▼

GET A QUOTE NOW

Fill in the information below and one of our Ride-share insurance brokers will contact you with a quote.

ARE YOU PROPERLY LICENSED?

☐ Yes, I have had my G2 (or up) for more than 6 years

DOES YOUR VEHICLE SEAT UP TO 8 OCCUPANTS (EXCLUDING THE DRIVER)

☐ Yes, it can seat up to 8 people (excluding the driver)

☐ No, it seats more than 8

DO YOU USE YOUR VEHICLE FOR COMPENSATION LESS THAN 20 HOURS A WEEK? *

☐ Yes, I use it 20 hours or less a week

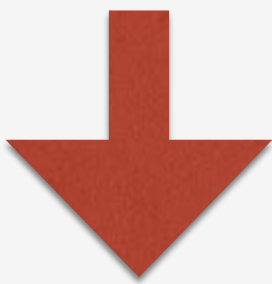
☐ No, I use it more than 20 hours a week

YOUR NAME *

YOUR PHONE NUMBER *

WEBSITE C - UBER INSURANCE

8% CONVERSION RATE



42% CHANGE

GET A QUOTE FOR RIDE-SHARE INSURANCE

Why You Need Insurance

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Ride-share companies may have some liability coverage for damage to third parties, but it does not cover your personal costs.



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If a driver gets into an accident, passengers can claim any medical expenses in court and the driver may be liable to personally pay for such expenses.



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Vehicles not properly insured by rideshare insurance can be impounded at the driver's expense. In addition, the auto insurance rates can increase.

Are You Right For The Program?

If you answer yes to the questions below, you might be eligible for Ride Share Insurance!

- ☒ Do you use your private passenger vehicle for compensation, on a part-time basis (maximum 20 hours per week)?
- ☒ Have you have been licensed in Canada or the USA with your G2 (or up) for more than 6 years?
- ☒ Does your vehicle seat up to eight occupants (excluding the driver)?



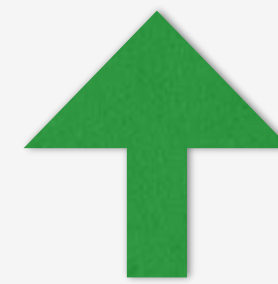
GET A QUOTE NOW

Fill in the information below and one of our Ride-share insurance brokers will contact you with a quote.

YOUR NAME *

WEBSITE D - MADE Q'S RADIO BUTTONS

16% CONVERSION RATE



13% CHANGE

DARRELLK





Ride-Share Insurance is here in Ontario!

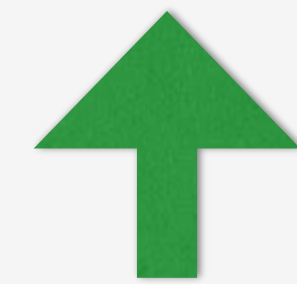
[GET A QUOTE FOR RIDE-SHARE INSURANCE](#)

////////////////////////////////////

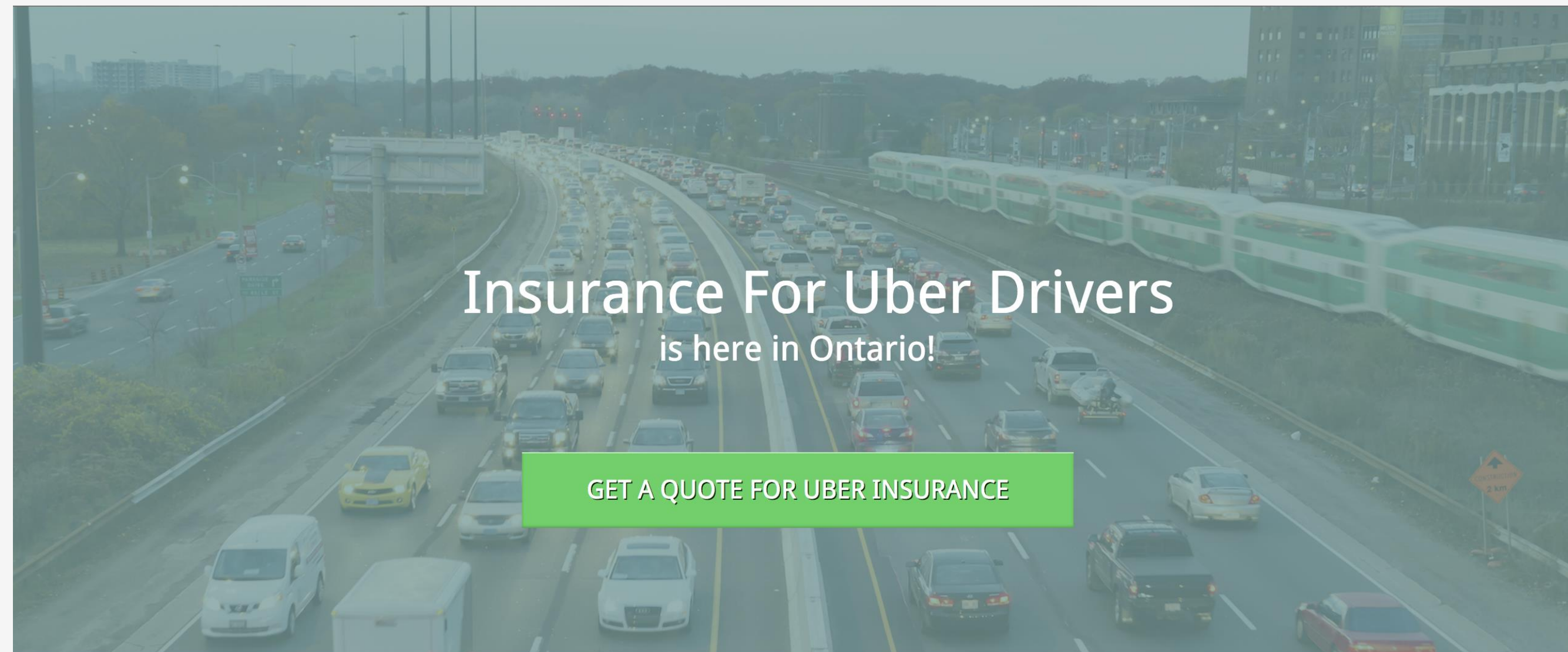
Why You Need Insurance

Now drivers from Uber, Uber X, Lyft and other ride-share companies need to possess the proper insurance as mandated by the provincial government. Having the right insurance will transfer the risk from the driver to the insurer, allowing drivers to carry passengers when under contract for a ride-share company.

33% CONVERSION RATE



135% CHANGE



Why You Need Insurance

Now drivers from Uber, Uber X, Lyft and other ride-share companies need to possess the proper insurance as mandated by the provincial government. Having the right insurance will transfer the risk from the driver to the insurer, allowing

DARRELLK



9. Tools

Smart Inbox

Saved Messages

My Inboxes

+ Create New

Newest to Oldest



I'm not enjoying this @mysproutcoffee macchiato in general, but I paid \$5 for it so I'm going to finish it.

arlettabrown353 15 minutes ago



Today you can enjoy a Pumpkin Spice Latte for \$2.50.

DM between ChiSproutCoffee and mysproutcoffee 42 minutes ago



Always! Our Happy Hour runs from 1-3pm, Monday through Friday. What specials are you interested in?

DM between ChiSproutCoffee and mysproutcoffee 42 minutes ago



Sweet, thanks!

DM between PCutty and ChiSproutCoffee 2 hours ago

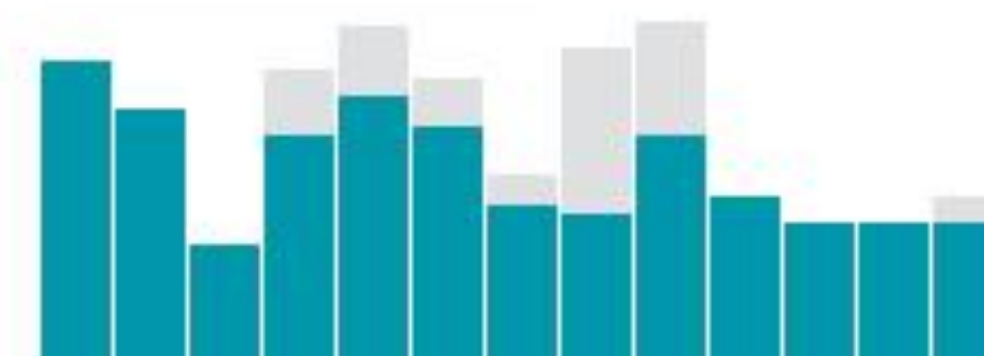


#mentalidade #motivacao #palavrasparaviver #citacaododia #inspiracaododia #inspiracaoparavoce #citacoesdeinspiracao #pensamentosinspiradores #motiva-

Smart Inbox

FILTERS

TAGS



746 Items remaining from the past 90 days

Hide Completed Items

PROFILES

- @BosSproutCoffee ✓
- @ChiSproutCoffee ✓
- @NYCSproutCoffee ✓
- @SFSproutCoffee ✓
- @mysproutcoffee ✓
- Sprout Coffee Co ✓
- Sprout Coffee Co Chicago ✓
- Coffee Co. ✓
- Sprout Coffee Co. ✓
- sproutcoffeeco ✓



sproutsocial

Buzzsumo



Brandwatch
Social Media Monitoring

KEYHOLE



mention

4 Questions You Need to Answer

What do you
need to
measure?





Who's responsible
for listening?

Do you have
a crisis plan?





How are you
engaging with
advocates?

Are you ready to listen?

Questions?