

SITUATION

A global health care organization was struggling to stay abreast of the messaging, opinions and sentiment of their physician customers and industry key opinion leaders (KOLs). Most of this communication had moved to social media platforms such

as LinkedIn, Facebook and X (formerly Twitter). Senior marketing leadership wanted to not only understand what was being exchanged in the market but also to have an efficient way for the sales team to respond.



CASE STUDY: SOCIAL MEDIA LISTENING

SOLUTION

Line of Sight created a social listening program targeting posts and communication of specific customers, KOLs and competitors. They were curated on our intelligence platform and AI was used to analyze them for theme, sentiment, engagement and other metrics. Findings were quantified and weekly and monthly reports told the story in charts, heatmaps and vivid examples.

BENEFIT

Leadership had new visibility to the messaging of their own physician customers and how it compared to the competition and leading industry influencers. They found their posts were not as engaging as some key competitors. Using the reports, sales leaders could respond to individual physicians and KOLs quickly and efficiently.

"Thank you for all the work you and your team have done putting this program and reports together. It is the only way for us to do social listening." – Global Product Marketing Manager



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