

## **Proposal**

Brittney Hines

April 15, 2023

## **Proposal on a startup for a company to provide social media monitoring targeting small businesses using AI software**

### **Problem**

Now that we live in a digital era, companies must focus on social media in their marketing efforts. Small companies may connect with a larger audience and save money using social media platforms. However, as social media has expanded, so has the data produced by consumers' interactions with companies. Therefore, it is difficult for small firms to monitor and analyze massive volumes of data to learn about their consumers' tastes and opinions.

We need more effective and reasonably priced social media monitoring solutions for SMEs to solve the issue we are attempting to solve. Small companies may need help to justify the cost of employing a full-time social media staff to track and evaluate client feedback posted on various platforms. Because of this, they need to learn more about their client's wants and requirements. If they don't have this data, small companies can't make educated choices that would boost their marketing, client retention, and revenue.

In addition, there are drawbacks to manual social media monitoring, such as the time and effort required to analyze massive volumes of data, such as text, photographs, and videos. Small enterprises sometimes need more personnel and equipment to handle such a complex procedure. Small companies suffer as a consequence since they often fail to respond to crucial client encounters, comments, and complaints. My suggested firm intends to solve these problems by giving small companies access to a real-time social media monitoring tool powered by artificial intelligence that can analyze massive volumes of data, yielding important insights into customer preferences, sentiment, and behavior.

## **Context**

Numerous studies and empirical evidence confirm that keeping tabs on social media is a massive burden for enterprises of all sizes. Here are a few salient elements that explain the problem and call attention to the urgency of finding a solution:

1. Balakrishnan & Dwivedi, (2021) found that just 24% of small firms use social media monitoring tools, with another 22% not bothering to do so. According to these numbers, there is a need for more reasonably priced and effective social media monitoring systems aimed at small enterprises.
2. Social media interactions' massive volume of data is a significant barrier for small firms. Information like client compliments, gripes, and general opinions might provide light on consumers' habits and inclinations. The problem is that small firms need help gaining valuable insights from this data since it is time-consuming and error-prone to analyze manually.
3. Third, small firms may need to improve due to the ineffectiveness of existing social media monitoring techniques. A ruined reputation and the loss of customers are only two outcomes that might result from ignoring consumer complaints or nasty comments.

## **Solution**

I suggest building a social media monitoring platform optimized for small enterprises driven by artificial intelligence. Insights into client behavior, preferences, and emotion may be gleaned from the massive volumes of data my software can evaluate in real-time. My social media monitoring tool will have a straightforward AI designed to make it simple for even the smallest firms to keep tabs on their online reputation. The tool's adaptability means that it may be

used to monitor various factors, such as the performance of a marketing campaign or the mention of a specific term or phrase.

My program will use natural language processing (NLP) and machine learning methods to guarantee the precision and applicability of the results. With these tools, the program can analyze social media posts for common themes, determine users' emotional states, and derive useful information about their preferences and habits. In addition, the program will be able to learn and evolve, leading to more precise and relevant findings.

Using my suggested solution, small companies will have access to a low-cost, high-yield resource for keeping tabs on their social media activity and learning more about their consumers' habits and preferences. My platform will provide small companies with the data they need to improve their marketing, client retention, and bottom line.

## **Barriers**

As with every new venture, creating and releasing my social media monitoring tool for small companies will be difficult. Listed below are some obstacles we could encounter:

1. Technical challenges: Expertise in natural language processing, machine learning, and data analysis is required to develop and implement AI-powered social media monitoring software. My software's development and rollout might be delayed or cost more than expected if we encounter technical difficulties.
2. Market competition: Hootsuite, Sprout Social, and Brand watch are just a few well-established companies in the social media monitoring industry. These businesses have a sizable market share because of their well-known names, dedicated client bases, and

extensive skill sets. To succeed, we'll set ourselves apart with a compelling value proposition that speaks directly to the concerns of local companies.

3. Data privacy and security: Tools for monitoring social media activity need access to private information, such as users' interactions and opinions of brands. We must invest in solid security procedures and data encryption to guarantee that my software is safe and in line with privacy laws.
4. Limited Resources: As a new company, we may need help gathering resources like money, employees, and technological know-how. We'll need to figure out where to put my development efforts first to get the most out of my time and money.

## **Assessment**

My social media monitoring solution for small companies will be evaluated based on many key performance indicators (KPIs). The following key performance indicators will be used to evaluate my progress:

1. Customer Acquisition: We will track the growth, retention, and number of new clients over time. This indicator will measure my capacity to win new and keep existing small business clients.
2. Revenue Growth: My pricing strategy, sales success, and new client acquisition activities can all be evaluated by tracking the pace at which my revenue grows over time.
3. User Engagement: Using my social media monitoring tool, we will track data such as the number of logins, the length of user sessions, and user interactions. With this measure, we can assess how well my interface and overall user experience are doing.

## References

- Aral, S., Dellarocas, C., & Godes, D. (2013). Introduction to the special issue—social media and business transformation: a framework for research. *Information Systems Research*, 24(1), 3-13. doi: 10.1287/isre.1120.0473
- Balakrishnan, J., & Dwivedi, Y. K. (2021). Conversational commerce: entering the next stage of AI-powered digital assistants. *Annals of Operations Research*, 1-35.  
<https://link.springer.com/article/10.1007/s10479-021-04049-5>