



PRE PLANNING PITCH

BRITTNEY HINES

Introduction

- ▶ Problem: Small businesses struggle with social media monitoring due to limited resources and budget
- ▶ Need: A cost-effective and efficient solution to monitor social media activity
- ▶ Proposed solution: An AI-powered social media monitoring tool

Problem

- ▶ Limited resources
- ▶ Lack of expertise
- ▶ Data overload
- ▶ Negative outcomes of ineffective monitoring



Context

- ▶ Online diversion delivers a high volume of data.
- ▶ It's conceivable that private companies miss the mark on assets to examine this information physically.
- ▶ An investigation discovered that an organization with a solid virtual entertainment presence is bound to work with 80% of clients.
- ▶ Virtual entertainment is a fundamental instrument for expanding memorability and client commitment.
- ▶ To stay cutthroat, independent companies should successfully screen their web-based entertainment presence.
- ▶ Private companies can profit from viable online entertainment checking by having the option to follow contenders, recognize client prerequisites, and lift consumer loyalty.

Solution

- ▶ AI-powered social media monitoring tool
- ▶ Adaptability to monitor various factors, such as marketing campaigns and specific terms/phrases
- ▶ Utilizes natural language processing and machine learning for accuracy and relevance of results

Benefits

- ▶ Improved marketing and customer retention
- ▶ Increased revenue
- ▶ Real-time insights into customer behavior and preferences
- ▶ Low cost
- ▶ High yield

Barriers

- ▶ Technical challenges such as lack of data quality, difficulty in natural language processing, and machine learning limitations.
- ▶ Market competition from established players with similar tools and features.
- ▶ Data privacy and security concerns due to the collection and storage of personal data.
- ▶ Limited resources such as funding, technical expertise, and workforce.

Evaluation

- ▶ Key performance indicators (KPIs) to evaluate success of proposed solution:
- ▶ Customer acquisition
- ▶ User satisfaction
- ▶ Revenue growth
- ▶ Importance of continual monitoring and evaluation of tool's performance to ensure effectiveness.