Springboard

Dynamic Profiling™

(Brochure)

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THE GROWTH STORY

Springbord

enerji

2000

Amnet

Content Transformation (Publishing)

2009

Habiliss

Lifestyle Management Solutions (Virtual Assistance)

2014

(Acquired)

Fresh01 the multimedia agency

Design (Creative Agency)

2016

Springbord

Data & Analytics (Business Information)

Global Footprint

1800+ Employees

The Energy Projekt

Featured in

THE WALL STREET JOURNAL. WSJ

GOOD MORNING AMERICA

THE BLACK BOOK OF OUTSOURCING

ABOUT US

Springboard

Springboard, a leading global information service provider offering custom data acquisition, processing & insights services for a broad spectrum of industries.

2016
Divested from Habiliss

200+
Members with data management experience

50+
Global Clients handled

Operational center in **Chennai** with two sales and support offices in the **US and UK**

Certified Six Sigma & Project Management Professionals

24/7/365
operational excellence

ISO 27001
(July'16)

75%
Engineering and Arts graduates

25%
Post graduates

INTRODUCTION

Springbord

Globalization created a borderless world, while digitalization heralded a connected world –people are connecting globally through social media to share their ideas, perceptions, sentiment, and ubiquitous intelligence information.

Nowadays, the deluge of conversations trending on social media are no longer regarded as unstructured packets of information but are considered a gold mine of insights capable of accelerating your business growth objectives. Harnessing that critical information and compiling it into an effective marketing strategy is where **Dynamic Profiling™** comes in.

With our robust and comprehensive suite of social media management services, organizations enrich an understanding of :

- the customers needs and wants
- online reputation management
- the brand perception
- the industry landscape
- the business strategies that are driving customers to act

Dynamic Profiling™ provides a complete suite of consulting, listening and reporting services and act as a client's social partner fostering strategic growth of its digital business.

OUR CORE OFFERINGS

Springbord

We offer comprehensive and scalable social media services that captures a treasure of real-time market and social intelligence for organizations giving a competitive verge in expanding the global online market. Our core services offerings include:

Social Listening & Monitoring

- Brand Intelligence
- Industry Insights Scorecard
- Competitive Intelligence
- Campaign Monitoring
- Crisis & Disaster Management

Channel Analytics & Social Media Audit

- Channel Analytics
- Competitor Channel Benchmarking

Social Media Audit

- Social Media Footprint & Activation
- Trend & Return on Value (ROV) Analysis

Community Management

- Social Profile Creation
- Organic Fan Growth
- Content Creation & Strategy
- Social Listening
- Scheduling
- Community Engagement
- Brand Advocacy
- Social Media Policy Framework

Influencer Management & Individual Profiling

Influencer Management
- Key Influencer Leader (KIL) Tracking
- KIL Database
- KIL Ranking

Individual Profiling
- Personal Background
- Demographics
- Recognitions/Awards
- Digital footprint
- Brands of Interest

VALUE PROPOSITION – REPORT COVERAGE

Springbord

Social Listening & Monitoring

Track conversation by relevant media

- Social Media
- News
- Blogs
- Forums

- **Reach or exposure** - Measure the size of your potential audience.
- **Volume** - Track the conversation size and number of brand mentions.
- **Conversation mapping** covering complaints, compliments and neutral.
- **Content**: Monitor your top–performing (and worst–performing) posts.
- **Targeted outreach -** Determining various segments of audiences/fans as a part of targeted outreach.
- **Daily monitoring** of online social media channels and generating weekly and quarterly reports to track trends.

Social Media Analysis & Reporting

- **Location -** Analyze conversations by location and key metrics such as volume trends, share of voice, passion impact, and others.
- **Sentiment Analysis** - Analyzing social conversations such as complaints, compliments and opinions, to gain an overview of the wider consumer opinion.
- **Competitive Insights** – Analyzing the tone of discussions happening about the competitors, and their (competitor) exposure in the social media.
- **Influencer Tracking/Ranking** - Identify influential bloggers, tweeters or forum contributors and targeting top influencers and websites.
- **Industry/Market Trending Topics** - Analyze the industry/market trends and behaviors to unlock new business opportunities.
- **Product/Campaign Launch** - Analyzing consumer response to new campaigns and offerings.
- **Engagement rate –** Analyzing various types of engagement metrics that allows you to benchmark content performance based on audience interaction.

Content Analytics

Influencer Identification

Benchmarking

Analyze & Report

Social Intelligence

Deep-dive Strategic Decision Making Intelligence

- Complete suite of consulting, social listening, and reporting services that act as your social partner, fostering strategic growth of your social business.
- **Insights** to inform or re-standardize business/market strategy.
- **KPI tracking** to identify the best time for a product launch, measuring purchase intent, identifying brand awareness, perception, sentiments and consideration of the brand are evolving.
- Identifying **potential consumers** at every stage of their purchase journey.
- **Brand Health** – Analyzing and visualizing the brand awareness, loyalty and online visibility of the brand.

REPORT OVERVIEW – SOCIAL MEDIA SERVICES

Social Media Listening help you to listen and monitor your data, to let you optimize the performance of your business and acquire and retain customers. Our compelling social strategies dynamically deliver informed, salient insights to key decision makers in every sphere of operations – from product development, to marketing campaigns, to customer experiences.

- Identify social trends and enable organization to understand the unbiased public outlook on your business, solutions, and services, as well as competitors and their services.
- Capture – and even predict – customer sentiment, opinion, behavior patterns, and satisfaction levels, so you can be fully aware of your customer dynamics.
- Empower your business development by discovering potential customers and generating new leads.
- Analyze the effectiveness and outcome of campaigns so you can refine your strategies appropriately.
- Identify key influencers within social network channels, and optimize social media outreach efforts, so you can reach the best audience most effectively.

Social Intelligence helps businesses

SOCIAL LISTENING - APPLICATION AREAS

Springbord

Our services demonstrates application-centric capabilities that empower diverse stakeholders

TALENT MANAGEMENT

Screening & hiring the talent pool through social community engagement.

SALES & MARKETING

- Fostering business relationships, building trust with potential business networks, and enabling pitch roadmap for sales & marketing executives.
- Identifying new avenues of growth opportunities & market prospects, thereby helping clients to optimize the marketing expenditure.
- Enabling successful marketing events & campaigns by capturing the precise market dynamics.

BRANDING

Enabling an agile brand reputation management by understanding the customers' needs, perception, and tonality.

RESEARCH & DEVELOPMENT

Facilitating cycles of product development and launch by effectively capturing the market needs & demands.

SUPPLY CHAIN MANAGEMENT

Ensuring streamlined supply chain by listening to customer responses.

CUSTOMER SERVICE

- Proactively addressing customer service issues through appropriate channel listening & engagement.
- Effectively handling PR tracking, requests & crisis management.

REPORT COVERAGE CHART

Springbord

	Social Listening	Social Media Analysis & Reporting	Social Intelligence
Reporting Format	Brief overview/Blanket overview	Insights report	Deep-dive strategic decision making reports.
Approach	Query/Keywords based search	Semantic Analysis and Insight Generation through general recommendations.	Understanding overall dimensions of the discussions and offering strategic recommendations.
Stakeholders	Middle-level managers	Middle-level managers and Top Management	Top Management, Board of Directors and External funders.
Challenges	Raw data buzz is generated at a very high-level, vague and typically not actionable.	Processing and thorough analysis of the conversations	Expertise to discover and deliver the strategic insights.
Applications	To hear a conversations about a product/service/brand.	To listen and analyze the sentiment of the product/service/brand.	Consulting, social listening, and reporting.
Ideal for	Companies searching for simple, predominant social indicator of their brand.	Companies that want to study consumer behavior and present spot-on trends.	Companies looking to deeply understand their marketplace, consumers and competitors.
Business Integration	Isolated from other business areas.	Integrates with few business areas.	Extends to all business areas and implies a deeper understanding of insights that a business can take and run with.

WHY SPRINGBORD?

The Revolutionary Business Breakthrough You've Been Looking For

Dynamic Profiling™ opens a new world to creative business leaders who recognize the power and potential of this bespoke service offering. Stake your claim in this new world today so that as your market evolves, your business can offer timely, relevant, and insightful responses that bring your business growth and recognition as a market leader. Springbord offer comprehensive and scalable social media management service with

- Seamlessly integrated social media listening and intelligence service offerings in real-time. Continuous monitoring allows us to provide dynamic updates.
- Unparalleled access to research databases, social media sites, online communities, blogs, and other media-sharing websites, along with a massive dedicated internal database housing a wealth of information.
- Broad coverage of traditional media thought leaders as well as social media Influencers, yielding widespread brand outreach and advocacy programs.
- Faster response to inquiries, complaints, and other crisis management services due to our comprehensive, readily deployable framework for initiating real-time monitoring.

We've invested years building and refining our robust web-search processes, tools, and reporting designs. We make it available to businesses like yours so you can reach your goals efficiently. We've observed how our creative application of technology can boost the success of small and large companies, and we want you to experience our advantage.

What Makes us Unique – The power to blend market and social intelligence

We unite the key resources of people, processes, and technology so we can deliver rich, relevant data, allowing you to make the most informed decisions possible. Our enhanced capabilities allow us to integrate market intelligence data with social media information. As a result, our customers have prolific insights and holistic perspectives about the people who are most closely tied to their business objectives.

Thank You