

# SOCIAL MEDIA LISTENING

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Social media listening enables us to understand online trends, how new opinion are generated, and the way disintermediated behaviors and autonomous approaches in the field of health and prevention are structured. This is possible thanks to constant monitoring, listening, and web and social media analysis.



MediPragma is a research based company specialized in the healthcare area, which has offered tailor-made solutions and consultancy to pharmaceutical, cosmetic and diagnostic companies. Our main goal is to provide our clients with high quality services to help them improve their performance.

We support:

- + Top management to boost profit with customer-oriented strategies;
- + Organizations measuring and optimizing performance as well as the return on investment;
- + Business intelligence to raise market, costumers and brand awareness;
- + Innovators in creating successful value proposition.





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## GOALS



It investigates the main topics of conversation and the associated sentiment. Moreover, it identifies public engagement, top influencers, the range of main speakers, sources, channels of propagation as well as geographical areas of interest related to message branching.



Planning

Analysis

Understanding

Listening



## OUTPUT

