

Social Media Benchmarking for Financial Services



Beyond the Arc helps financial services organizations leverage the power of social media by delivering benchmark data and actionable insights to align activities to key business objectives such as customer acquisition, customer service, and community engagement.

4 key services to increase the value of your social media efforts

- 1 **Assess your social media environment** - We help you determine whether your current resources can effectively meet your goals, and define any added requirements.
- 2 **Build a baseline of your competitors in social media** - We track consumer sentiment about competing organizations to help you understand the social media landscape.
- 3 **Benchmark your social media efforts** – We analyze your organization’s social media activities and develop a benchmark to define and measure ongoing success.
- 4 **Develop actionable customer insights** – We leverage social media data about your organization to define go-forward strategies and repeatable processes to improve customer experience.



Social media analytics for benchmarking and metrics

We help increase your understanding about consumers and competitors to determine the most effective ways to focus your social media activities to achieve key business goals. With expertise in data analytics and financial services, we:

- **Identify** consumer comments and determine market events that impact social media mentions of financial services brands.
- **Analyze** the volume of positive and negative comments by social media platform, and define metrics for trends in volume and sentiment.
- **Determine** key influencers to enable effective targeting; and evaluate the impact of social media on sponsorships activities.

Let's Talk

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Social: