

## Brand Sentiment Analysis Checklist

This checklist will guide you through the key steps of conducting a brand sentiment analysis to understand how your audience perceives your brand online.

Section Headers: Bold and slightly larger font for clarity (e.g., 16-18 pt).

Content: Clear, concise bullet points (e.g., 12-14 pt font).

Visual Aids: Icons or small graphics next to each step for visual appeal and easy navigation.

Colors: Use a professional color scheme that matches your brand, e.g., blue and white for a clean look.

Interactive Elements: If on a web page, include checkboxes next to each step so users can mark completed tasks.

### **Here's a simple visual mockup:**

#### **Preparation**

- Define your goals: What do you want to achieve with brand sentiment analysis? (e.g., Improve customer satisfaction, identify areas for improvement, track campaign performance)
- Identify your target audience: Who are you interested in hearing from? (e.g., Existing customers, potential customers, industry influencers)
- Choose your brand keywords: Create a list of terms related to your brand, products, and industry. Include variations, misspellings, and hashtags.

#### **Data Collection**

- Select your channels: Identify the online platforms where your audience is most active. This could include social media, review sites, forums, news articles, and blogs.

- Choose a brand sentiment analysis tool: Consider factors like features, pricing, and ease of use. Some popular options include Brand24, Mentionlytics, and Socialbakers.
- Gather data: Use your chosen tool or manual methods to collect mentions of your brand keywords across the selected channels.

### **Data Analysis**

- Categorize sentiment: Analyze the collected data to categorize mentions as positive, negative, or neutral. Look for sentiment indicators like emojis, keywords, and sentence structure.
- Identify trends and themes: Analyze the data to identify recurring topics, customer pain points, and positive mentions of your brand.
- Measure key metrics: Calculate metrics like net sentiment score, volume of mentions, and sentiment by topic.

### **Taking Action**

- Respond to feedback: Address negative comments and concerns promptly. Acknowledge positive feedback and show appreciation to your audience.
- Develop a strategy: Based on your findings, develop a strategy to improve negative sentiment and capitalize on positive aspects. This may involve product improvements, marketing adjustments, or customer service initiatives.
- Track progress: Monitor your brand sentiment over time to measure the effectiveness of your actions and identify areas for further improvement.