



HENDERSON INSIGHT LLC
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INSIGHT GENESIS™

SOCIAL MEDIA LANDSCAPING

There's a focus group happening right now about your brand – are you listening?

Insight Genesis™ is our proprietary custom consulting solution that leverages the power of social media. Compared to traditional market research, insights are contextually accurate and true voice. From a practical perspective, the insight gathering analysis and reporting time lines are comparatively short. There is no compromise on insight.

POWERFUL SEARCH

- All publicly available content across social networks, including:
 - Facebook
 - Twitter
 - Blogs
 - Discussion Forums
 - New Sites
- Multi-dimensional thematic qualitative analysis
- Robust quantitative social media metrics
- The ability to randomly sample relevant historical content

PROFESSIONAL CONTENT ANALYSIS

We deliver insight based on our expert application of qualitative analysis models to social media content. Yes - humans actually read the content and analyze it in the same rigorous way as we would analyze focus group data! This is a key differentiator compared to our competitors. Working with you, we create a custom lens through which to monitor, analyze and report contextually accurate social media driven insight.

CONSUMER INSIGHTS AND PLANNING

The applications are infinite. Common ways we help our business partners include:

- Ad-hoc social media driven exploratory research
- Continuous monitoring of the social web
- Pre-quantitative questionnaire development
- As part of a wider engagement, pre-qualitative “landscaping” of the social web to make the qualitative next step more efficient

RECOMMENDATIONS

Our insights lead to clear and actionable next steps. These may include:

- Emerging themes and why you should care
- Targeted messaging that resonates with each of your segments
- Understanding the story behind a spike in mentions of a given issue
- Where people are talking online
- Next consumer research steps



THE METRICS

Through our partnership with industry leading social media metrics providers, we incorporate quantitative metrics that enrich and contextualize the insights we deliver (these may include industry standard metrics such as share of voice and sentiment). The graph to the right displays articles that mention the term “Cola” over the last 12 months.

Analysis Activity

