



Monitoring Conversations of Small Businesses to aid content creation for an Employment-Focused Social Media Platform

INDUSTRY

Telecom and Media

CLIENT

A Digital Social Platform



BACKGROUND

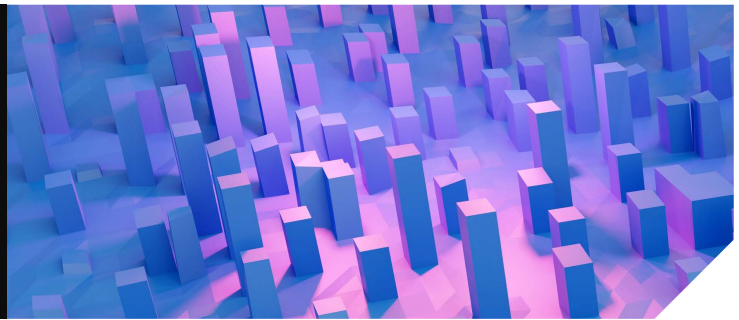
A social media platform wanted to track the small business owners' conversations over time to understand their areas of interest and the key challenges they face while running a small business. To identify how the narratives change with social platforms so the company could strategically leverage channels to communicate and engage well with the small business owners.



METHODOLOGY

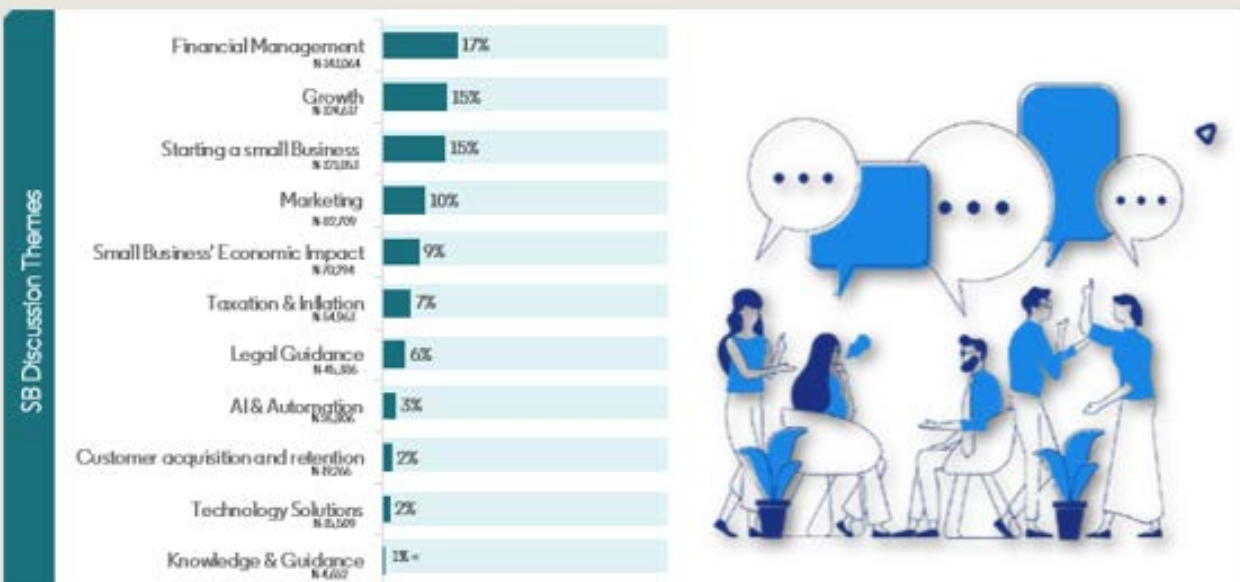
- Developed web crawling pipelines to systematically extract 'small business owner' author profiles from various social media channels and community forums, leveraging APIs and automated crawling frameworks
- Implemented deduplication to ensure a high-quality author list for scoped social channels. Conducted additional data aggregation for video platforms, such as YouTube and TikTok to capture small business owner-generated videos
- Created panels in the social listening tool to ingest channel-wise authors and track conversations happening from small business author handles, capturing their key discussion topics and critical challenges

IMPACT



- The study provided the client with a granular view of small business owners' interests and challenges, along with a comparative view across various social channels
- It enabled the company to create a customized content strategy specific to social channels, fostering better engagement with their targeted audience
- The client also got an overview of the key trends emerging in the small business landscape

Small business owners primarily discussed managing the finances, growth of business, and starting a small business



Financial management and growth made a higher impact. However, the growth-related discussion was one of the positively associated themes while financial management garnered more negative chatter

Platform Overview



1 Platform Sentiment

- On platform, small business owners felt overwhelmed by challenges, despite some finding joy



2 Sentiment Drivers

- Growth (11%)
- Starting a small business (10%)
- Marketing (9%)
- Financial management (30%)
- Starting a small business (13%)
- Growth (9%)

2 Top Engaging Themes

Topic	Mentions	Engagement
Financial management	139,339	1,056,670
Growth	107,112	829,050
Starting a small business	106,733	646,055
Marketing	62,847	396,382
Small Business' Economic Impact	50,430	379,761
Legal Guidance	42,288	292,190

3 Top Engaging Challenges

Topic	Mentions	Engagement
Financial management	48,639	491,557
Growth	9,786	208,257
Customer acquisition & retention	6,694	103,330
Technology Solutions	4,889	92,218
Taxation & Inflation	6,690	82,920
Legal guidance	6,858	80,433

Small business owners embraced social media marketing to foster growth, acknowledging its potential for lead generation & community engagement



Emerging Trends



(N-39,194)

Advanced & AI-enabled Marketing

"Try to use social media analytics to keep an eye on how things are going, make sure you have enough inventory based on demand, and keep asking customers for feedback on how to make your products better."



(N-6,680)

Use of AI Chatbot

"I love **chatGPT** for learning how to make automated spreadsheets. I've also used it many times to create safety checklists, site-specific HSP, general knowledge on topics/searches, and much more for my business."



(N-2,077)

Surge in Sustainability-Related Practices

"I've started a small business for homemade dog treats and want to create eco-friendly packaging. I'd happily collect it too."



(N-1,883)

Entrepreneurship Transition

"I quit my W2 two years ago to start my business. I had high hopes for how much I could grow the company, but I couldn't have imagined growing it this much. And yet... I go to the gym every morning. I log off at 5 pm every day! I prioritize my health and time with my family."



(N-1,779)

Enhancing Cybersecurity Against Threats

"With cybersecurity becoming increasingly important, many small businesses are looking for affordable ways to protect their data. Offering consulting services, vulnerability assessments, and security solutions could be a high demand business."



(N-1,258)

Demand for Remote & Hybrid work models

"In my company I established a remote work policy for my employees long before COVID - it spared 3 hours of people's lives a day. Made me happy."

ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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