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According to a recently concluded market survey conducted by one of the leading social media monitoring services companies, it has shed light into some of the fascinating aspects.

For instance, a whopping 98% of the respondents to the survey agree that when it comes to social media monitoring services they are far more effective than some of the other options. This clearly explains why there is a growing preference among organizations to rely on these services. Of course, these services do have their own set of limitations and advantages.

When it comes to social media monitoring, defining the objective in clear terms becomes the need of the hour. Having a clear goal is very important because it will become much easier in design the strategies that are to be adopted. Each goal has its own boundaries and therefore designing the strategies that can be accommodated with these boundaries is very important. One of the monitoring goals that every business module prefers is related to the feedback the customers give about products and services.

It is in this reference that social media measurement occupies a special place. In this procedure, numerous kinds of social media content are tracked down vigorously. Some of the areas where these contents are tracked include the micro-blogs, wikis, blogs, forums, social networking sites, message boards, etc. Giving a helping hand in this regard are various types of enterprise platforms and entry level tools. This measurement goes a long way in determining the volume and its sentiment related with a specific topic or brand. One of the biggest users of these tools is the marketing executives. They contend it helps them in planning and taking corrective actions to monitor and create better brand image of their clients. With the emergence of internet as a powerful mechanism to reach target audiences, such a monitoring has acquired incredible importance.

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