

„A CROSS-BORDER REGION WHERE RIVERS CONNECT, NOT DIVIDE“



SMAPWORKS has reached the final milestone, where we are able to launch our new product portfolio offering and present it to our Partners in the neighboring regions. Our Platform is now available in Croatian, Hungarian, German, Czech, Slovenian, and Slovakian languages, able to do tailored industry specific analytics for the Energy Sector.



We have successfully conducted online training for SMA expert, where they had a chance to understand and better oversee the process of data collection, analyzing data and creating reports.

We have held several online workshops to share how Social Media Analytics and Sustainability walk hand in hand and how brands can use Social Channels to raise awareness. Not only did we cover how brands use, but also showed how they can measure the results of sustainability campaigns.

In the upcoming weeks, we have several online webinars, where potential partners can walk through the SMAP Platform with our experts. We are currently looking for Partners from Germany, Austria, Croatia, Slovakia, Slovenia and the Czech Republic, who are interested in being our local partners in the given countries.

**Our upcoming workshop dates:**

| Croatia    | Czech Republic | Germany    | Hungary    | Slovenia   | Slovakia   |
|------------|----------------|------------|------------|------------|------------|
| 08/12/2020 | 02/12/2020     | 24/11/2020 | 04/12/2020 | 07/12/2020 | 10/12/2020 |

TIME: 16:00 – 18:00 PM (CET)

All webinars will be in English language!

Registration is required, please visit: <https://smapworks.com/event-apply>

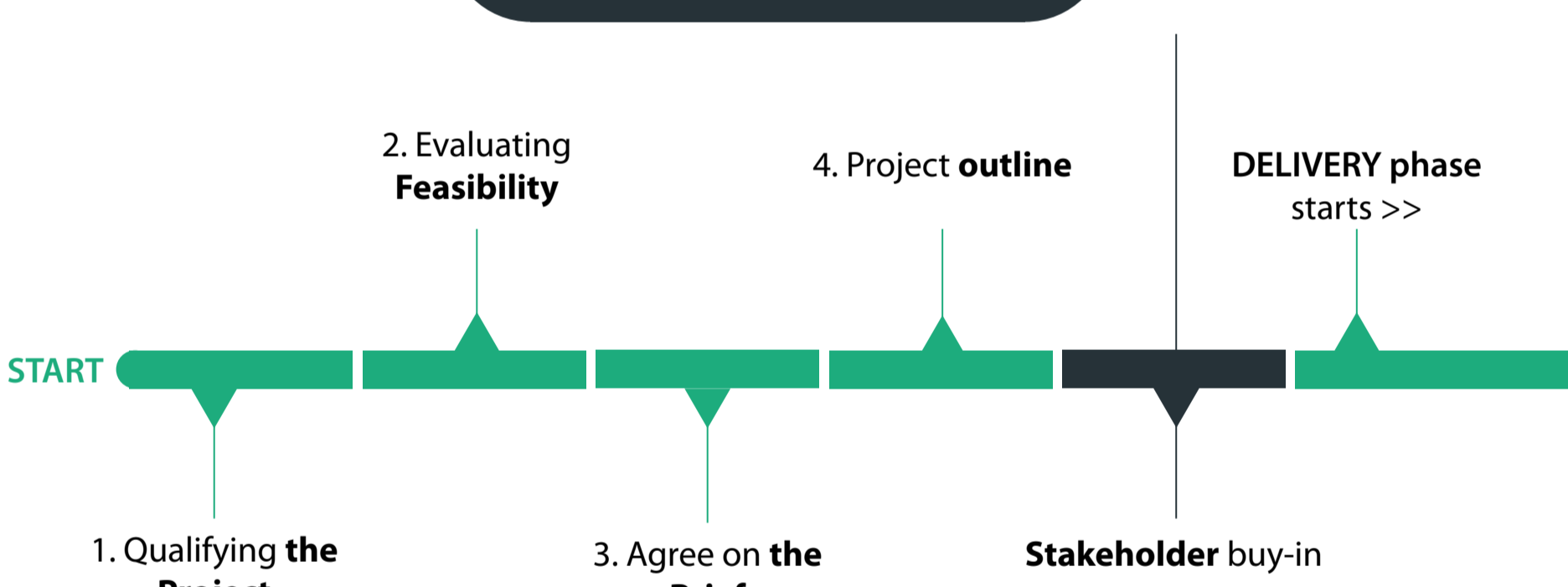
**SOCIAL MEDIA ANALYTICS WORKFLOW**

On our previous online workshops, we shared the “know-how” of our Analytics Process to allow consultants, data analysts to get familiar with this innovative market research methodology.

**Building a Social media Analytics Plan for ENERGY SECTOR**

1. Qualifying and Planning: Requirement gathering, viability check, client group alignment
2. Analysis and Design: Data collection and processing, secondary and subject expert research, report creation
3. Presentation and closing: Detailed explanation of findings and recommendations

**QUALIFYING AND CONTRACTING**



**Qualifying the Lead**

Engage with target client to understand **goals, pain-points, timelines, competitors, current state of market research and sales.**

**Evaluating Feasibility**

Internal research with analyst team to **evaluate whether there are sufficiently robust source data** mentions including, but not limited to: **target client brand and products, competitors' brands and products, industry, or other desired topics.**

**Agree on the Brief**

Jointly **agree on the brief, scope, and timeline** of the deliverables with the client team.

In a longer meeting the participants can clarify the details of the report.

**Planning the Project**

Sales and SMA team put together the **quotation including all the features** that we can provide.

**Delivery**



- Project **Kick-off meeting**
- Deep **Sector Analysis & Secondary Research**
- Creating the **Query**
- Framework of **the Report, Structure** the Topics
- **Creating widgets** on the Platform
- **Look behind** the Data
- **Data and widgets** to the Report Template
- Creating the **Storytelling**
- **Design and Review** of the Report

*Stay tuned and follow our webpage for more information!*

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