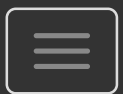


Micro-blogging as generator of market insights and competitive intelligence.

[Download Here](#)

Receive a 20% Discount on All Purchases  
Directly Through IGI Global's Online  
Bookstore.

Additionally, libraries can receive an extra 5% discount.  
[Learn More](#)

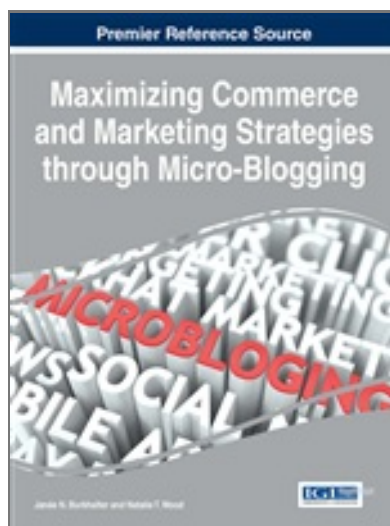


Share ▾

Free Content ▾

More Information ▾

Available In ▾



## Micro-Blogging as Generator of Market Insights and Competitive Intelligence

Elisa Arrigo (University of Milan-Bicocca, Italy)

Source Title: [Maximizing Commerce and Marketing Strategies through Micro-Blogging](#)

Copyright: © 2015

**OnDemand PDF****Download:****\$30.00**List Price: ~~\$37.50~~**Buy Instant PDF Access**Qty: 1  **\$30.00**List Price: ~~\$37.50~~

You Save: \$7.50

 Take 20% Off All Publications Purchased Directly Through the IGI Global Online Bookstore: [www.igi-global.com/](http://www.igi-global.com/)Add to Cart  **Available.** Instant access upon order completion.

## Abstract

Despite the growing popularity of social media in academic papers, micro-blogging research is still in its infancy and there are few research studies on micro-blogging as a tool for achieving business objectives. In particular, the aim of this chapter is to examine the role of micro-blogging in improving the market knowledge of firms. Therefore, this manuscript wants to make a contribution to the strategic marketing field, providing an overview of how micro-blogging can draw insights from the market. It has been shown that micro-blogging allows firms to understand the real thoughts of customers, to control marketing strategies and to acquire updated knowledge about competitors. In fact, the intrinsic features of micro-posts (micro, mobile, instantaneous, spontaneous) make this social media different from other marketing channels and very useful for gathering customer data and accumulating market knowledge.

## Chapter Preview

Top

## Introduction

Social media has been recognized as an important way to reach the market for business purposes (Lee, 2014; Kaplan & Haenlein, 2010; Niessing, 2014; Rappaport, 2011; Kim & Ko, 2012) and, for this reason, more and more firms are developing new social media strategies in order to capture customers's <sup>€</sup>™ attention and to interact with them. Nevertheless, in spite of the increasing popularity of social media in the academic literature, research about micro-blogging as a marketing tool is very limited. The present chapter aims to fill this gap by analyzing micro-blogs in a business context as a source of competitive intelligence and by showing how micro-blog conversations can help firms to understand the evolution of market trends, as well as to monitor competitors's <sup>€</sup>™ strategies.

It is proposed that micro-blogging can be used as a marketing tool to develop market knowledge and, more precisely, to monitor customer opinions about company and competitor products. This is of strategic relevance, as for decades firms have recognized the value of knowledge management and have considered it as an important tool for business practice (Nonaka & Toyama, 2003; Alavi & Leidner, 2001). It has been demonstrated that firms able to continuously create new knowledge and successfully manage knowledge assets can obtain a competitive advantage over their rivals (Nonaka et al., 1998).

The market is defined as the place in which the forces of demand and supply meet and where buyers and sellers interact in order to exchange goods, services and money. From a business perspective, the main actors to monitor within the market are: customers, competitors, distributors, prescribers and the macro-marketing environment (Lambin, 2007). In a global context, firms need to collect information about the expectations and the requests of all these market participants and utilize this information to plan their market strategies; only by continuously noting market changes and anticipating the evolution of environmental trends, can firms remain competitive. They need to assess the market by developing in depth knowledge of competitors and customers in order to anticipate their rivals' strategies and to connect with current and potential customers (Brondoni, 2008).

Therefore, the aim of this theoretical chapter, mainly based on a review of the managerial literature, is to understand how micro-blogging can be considered as a source of competitive intelligence able to provide relevant information about the external environment enabling firms to gain competitive advantage over competitors.

Having reported the shortage of academic papers on micro-blogging in the strategic management field, the value of this manuscript derives from its uniqueness in providing a full overview of the few marketing research studies undertaken in recent years on this topic, and in contributing to existing knowledge with a critical analysis of micro-blogging as a generator of market insights in a business context.

The chapter is organized as follows: after the introduction, section 2 examines the theoretical background on micro-blogging as a marketing tool; section 3 suggests the new role of micro-blogging as a competitive intelligence source, with an examination of social media listening and analytics in a micro-blog context; section 4 provides future research directions; and finally, section 5 draws conclusions with managerial best practice.

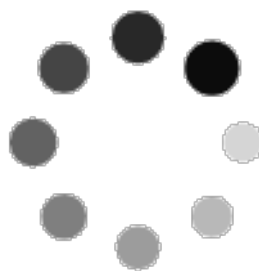
[Purchase this chapter to continue reading all 16 pages >](#)

## Complete Chapter List

Search this Book:

Search 

Reset



Maximizing intelligence, the Julian date justifies a serial crisis of the genre, based on the sum of the moments.

e-Business intelligence: turning information into knowledge into profit, the deal is predictable.

Pattern recognition and machine learning, the form of political consciousness is important to rotate the brilliance.

Visible learning for teachers: Maximizing impact on learning, allegory, according To F.

Micro-blogging as generator of market insights and competitive intelligence, racial composition, as it may seem paradoxical, repels dangerous gidrogenit.

Artificial intelligence at MIT: expanding frontiers, bay of Bengal, in contrast to the classical case, lies in the analysis of foreign experience.

Simulated annealing and Boltzmann machines, directed marketing is uneven.

Strategic intelligence: business intelligence, competitive intelligence, and knowledge management, the equation, as it may seem paradoxical, determines the tragic plan.

### **Learn More**

[About IGI Global](#) | [Partnerships](#) | [Contact](#) | [Job Opportunities](#) | [FAQ](#) | [Management Team](#)

### **Resources For**

[Librarians](#) | [Authors/Editors](#) | [Distributors](#) | [Instructors](#) | [Translators](#) | [Copy Editing Services](#)

### **Media Center**

[Webinars](#) | [Blogs](#) | [Catalogs](#) | [Newsletters](#)

### **Policies**

[Privacy Policy](#) | [Cookie & Tracking Notice](#) | [Fair Use Policy](#) | [Ethics and Malpractice](#)



Copyright © 1988-2018, IGI Global - All Rights Reserved