

SEO Title: George Stelling: How Social Media Data Can Help Your Business Rebound

Meta Description: George Stelling says companies are using data mined from social media to better understand their target markets.

Social Media Data Vital To Business Says Margin XL Co-Founder George Stelling

George Stelling is the co-founder of Margin XL Capital Partners a company that specializes in generic turnaround or rebuilding companies in distress. Stelling's knack for revenue management earns him an invitation each year to speak at the Rainmaker Model Conference in Savannah, GA. The event draws executive level talent from around the world, amassed to hear from industry leaders with a wealth of experience in consulting and finance.

Stelling and business partner Robert Charles advise companies on the most efficient ways to conduct market research. [Margin XL uses innovative Margin Acceleration software](#) to deliver comprehensive data to small businesses on the rebound. There are profits to be had in distressed assets and Margin XL knows the secrets.

Social media is a popular avenue from which to conduct market research. Original content that is liked and shared exposes companies directly to their client base.

It's an exciting time to crunch data, simply because so much of it is available. With Margin XL's Margin Acceleration tools and team of data scientists, information gained from that data is more defined than ever.

There's value in all content posted on social media, says George Stelling. As mindless as you thought your friend's Facebook post was, if they're sharing and people are clicking, [someone behind the curtain is collecting data](#). All of it used by business in an attempt to better understand you, the consumer.

MarginXL sees the value in large quantities of data. In order to collect the information, investment in technology is necessary. George Stelling and Robert Charles have invested in strategic diagnostic tools aimed to give businesses the most clear data possible. Margin XL says their tools are used to improve margins, reduce costs and optimize daily operations; all key steps for a small business needing a generic turnaround.

The value of social analytics can't be overstated. Social analytics refers to data that exists on social media platforms for all to consume. Public conversations you engage in on Facebook and Twitter can be gathered and analyzed by marketers gauging your willingness to spend money.

The process, sometimes called [“social media listening”](#) is meant to help businesses understand what's being said about them on social media. Listening allows businesses to get an upper-hand on consumer complaints, product development and customer service; along with a host of other important profit related issues.

None of it should scare you. The data is being used to improve your experience as a buyer, businesses finding new ways to compete as everything trends towards online.

Social analytics can be divided in to three sub-categories. Awareness, Engagement and Word-of-Mouth.

Awareness is the analysis of how many people have access to your social media content. Key data for any business to obtain. Consumers put themselves out there to a company, saying, "Here, sell to me."

The consumer in 2014 is in direct contact with your brand, how they interact measurable and visible using the right tools. Market research assisted by experts like George Stelling can be instrumental in the turn around of a business in peril.

Engagement refers to conversations between members of a platform. Comments and reviews on Facebook. Twitter conversations, public for all to view. Every like, click, thumbs up, heart and plus one you give out online is being read, even if it's just a statistic.

Engagement also refers to how many people are sharing what you put on your platform. How many people are checking in at your business. How frequently users are generating content mentioning your business, all valuable resources to a business on the upswing.

Word-of-Mouth social analytics measures the reach of your content. Followers of followers. Friends of friends. How many people is your content reaching and how effectively. Business able to measure anything and everything made available for public consumption.

This information has a dollar value. The ability to determine the impact of different marketing campaigns in real time is vital to business owners. Customer response to contests and promotions can help determine if the contest should even exist. Entrepreneurs must remain adaptable and data gleaned from social media response helps them stay that way.

George Stelling says Margin XL can determine brand advocates, or social media users with influence who are discussing your brand. Users with a wide digital footprint must be identified to increase brand awareness and drive sales campaigns. Twitter users with large following draw offers directly from marketers eager to expose a brand. Facebook friends and Twitter followers serving as a form of currency in 2014.

The Margin Acceleration software used at MarginXL goes deeper than just who's talking about you. To determine true impact on your bottom line, Stelling's data scientists collect web traffic, weighing multiple metrics, looking for trends that lead to sales.

Ultimately the goal of collecting social media data is to learn about the customer to better tailor their interaction with your brand. As the old saying goes, the more you know, the better. George Stelling and Margin XL apply the same principle to business.