



NETBASE CERTIFICATION

Target Audience: Marketing Analysts and Managers

Learning Objectives:

- Use NetBase tools to create a standard Netnography-lite report on your brand and area of investigative interest.
- Present a standard Netnography-lite report that identifies three specific insights and potential actions linked to those insights that can advance brand, product and/or marketing initiative performance.
- Identify topic area, research questions, and a NetBase custom metrics road map, which addresses current or near future data analysis needs/plans.

Course Length: 16.0 hours

Personal Course Results: Netnography Presentation:

- Hits / Buzz Comparisons
- Brand Net Sentiment
- Net Sentiment Comparison
- Brand Passion Index Comparison
- Positive and Negative Brand Analysis
- Insights and Action Recommendations

Research Plan:

- Brand Topic Interest Focus
- Key Questions
- Custom Metrics Road Map

Required Pre-requisite: NetBase Orientation - Independent Study