

How to listen

PASSIVELY LISTENING

- | Monitor blog conversations
- | Tap into emotions, metaphors from video, and photo-sharing sites
- | Use visual analysis tools to see context, relevancy, changing intensity of marketing conversations
- | Subscribe to consumer generate media analysis services
- | Mine conversation patterns in customer relationship management systems

ACTIVE LISTENING

- | **Recognition:** Make it easy for people to provide ideas or even to complain. **Most companies stop here.**
- | **Acknowledgement:** provide a relevant response that shows the person that you hear and appreciate her views.
- | **Endorsement:** have a conversation with the person to get a cull context of where the person is coming from and what's interesting to them. This shows an appreciated and recognition of that person's point of view.