**How Social Listening Can Boost Marketing**

Business-to-business marketers should use tools such as Brandwatch Analytics to delve deep into conversations on social media and learn what's driving anger or irritation toward particular brands or sectors, Katy Howell writes. This type of social listening will enable marketers to be more relevant, acknowledge pain points, offer solutions and create a more empathetic brand voice than competitors, she adds.

***The Drum (Scotland) 6/5/18***

[***www.thedrum.com/opinion/2018/06/05/how-be-interesting-industry-where-no-one-likes-your-product***](http://www.thedrum.com/opinion/2018/06/05/how-be-interesting-industry-where-no-one-likes-your-product)

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