**BrandVox: New Ukrainian product for managing social media presence**

**This tool will help brands reach a new level of competitiveness**

In November 2022 a Ukrainian company launched a new tool BrandVox aimed to provide a new approach for brand managers and marketers for analysis social media data, allowing them to make more informed decisions about their brand's social media strategy.

Having almost 10 years of experience and own state-of-art model in deep sentiment analysis, the team created a tool that combines both quantitative (numbers and metrics) with qualitative (content) evaluation of performance, creating a 360-degree view of brands health. It is essential nowadays when cancel culture is one of the strongest and quickest reputational management tool and wrong tone of voice can destroy the whole brand in the blink of an eye.

The company's slogan is "Analyze. Track. Optimize. Succeed." aptly reflects BrandVox’s vision to help brands succeed in social media by improving their strategy and maintaining a strong market position without giving in to their competitors.

We consider that BrandVox can create more valuable experience for users compared with similar products due to several key features:

- Text analysis feature

The first distinctive feature of BrandVox is its accurate tone of voice detection. This allows users to stay consistent while creating brand image their social media texts, as well as establish a strong connection with target audience by tailoring communication to their needs.

Our text analysis model allows us to identify more than 30 different emotions, and classic 4 dimensions of tone of voice which is very useful both when analyzing users’ own content strategy and benchmarking.

- Enriched social listening feature.

BrandVox enables users to track mentions on social media platforms such as Facebook, Instagram, and Linkedin, allowing them to identify market opportunities, respond to customer requests, and protect brand's reputation. Except the sentiment analysis of mentions, BrandVox also defines the level of intensity of mentions, which helps to understand what users need to prioritize and pay attention to in the first place.

- Unification of metrics and benchmarking

BrandVox combines different types of metrics from different social networks in one place. This allows to save time and effort when making decisions about content strategy, and helps immediately understand which content performs better or worse on different platforms, what media should be posted and when, what tone of voice reach brand’s audience, which content use competitors and what works best.

It consolidates all competitors’ content into comparative dashboards and one convenient feed to track.

BrandVox is a fairly young product, our history started in November 2022, when BrandVox was successfully launched it for the first time on Product Hunt was included in Top 10 Products of the Day and the Marketing Product of the Week. Now we have loyal customers and great reviews, and we want to become all-in-one tool for all organic performance (including non-social sources like Reviews, Media, or Google Analytics) of the brand.

Users have responded positively to BrandVox:

*«I use this tool a lot. It's quite handy. I really liked the fact that BrandVox is easy to use, provides quality analytics, and has a nice interface. The social listening feature came in particularly handy, it's great.»*

*«Having used this web application to enhance my brand on social media, I've found it to be an invaluable tool. The application simplifies managing my online presence across various social platforms, streamlining everything from content creation to analytics. What I appreciate most is its ability to schedule posts in advance, which saves me a lot of time and ensures consistent engagement with my audience.»*

Considering all our current achievements and positive feedback from users, we understand that we are working for a reason. Our team will continue to make maximum efforts to further improve the product and expand its functions.

The success of our users is our greatest goal.