

(54) Title of the invention : Impact of Social Media Monitor Tool For Brand Reputation Management

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(57) Abstract :

The proposed invention is a Social Media Monitoring Tool for Brand Reputation Management, designed to intelligently track, analyze, and respond to public sentiment across digital platforms. By integrating advanced technologies like artificial intelligence, natural language processing, and machine learning, the system continuously scans and processes social media content to classify sentiments, detect emerging trends, and identify influencers. It provides real-time alerts, comprehensive analytics, and historical performance tracking to enable proactive brand protection and strategic decision-making. The tool's multilingual and cross-platform capabilities support global brand surveillance, offering scalability, customization, and integration with enterprise tools. It enhances communication between departments, improves customer engagement, and ensures a data-driven approach to reputation management. With automated, adaptive, and secure architecture, this invention transforms digital brand monitoring into an intelligent, actionable, and preventive process for organizations across industries, empowering them to maintain trust, relevance, and credibility in the fast-evolving digital landscape.

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