



# A GUIDE TO EFFICIENT SOCIAL MEDIA MONITORING IN 10 MINUTES.

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A crisp guide on how to make the most of your social media data footprint.





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## 01. WHY MONITORING MATTERS

In today's digital era, social media plays a foundational role, influencing almost every aspect of our lives. It presents both opportunities and challenges, depending on how we leverage its potential. Whether you aim to establish thought leadership, stay updated with relevant resources, build engagement through a community, or attract virtual leads, social media holds the key. It's all about making the BEST use of it to achieve various marketing and business objectives.

### Tracking your social media footprint allows you to:

- Optimize marketing campaigns, product pricing, and channel distribution - ensuring great bottom-line numbers.
- Instill the “human” touch - bridging the distance between your company and your customers.
- Gain valuable insights into human behavior, their needs & intentions in the most authentic way possible.
- Helps you quickly resolve customer complaints to increase retention.
- Helps you stay relevant and ahead of your game.





## 02. WHO SHOULD MONITOR



Your target audience and potential customers are constantly promoting what they need, the question is, are you there to listen at the right time?

Monitoring information across all social media channels can be daunting and time-consuming. However, when your marketing, sales, support, and executive teams collaborate, you can achieve maximized results.



## WHO SHOULD MONITOR

### MARKETING

According to Insider Intelligence, In the US, millennials are the most likely to use social media networks as important information sources for shopping decisions.

Collecting and analyzing social data allows marketing to target the right audience, support sales teams in closing deals, and enhance customer satisfaction.

#### Here's what marketing should monitor online:

- Focus on the activity of your leads, especially the qualified ones.
- Scan what the thought leaders of your industry are talking about.
- Look at conversations that are about the phrases or keywords associated with your brand.







### SALES

Research from “Social Centered Selling and A Sales Guy” has revealed that **72.6%** of sales teams that incorporate social media related information into their processes, perform better than those that don’t. They also beat their sales-related quotas **23%** more often than their colleagues. Here’s how your sales team can achieve that:

- Monitor conversations of potential leads on platforms like LinkedIn and Twitter.
- Analyze discussions from lost leads to understand their sentiments regarding your brand.
- Keep track of converted leads to engage with them post-sale and build lasting relationships.

US social commerce sales are projected to surge from nearly \$28 billion in 2020 to over **\$56 billion** in 2023, as revealed by a survey conducted by Insider Intelligence. Ignoring social media monitoring could result in more than just a few lost deals — making it a costly mistake in this rapidly growing market.



## WHO SHOULD MONITOR

### SUPPORT

Welcome to 2023, where providing support through multiple channels around the clock has become the standard for brands. It's crucial to meet your audience where they're already present.


A study also revealed that **72%** of people who take to Twitter for complaints expect a response within an hour. Most people now expect a quick resolution, and the customer support team excels at handling such situations. Optimize your customer support with dedicated accounts, ensuring personalized attention that displays your commitment to their unique needs.


For instance, HubSpot's Marketing team manages @HubSpot on Twitter, while the Support team handles @HubSpotSupport. This approach is valuable in building and retaining healthy customer relationships.


#### The support team should monitor:

- Product and company-related questions.
- Customer and prospect conversations about your brand.
- Respond equally promptly to positive as well as negative feedback.

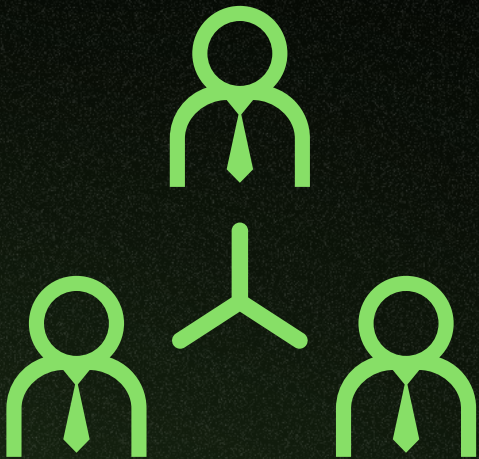
#### Response time expectations for social media communications that involve a complaint:

 | **50%** of users expect a response to their complaint in less than 3 hours, regardless of if the communication occurred in a public tweet or a private message

 | **47%** of users expect a response to their complaint in less than 3 hours, regardless of if the communication occurred in a public post or a private message

 | **55%** of users expect a response to their complaint in less than 3 hours when they reach out privately, but 56% expect it when reaching out publicly.





### EXECUTIVE

Today's customers and prospects expect senior executives to represent and stand behind their brands on social media.

A study by BRANDfog reveals that CEOs with a social media presence are seen as better leaders who build trust in their products and services and demonstrate accountability. People appreciate leaders who embody brand values and communicate effectively through social media, which has become a vital communication channel and a source of news.

As a C-level executive you can share content pertaining to industry leadership, thought leadership, brand messaging, and client success stories or case studies.

#### Key focus areas for Executives:

- Monitoring conversations among other executives.
- Tracking discussions about your company and competitors.
- Observing the activities of your competitors.



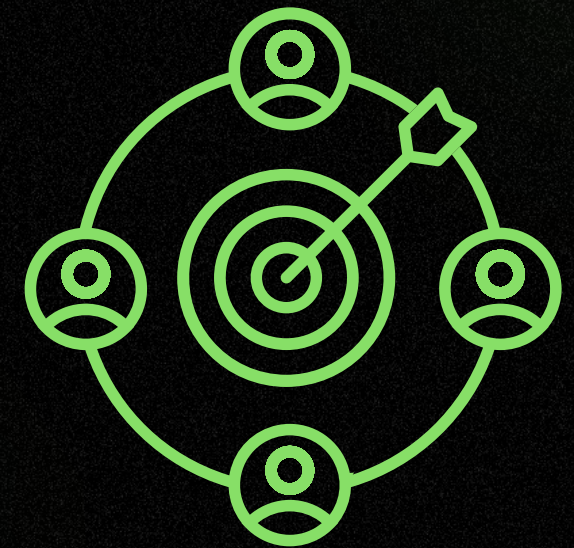
## 03. SETTING S.M.A.R.T GOALS

Why actively engage in monitoring social media? What do you aim to achieve by doing so?

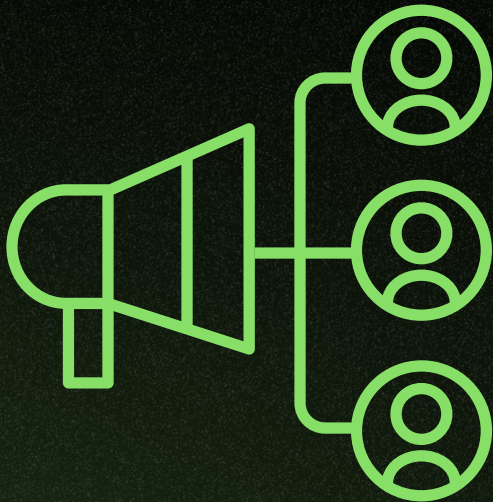
If you haven't established social media monitoring goals previously, begin by aligning them with your department's objectives.

For instance, if you belong to the Sales department, consider setting a goal to engage with ten potential customers each week through social media. Once you've successfully accomplished this initial goal and feel ready to progress further, you can refine your objectives by linking them to specific revenue targets.

Explore how social selling can contribute to closing deals, and set measurable targets for monthly or quarterly sales achieved through your social media efforts. This approach allows you to start with achievable goals and gradually scale up, ensuring that your monitoring efforts align with broader business objectives and contribute to tangible outcomes.







### Here's what we mean by setting a SMART goal:

- **Specific:** Set real numbers with real deadlines. Don't say, "I want more visitors."
- **Measurable:** Make sure that you can track your goal. Don't hide behind buzzwords like "brand engagement" or "social influence."
- **Attainable:** Work toward a goal that is challenging but possible. Don't try to take over the world in one night.
- **Realistic:** Be honest with yourself, because you know what you and your team are capable of.
- **Time-bound:** Do give yourself a deadline. Don't keep pushing towards a goal you might hit "some day."



## SETTING S.M.A.R.T GOALS

### List of achievable metrics/goals through monitoring:

- Leads generated
- Industry trend tracking
- Thought leadership
- Interactions from influencers
- Interactions from detractors
- Competitive intelligence
- Revenue
- Qualified opportunities
- Opportunities won
- Brand mentions
- Sentiment
- Crisis management
- Conversations
- Response rate
- Resolved issues
- Customer happiness and delight
- Product feedback
- Daily or weekly touchpoints





## 04. SOCIAL MONITORING TOOLS



Monitoring tools are powerful resources that help prevent system issues and downtime, contribute to your overall strategy and budgeting, making the same task more effective and less taxing on the team.

You can make use of both free and paid tools to simplify the social media monitoring process. HubSpot software, as part of its comprehensive marketing software package, offers a social media monitoring tool. This tool tracks social mentions from leads, opportunities, and customers, logging interactions into your contacts database. Not only does it assist in monitoring and reacting within the platform but also in integrating these conversations with your overall marketing strategy.

Hootsuite Insights is another great tool that provides a real-time, comprehensive view of millions of online conversations, allowing you to instantly monitor and analyze a vast array of social media interactions.

Alternatively, you may choose from various free social media monitoring tools. Some options include TweetDeck, Zoho Social, and Google Alerts. After setting up the monitoring tool, focus on tracking essential elements on each social media platform to gather valuable information, consolidate important data, and respond promptly where necessary.



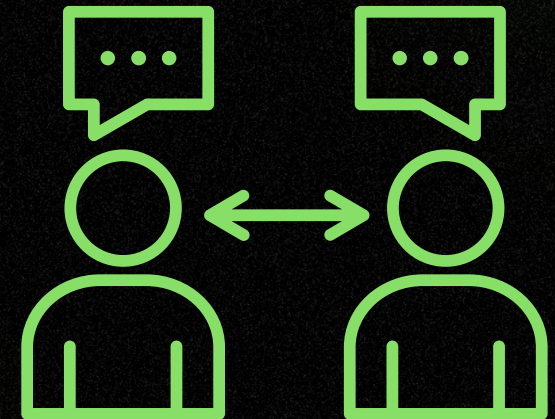
## 05. LISTENING & RESPONDING

Social media monitoring informs you about what people are saying, while listening gives you insights on WHY they are saying what they are saying. Listening takes a strategic approach, guiding long-term decisions by uncovering deeper user sentiments and intent.

What about responding? How do you zero down on effectively targeting and responding to the right conversations, feedback, or comments?

When deciding whom to respond to, consider essential factors such as the source, content, and recency of the communication. Keep these points in mind while crafting your response:

- Be prompt and precise in your reply; time is crucial.
- Avoid offensive or defensive tones. Support your response with facts and reference materials.
- Maintain a tone and voice that aligns with your company's culture and values.
- Clearly identify your connection to the company to assure the person that their concern is being addressed appropriately.







**Check out these formulas to help you decide whether you should listen or respond:**

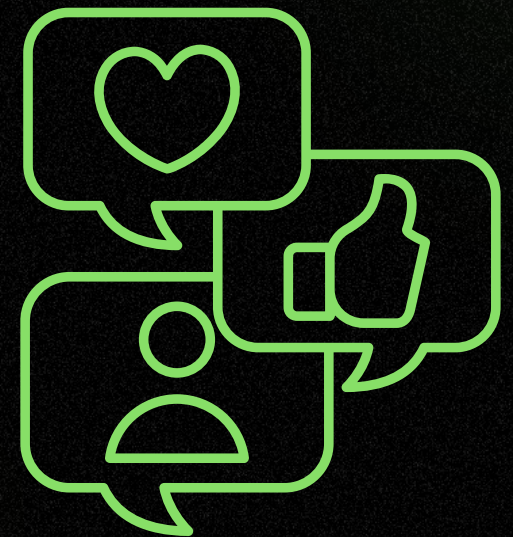
- Positive + False = Respond
- Positive + True = Listen or Respond
- Negative + Troll = Listen
- Negative + Not a Troll + Rant/Joke = Listen
- Negative + Not a Troll + Not a Rant/Joke + Erroneous Information = Respond
- Negative + Not a Troll + Not a Rant/Joke + Not Erroneous Information + Unhappy = Respond
- Negative + Not a Troll + Not a Rant/Joke + Not Erroneous Information + Not Unhappy = Listen



## 06. SOCIAL MEDIA CHANNELS

Determining the social media platforms you'll focus on and identifying the specific aspects you need to monitor on each platform is vital for an effective social media monitoring strategy. It lays the foundation for maximizing your monitoring efforts and further ensures you're targeting the right areas to gather valuable insights to make informed decisions.

After analyzing popular and widely preferred social media platforms, we've pinpointed Facebook, Twitter, LinkedIn, and Google Alerts as the more commonly used ones. Here's a brief overview of what you should focus on monitoring for each platform:







### FACEBOOK

Your business's Facebook page serves as the central hub for all your customers, prospects, fans, advocates, and critics. It acts as a forum where they can directly interact with you and with other followers of your page.

You should consider monitoring the following aspects:

- **Timeline Posts:** Enabling posts on your Facebook timeline allows customers to post feedback, reviews, and share experiences, fostering user-generated content that enhances brand visibility and credibility.
- **Comments:** Comments act like mini-conversations that originate from your posts, providing a great way to engage your audience in meaningful discussions.
- **Private Messages:** Monitoring your messages is crucial as customers frequently use the message box to make inquiries, express concerns, or seek support.
- **Reviews:** Facebook allows users to leave ratings and feedback related to your business. Responding empathetically to any negative feedback or low ratings is important to maintain your brand's reputation.

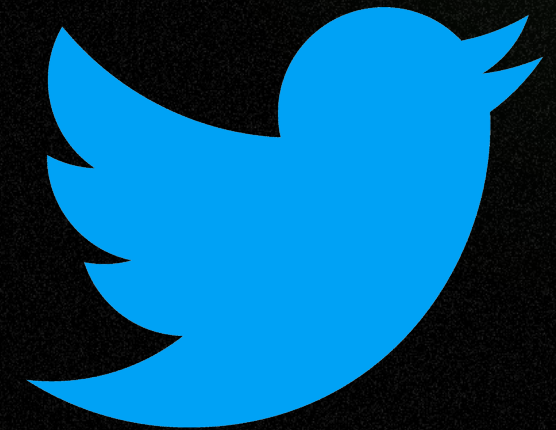


## SOCIAL MEDIA CHANNELS

### TWITTER

By focusing on the following areas, you can effectively engage with your Twitter audience, manage customer experiences, and gain valuable competitive insights.

- **Mentions and Searches:** Monitor industry tweets, @replies, and mentions of your brand or product. Stay attentive to questions and comparisons, providing expert responses to attract new opportunities.
- **Support Requests:** Respond promptly to customer support requests via direct messages or tweets, after all, happy customers are valuable assets to your business.
- **Complaints and Feedback:** Address negative feedback promptly to show customers you value their input. Express gratitude for positive feedback, retweet comments, or consider sending tokens of appreciation.
- **Competitor Mentions:** Use [twitter.com/search](https://twitter.com/search) to discover praises and criticisms about your competitors. Leverage these insights to improve your own products or services.
- **Live Stream Searches:** Utilize tools like TweetDeck or HubSpot's Social Inbox to save keyword searches as a live stream. This ensures you stay up-to-date on discussions related to your brand, industry, and products.







## LINKEDIN

LinkedIn is a gold mine for companies, offering valuable insights into their founders, managers, executives, and employees. It provides up-to-date data on key personnel and offers a platform for many profiles to share information about the company, its sector, and industry trends. Here are two essential aspects to monitor on LinkedIn:

- **Company Page:** Though activity may be lesser compared to Twitter or Facebook, a company's LinkedIn page remains a crucial source of interaction and engagement for businesses.
- **Group Discussions:** LinkedIn groups provide opportunities to participate in relevant discussions, ask questions, offer recommendations, and debate on various topics within a group. Setting up group notifications ensures you stay informed and can contribute your insights effectively.



## SOCIAL MEDIA CHANNELS

### GOOGLE ALERTS

While Google Alerts primarily targets web pages and indexed content, it may not be the most optimal choice for monitoring social media mentions. Nonetheless, it remains a valuable resource for tracking brand mentions across blog posts, news articles, and forum discussions.

Quora acts as a great Q&A forum for all kinds of topics. A lot of C-level executives can be found answering questions, increasing their brand's awareness, and instilling a positive message or deflecting negative comments. Adding your company's name as a Google Alert will further allow you to monitor all relevant questions. You can also assert thought leadership by actively engaging in discussions related to your personal expertise.

Blog posts are equally valuable and informative compared to news articles. They not only reveal who is writing about your brand but also provide insights into discussions about your competitors and trending topics in your industry.

Comments can be effectively monitored through Google Alerts, allowing you to track responses to articles and blogs about your brand, competitors, and industry. This insightful feedback helps you determine whether to engage with your audience or incorporate the received input into your business strategies.

Inbound links significantly boost your online popularity. The more articles that link back to your website, the larger audience you're likely to attract. Whenever someone publishes content about you and includes a link to your website, it's a great opportunity to express gratitude by sending them a thank-you note.





## 07. YOUR 10-MIN MONITORING CHECKLIST

TWITTER	FACEBOOK	LINKEDIN	GOOGLE ALERTS
Use TweetDeck Social Inbox, or bookmarked/saved streams on Twitter.com to check for chatter about your company and its competitors.	Stay logged in to Facebook and book mark your company's page to efficiently scan for comments, private messages, and reviews.	Read your LinkedIn group digest and scan your Company Page for new comments.	Check your email for Google Alerts for brand mentions and industry-related content.
<b>4 MINS</b>	<b>2 MINS</b>	<b>2 MINS</b>	<b>2 MINS</b>



## 08. FINAL THOUGHTS

As you develop better social media habits, ensure you have a system in place to measure your success. Data is essential to prove the effectiveness of your efforts.

Reflect on the initial goal you began reading this ebook with, whether it's marketing-related or focused on thought leadership. Use tools like Google Analytics, HubSpot, or others to monitor traffic, leads, and customer generation from your social media efforts.

For thought leadership, track the increase in blog and news articles about your company and the number of inbound links. Links indicate others find value in your content and additionally boost your SEO.

No matter your goal, if you invest more than ten minutes in social media monitoring, your success should align with the effort you put in. Keep track of progress and use the data derived to optimize your social media strategies.





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