



# The Top 10 Reasons

to Monitor Your Brand in Social Media

## The Compliment

Compliments can come in many forms. They can be congratulations messages about a recent award. Or a customer raving about the experience they just had with your product or with customer service. Social media compliments are the online equivalent of references or testimonials, and they deserve your attention. Create a Delicious account or use another social bookmarking utility to save all of these compliments. Include them on your website or your collateral. Potential clients looking for reassurance on a purchase decision will love to see what others think of your company and products.

## The Complaint

Watch for posts complaining about your products or services, company, and staff. Catching something early means getting a chance to respond and demonstrate your problem solving abilities. A posted complaint may also draw out other similar customer experiences, which provides an opportunity to reach out to them as well. And who knows, impressing customer with great customer service may generate some positive posts about how you resolved the problems.

## The Expressed Need

The best way to watch for expressed needs is to look for keywords often used to describe those needs. People make known what they are doing and often ask the general public for advice when they are about to make a purchase. Both of these situations provide an opportunity to reach out with an offer of assistance, information, or even a free demo. A social media poster often appreciates that a company representative is listening and does not mind an offer of assistance especially if it's done in a helpful, friendly way.

## The Competitor

If you are watching your industry and relevant keywords, you will probably be the first to know when a new competitor appears on the scene or when their name is mentioned. This kind of intelligence can highlight opportunities to reach out to potential customers who are trying out a competitor or dissatisfied with a competitor's product or service. You may also discover which industry players are advocates for competitive brands, giving you the opportunity to





reach out and gauge their interest in your capabilities. Competitors will also often talk about subjects they are strategically interested in. Being able to stay on top of those discussions allows you to anticipate future moves.

## The Crowd

Topics will often pop up online that draw huge crowds. There is a lot to be learned from these discussions, especially when they have the potential to affect your brand. Following the swarms can give you a better understanding of current sentiment about a certain topic, and uncover topics that you may need to keep tabs on. Tracking a topic's viral nature and how long it generates buzz can give you an idea of its relative importance, and opportunities to join the conversation at its peak.

## The Influencer

Influencers within a space can carry a lot of weight. They gain their power from how frequently they post on a topic, the number of people who link to their posts, the number of people gathering to comment and how engaged visitors to their posts become. An influencer's audience helps spread opinions on a brand faster, and those opinions can have greater impact. Often an influencer's post appears prominently in a topic's Google search results where even more potential customers will see it. Knowing who these influencers are and understanding their opinions of your brands can help you connect with them as advocates, or to understand why they currently hold a negative view.

## The ROI

There has been a lot of buzz lately on how to successfully measure online marketing and outreach campaigns. Much of the focus has centered around the topic of engagement. While a universal engagement metric has yet to be agreed upon there are still a number of effective ways to measure engagement and ROI in general. Track the mentions of a brand in user-generated content before, during and after a campaign. Isolate positive words associated with a particular brand and gauge the number of times they were used over a period of time. Alternatively, you could sort all posts mentioning a particular brand or topic by number of comments or views to uncover the top 50 discussions where engagement was the highest.

## The Crisis

Discussions happening in social media can serve as an early warning system. By using advanced tools, you can observe new words - especially negative ones - appearing more





frequently around your brands, and guide you to the posts where they appear. Tracking these “crisis” words over time can also help gauge the effectiveness of any outreach campaigns designed to address the underlying issues.

## The Audit

A brand is the sum of all conversations and is no longer completely controlled by the company. By analyzing social media, a corporation or agency can score a brand's overall user sentiment, determine which words are commonly associated with it, understand which competitors rank closest in buzz or online mentions, uncover brand advocates, and rank which social media channels contain the most active discussion. By isolating which sites are discussing your brand or a competitor's brand, an audit can also help pinpoint possible ad placement opportunities for reaching the most valuable and engaged audiences.

## The Thread

With so many social media channels, conversations often become splintered. A discussion can start on one site and quick leap into another making it rather difficult to follow. Following discussions using associated keywords can help bridge the thread across all types of social media, connecting the conversation for easy analysis.

Your customers, prospects and peers are discussing your brand, your industry and your competitors right now in social media: with or without you. [Listen, pinpoint the buzz and participate in the conversation.](#)

