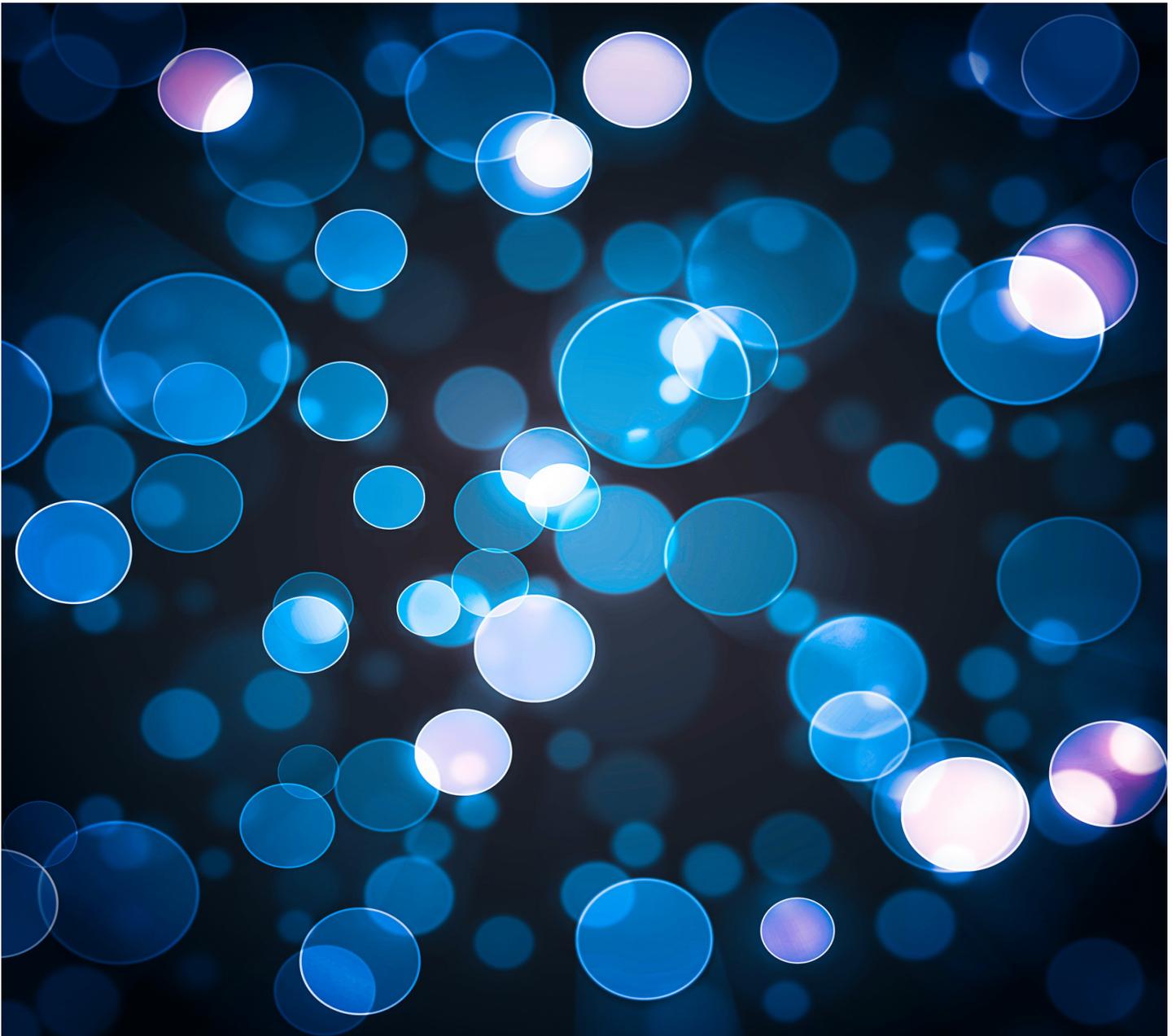


# SOCIAL MEDIA MONITORING IN FIFTEEN MINUTES

BY MURRAY NEWLANDS



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# SOCIAL MEDIA MONITORING GUIDES YOUR BUSINESS

We all know the Internet is big, but we're talking about [548 thousand](#) new Facebook profiles, [350 million](#) tweets, and [422 million](#) Facebook status updates EVERY SINGLE DAY.

How can anyone possibly find all of the relevant information in there, let alone organize, interpret and use it?

Social media monitoring, that's how.

Social media monitoring empowers your business.

You get smarter & stronger.

Firing up your laptop and logging into Twitter in the morning is like walking into a conference expo hall. What's the first thing you notice? The noise. Hundreds of conversations happening all at once. Then the crowd. Row after row of booths you could visit. And chances are, you have maybe 30 minutes to talk to people and walk around. You want to make it count.

If only there was a way to know who to talk to, and how to find the best information that is the most relevant and helpful for YOU.

There is. It's called social media monitoring.

For now, you're still on your own in that expo room. Good luck :)

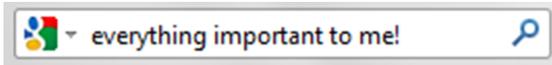
In the "expo room" of the Internet, social media monitoring acts as a personal tour guide through the "endless rows" of blogs, images and articles.

Social media monitoring cuts through the noise.

You find only what you need.

# INTRODUCTION: SOCIAL MEDIA MONITORING

Social media monitoring (SMM) is the process of watching, listening to & understanding new information on the Internet that is important for YOU.



Social media monitoring (SMM) tools constantly gather information based on what is important to you, and then store & organize that relevant content.

# HOW SOCIAL MEDIA MONITORING TOOLS WORK

With a Social Media Monitoring (SMM) tool, you set up “alerts” for specific “keywords.” The SMM tool will periodically scrape the Internet and collect any new blog posts, images or social media posts that contain that “keyword” into a single interface and provide a dashboard to help analyze and manage your results.

For example, you could create an alert for the keyword “grilling” to research potential summer customers. Your SMM tool will find all new blog posts or social media posts containing the word “grilling,” or images tagged with “grilling” and organize them on a page in your account. You have all of those posts in one place, and you can read or analyze them there.

## DO YOU NEED A PROFESSIONAL SMM TOOL?

A professional SMM tool automates your monitoring. You get to spend your time interpreting and acting on the results. Yes, you can cobble together RSS feeds and search engine results and make your own pseudo-tool for free. That's time-consuming, doesn't come with customer service help, and you'll never know if you're missing something. That's a lot of frustration to save a few dollars. The biggest downside is that you won't have the built-in analytics or manage that information with your team like you do with a SMM tool.

I highly recommend using a professional SMM tool. A good one collects all of your results in a single place and then lets you manage and share the information. You can spend anywhere from \$15 to \$2500+ per month. It all depends on what you need. I use [Alerti](#) because it's designed for a consultant or small business-person like me.

# BASICS TO LOOK FOR IN A MONITORING TOOL

## FUNCTIONALITY

- What sources of blogs, social media, images, etc. are checked?
- How frequently are results refreshed?
- What languages can you search?

## ANALYTICS

- What type of graphs/stats are provided?
- Can you export and share the information easily?
- How accurate is the Sentiment Analysis?

## MANAGEMENT

- How can you filter/organize the information?
- Can you collaborate, assign and share alerts to your team?
- Can you respond directly from the tool on Twitter or Facebook, etc.?

# HOW DO SOCIAL MEDIA MONITORING TOOLS HELP BUSINESSES?

Every business can benefit from social media monitoring. It's hard to know who to listen to, and easy to think you're doing it wrong. You're not doing it wrong if you're doing it. You won't use it exactly the same way as the people down the hall or across the street.

In my opinion, if you're not using a social media monitoring tool, that's doing it wrong. Business is tough, especially during these economic times. Social media monitoring is one of the things that can help you set yourself apart, get more efficient, cut costs, and still put relationships first.

It's hard to imagine doing business without your telephone or your computer, right? You would be slow to react and miss a lot of opportunities. The value of social media monitoring is like that. It helps everything your business does happen better. You will see measurable, actionable results in the first month.

You won't see direct ROI or revenue from monitoring social media, **BUT YOU WILL SEE PROFIT.** Social media monitoring will make everything in your business more efficient and profitable.

The following are ten ways that it can help you:

## 1. BRAND MONITORING

You'll want to keep track of your brand name across social media, blogs, and everywhere else. If someone's talking about you, you need to know! Even if you aren't responding to every post right away, you will have a database full of every mention of your brand so you can go back and look.

## 2. NEW PRODUCT CAMPAIGNS

When you launch a new product or service, you need to know how much pick-up your product or service and the related PR and marketing campaigns are doing. SMM tools enable you to track keywords, and they also let you create graphs, spreadsheets and reports to identify success, set improvement goals, and quickly explain results to clients or management.

## 3. COMPETITORS

People are out there talking about your competitors, whether love or hate. That kind of information can be invaluable for everything from marketing campaigns to product development. SMM tools make it easy for you to track the online movements of everyone you're in competition with so you can always know what's going on and stay ahead of the game.

## 4. CUSTOMER SERVICE

When someone uses your brand name, it can either be to sing your praises or drag your good name through the gutter. Either way, you want to be able to respond. With SMM, you'll know who to thank and what issues need to be addressed.

## 5. INDUSTRY TRENDS

No matter what field you work in, there are probably too many blogs, Twitter feeds, Facebook groups, YouTube channels, and all the rest. It's hard to keep up. SMM tools allow you to know what the latest is on the trends that matter most to you. You know that moment when you open the Huffington Post and there are 50 articles all begging for your attention? With SMM, you'll get only the one that fits your search, and have it waiting for you in your inbox.

## 6. THOUGHT LEADERSHIP

When people are talking about the key issues in your field, you want to know what they're saying to keep up on the latest perspectives. Or, maybe you want to be in on the conversation, so knowing when thought leadership conversations are happening means you'll have a greater chance of joining in.

## 7. LEAD GENERATION

One of the most financially productive ways to use social media monitoring is for generating leads. Every time someone is talking about your brand, a competitor's brand, or something related to the products or services you sell, there is a chance they are looking to buy. If you can respond during their research, or be of assistance close to their moment of decision, you'll feel the power of social media.

## 8. REPUTATION MANAGEMENT

Bad press, spam, and even outright slander can and does happen. When you find yourself in crisis containment mode, having the ability to monitor the entire Internet at the same time and have that information delivered to you sorted and ready to be analyzed can save you time and money. Not to mention your reputation.

## 9. PRODUCT SEARCH

SMM tools help you find the influencers in your field. When you reach out to these influencers, it's the first step to understanding what the most enthusiastic of your users and supporters need and want from the future of your company.

## 10. BLOGGER OUTREACH

Whether for a product launch, a news campaign, or for market research or guest posting opportunities, finding the right bloggers who write to your target audience can be a challenge. SMM tools help filter the information down so you are looking at a few hundred, not a few million.

Those are just 10 ideas. There are plenty more, and you'll figure out new ways to benefit from social media monitoring once you start using a tool. I highly recommend getting started right now.

## A NOTE FROM MURRAY NEWLANDS

As I mentioned, I work with a social media monitoring company called Alerti. In my opinion, they are ideal for consultants and small/medium sized businesses. Because you are reading this guide, you have access to a FREE 90 day trial. Good news for you. :)

To activate your trial, register at [Alerti](#) and use “freetrial” as the Bonus Code. Let me know what you think!

Warm Regards,

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