



## 5 STEPS FOR SUCCESSFUL SOCIAL MEDIA MONITORING

Key business benefits

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# Social Media Monitoring

Why is it essential for your business today?

As important as social media is for your business, once you have built all your social media profiles and are engaging with other people online regularly, it is important to monitor the effectiveness of social media for your business. In today's competitive landscape, even if you don't have a desire to be

involved with social media for your business, you don't have a choice. You must keep up with your customers and your competition. If you don't get involved, you will be giving up your competitive edge, and other businesses will shine in the eyes of the potential and



*Social media monitoring does not have to be difficult, costly or time consuming. When managed well with efficient and effective systems and procedures, it can enhance your customer service, your brand reputation as well as the overall recognition of your company in the online space.*

current customers, and you will be left behind.

It is extremely important to have an active and assertive social media marketing campaign in which your branding is solid, your business offerings are highlighted, and appear compelling and attractive. Monitoring the results of your social media marketing campaign is equally important. You need to keep your finger on the pulse and have as much control as possible over the flow of your business success so that it

will be effortless to identify what is working and what is not working.



## Here are 5 great tips for success:

**Know Your Plot:** It is always important to know why and what you are going to do before you do it. Identifying which social networks best serve your interests and where your best chances are to make an impact on the public is a first step. Also, throwing out links and ads left, and right is not good social etiquette, you must be real and engage.

**Listen More, Talk Less:** You must seek out your audience by monitoring sites for key words and phrases that relate to your mission. Once you find people talking about subjects that relate to what you do, you can follow or friend them and start engaging. Once you do engage, promote yourself, but don't cram it down their throat. Just be friendly with them and throw in what you can when it comes up.

**Recruit Promoters:** Once you are engaged, get your new friends to work for you by issuing campaign challenges, asking questions that people can answer and want to answer. You can then turn the discussion into something related to your business and attempt to get feedback. This builds the bond.

**Social means Social:** Don't send out links about your latest promotion every hour. A social media site is exactly a place for conversations and casual engagement. There must be a great deal of thoughtfulness employed with your engagement, finding the right balance between promotion and conversation.

**Evaluate Success:** There are simply too many people you will be exposed to be able to track them by memory or with ticks on a page with a pencil. You will need a solid piece of social media management software to do the job right. The right dashboard gives you the numbers and analytics you need to effectively track how your engagement is increasing traffic and promoters.

## LATEST INSIGHTS



### Top Four Advantages of Media Monitoring Services

Know how our solutions can help organizations gain a comprehensive picture of the impact of their marketing and communications outreach, which subsequently helps in media audit and performance measurement.

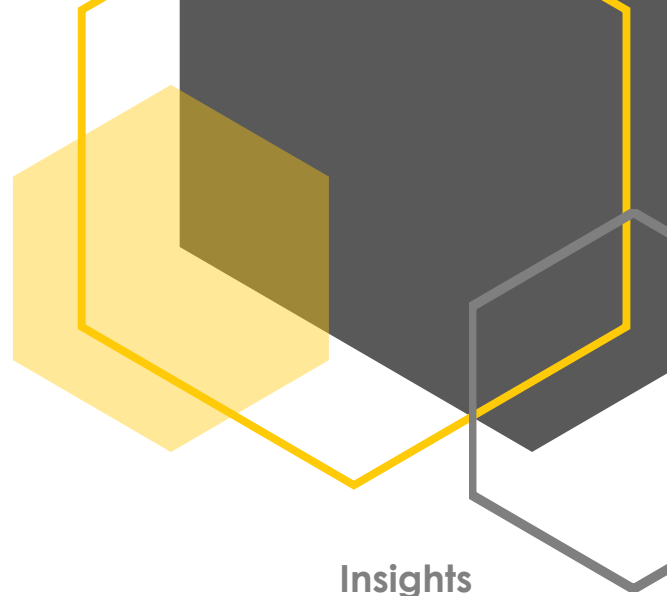


### Media Monitoring for A Food Service Client

In our latest engagement, we helped a leading food service client effectively track activities across multiple storefronts and locations.

# Success Story

Media monitoring for a leading food service client



## Challenge

A leading food service client was facing predicaments in monitoring and keeping track of their audience.

## Benefits

Helped the client gain real-time insights into the current trends and tailor sales force services effectively.

## Insights

Identified potential responses and optimized the social presence of the brand across various niche market segments.

[Free Brochure](#)

## About Infiniti Research

Infiniti Research is a leading provider of actionable market intelligence and advisory solutions that help global organizations in entering, competing, and capturing maximum market potential. Our experienced market researchers follow highly tailored and proven methodologies to support clients with succinct answers for business decisions in areas including Market Opportunity Assessment, Emerging Market Planning, Benchmarking, Value-Channel Analysis and Customer Segmentation.

With a team of 500 researchers spread across four continents, we can understand diversity in local behavior and business environment, overcome language complexities, proactively identify complex multi-level regulatory issues, and obtain high-quality information on private companies. By using Infiniti as your research partner, you can supplement and augment your internal resources on a flexible basis, increase the productivity of your team, and simultaneously cut costs.

Our researchers have extensive experience in deep dive custom research and consulting assignments for over 100 Fortune 500 companies and numerous small and medium-sized companies across several industry verticals.



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