A COMPREHENSIVE GUIDE TO BUILDING A STRONG SOCIAL MEDIA MONITORING STRATEGY

Key best practices and strategies for better social media monitoring

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ABOUT US

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.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. Our core specialty lies in offering a complete range of competitive intelligence and research services and obtaining fresh market data through variety of primary research methods.We believe that the success of our clients will help us succeed. Our values reflect the thinking of the top management, which is to put our client's interests ahead of our own.

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What is social media monitoring?

Social media monitoring involves the use of social media channels to track, gather, and mine information and data that are valuable to the company. This is done to assess the brand's reputation and discern how they are perceived online. Organizations leverage social media monitoring to reach out to their customers and prospects for information gathering and front-end customer support. It is used to collect and mine data, especially by organizations seeking customer intelligence to determine current industry trends. Although it is now easier for companies to analyze what customers think about them, it becomes a tedious task due to the number of social media platforms and users that exists today.

Today, most top companies have scaled their businesses on a global scale, making it extremely important for them to stay relevant even in international markets. Listening to customers in different markets is one of the most important elements of an international branding strategy, but it is often the one that is most overlooked. This is a big mistake as customers in different regions may have very different perceptions of a brand.

So, it is vital not only to have a different branding strategy for different markets but also to check if they are working in these markets. Organizations need to gauge customer feedback to identify branding deficiencies and rectify them.

Overlooking customer perception about the brand in different markets could prove to be a grave mistake.
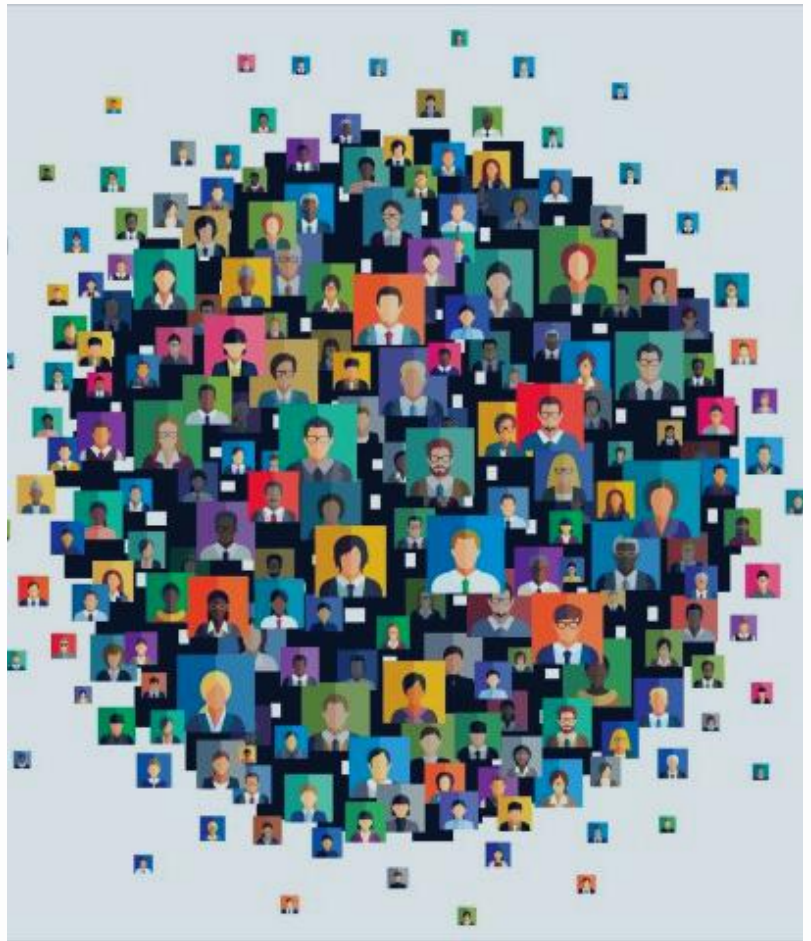
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Best practices for social media monitoring

Identify the networks to target

One of the most basic steps involved in social media monitoring is knowing what media platforms to look at. Facebook and Twitter are certainly two social networks that most businesses would want to monitor. Besides this, organizations may also want to monitor networks like Reddit, Instagram, and Pinterest, depending on the industry that they operate in. Furthermore, for an effective monitoring strategy, it is also important to follow blog posts, news stories, forums and even comments on the various blogs and websites in the industry.

Identify patterns

Most brand monitoring tools have location filters and it's important to leverage them for every market that is served. Assimilate information on all regions and start looking for parallels. This helps determine how customer views of the brand vary from one market to the other.

Compare feedback against branding strategy

Rather than focusing on whether or not the customers have positive views of the brand, companies should be focusing on whether that feedback indicates that their marketing strategies are working. It should be kept in mind that the branding goals are probably different in every country. While listening to customer statements on social media, always compare how it measures up against those branding goals.

An effective social media monitoring strategy requires a long-term focus and a filtering system that can only be perfected through continuous improvement. Get in touch to learn more.

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Categorize posts into sentiments

Monitoring hundreds of keywords, competitors and industry news across multiple social networks can be chaotic. For one, not every post is equally valuable, and with social media monitoring the noise-to-signal ratio can be overwhelmingly high. Also, to maintain a healthy ROI from social media monitoring, it is important to reduce the time spent on monitoring. This is possible by using third party software tools to automatically categorize the various social media posts being monitored into positive, negative and neutral sentiments. This way, it is possible to only receive alerts for posts that are ROI-worthy and not expend resources on monitoring other posts.

Tweak monitoring strategy

There is no one correct way to reduce the noise-signal ratio in social media monitoring. Your strategy can only be improved through trial and error. It is, therefore, important to constantly evaluate the noise in your feed and identify ways to reduce them. For instance, you may stop monitoring specific competitors or keywords that are not ROI-worthy and may start monitoring other keywords that may bring generate higher quality leads.

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