

WHY MONITOR CONVERSATIONS ON SOCIAL MEDIA?

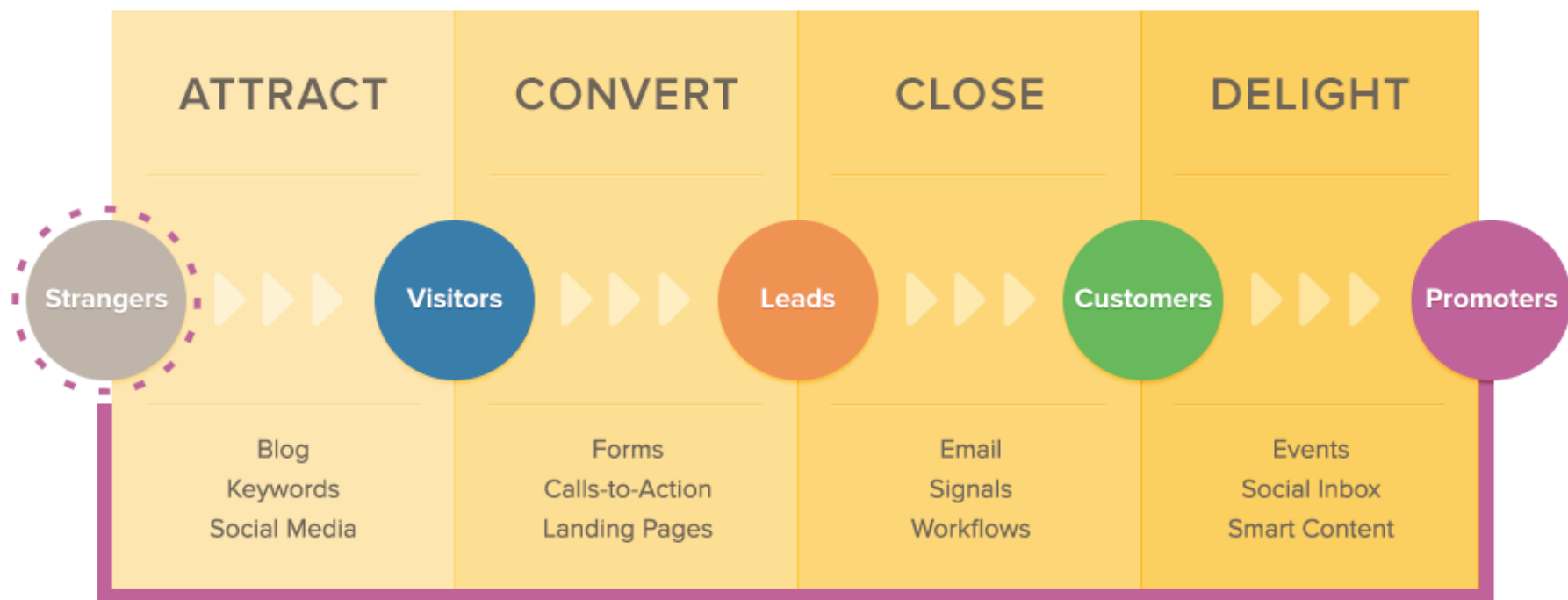
**FIRST, WHAT IS SOCIAL
MONITORING, ANYWAY?**

What is Social Monitoring?

A woman with dark hair tied back, wearing a black shirt with white polka dots, is shown in profile from the chest up. She is holding a large, vintage-style telephone receiver to her ear with her right hand. The background is slightly out of focus, showing a wall with some papers and a decorative lamp with a brass base and a white shade. The overall lighting is warm and indoor.

Social monitoring is the practice of tracking conversations online from the people who matter most to our business.

Inbound Methodology

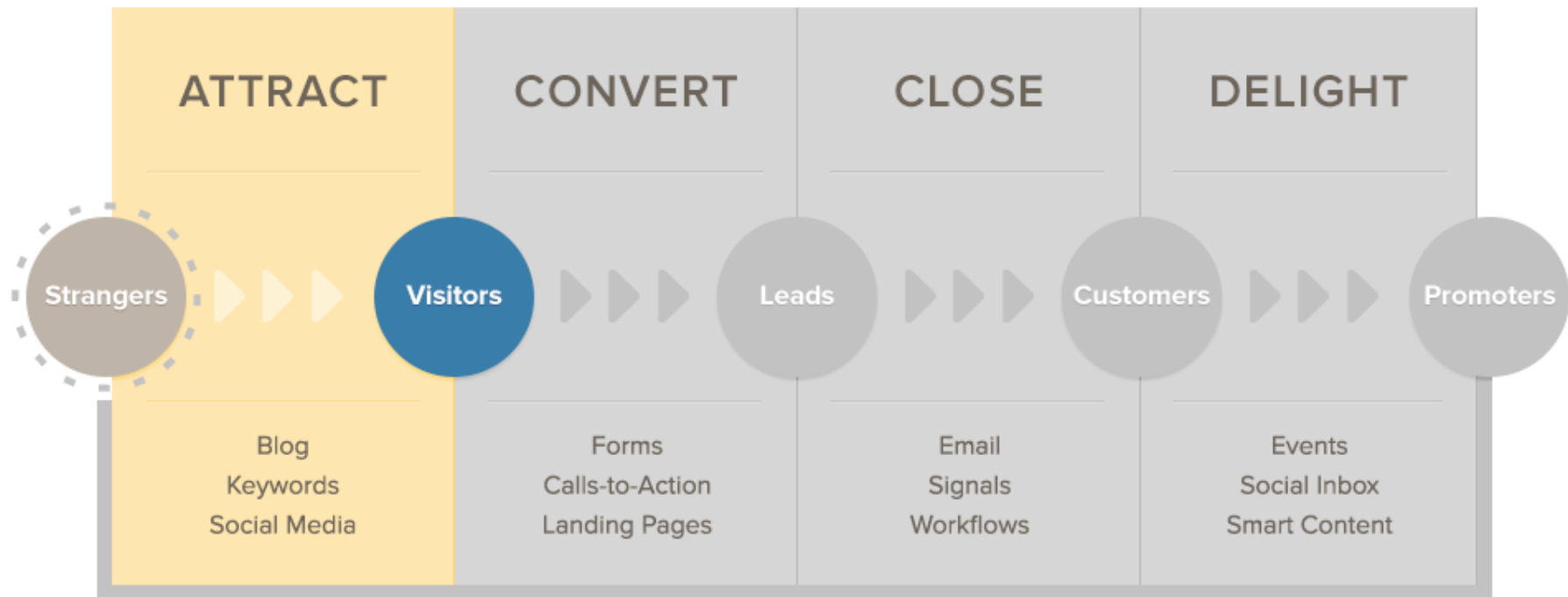


Inbound Methodology

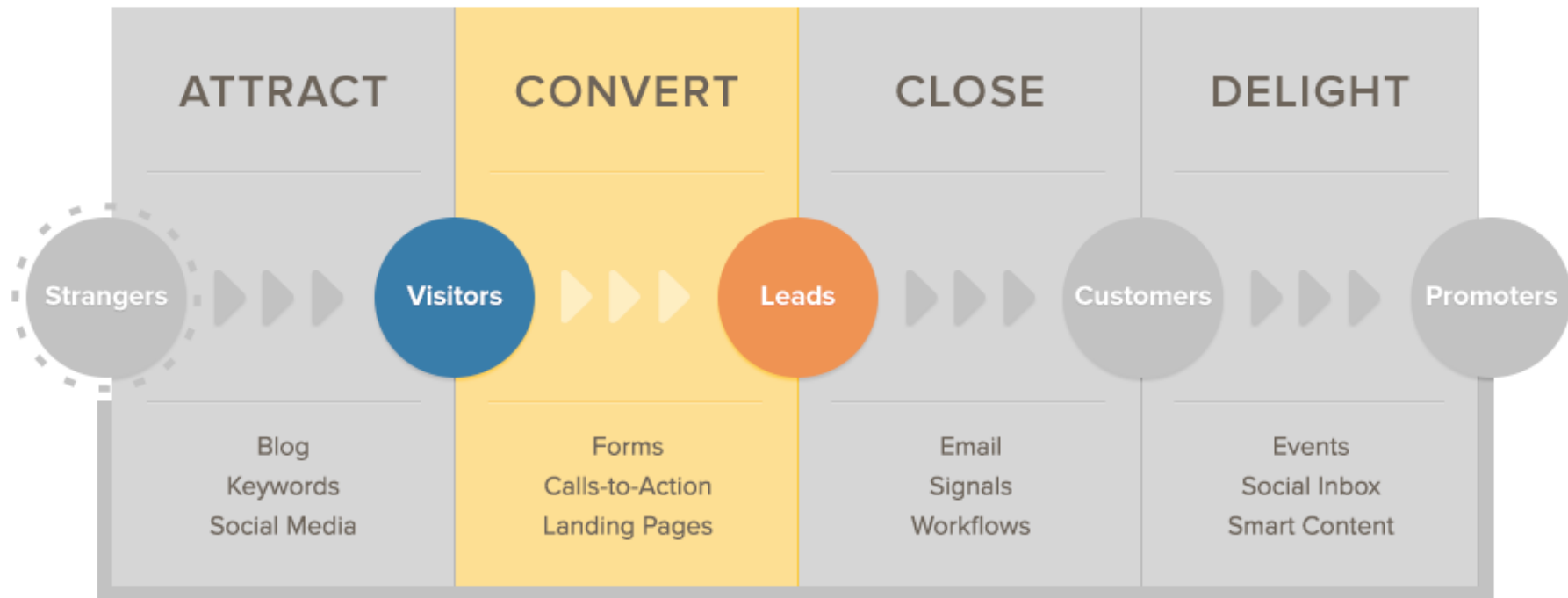


Social monitoring helps with every stage of the inbound methodology.

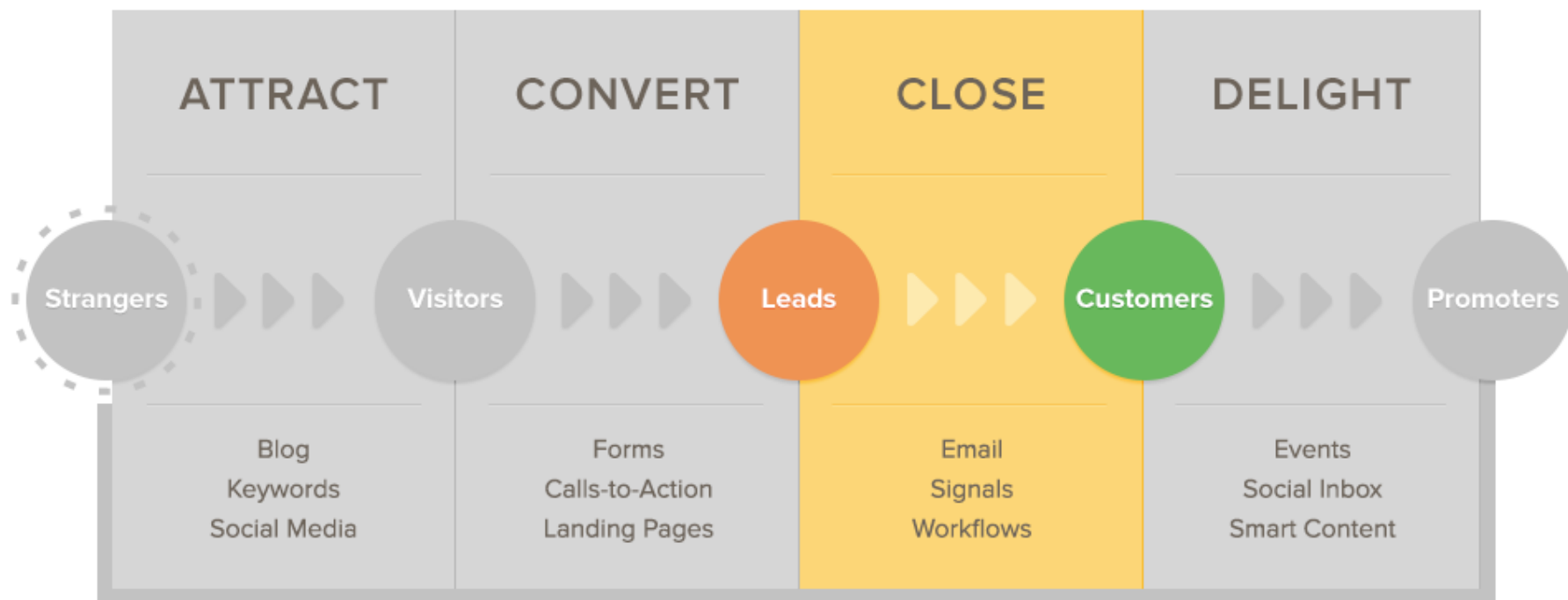
Inbound Methodology



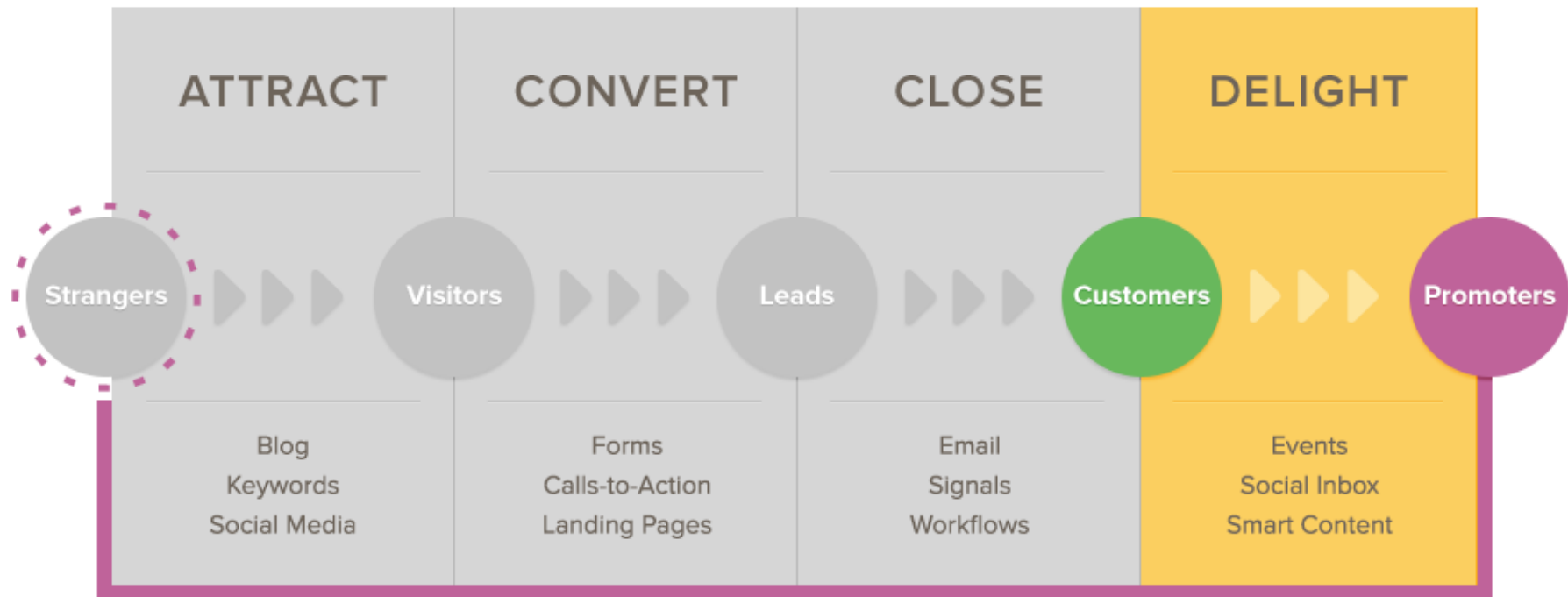
Inbound Methodology



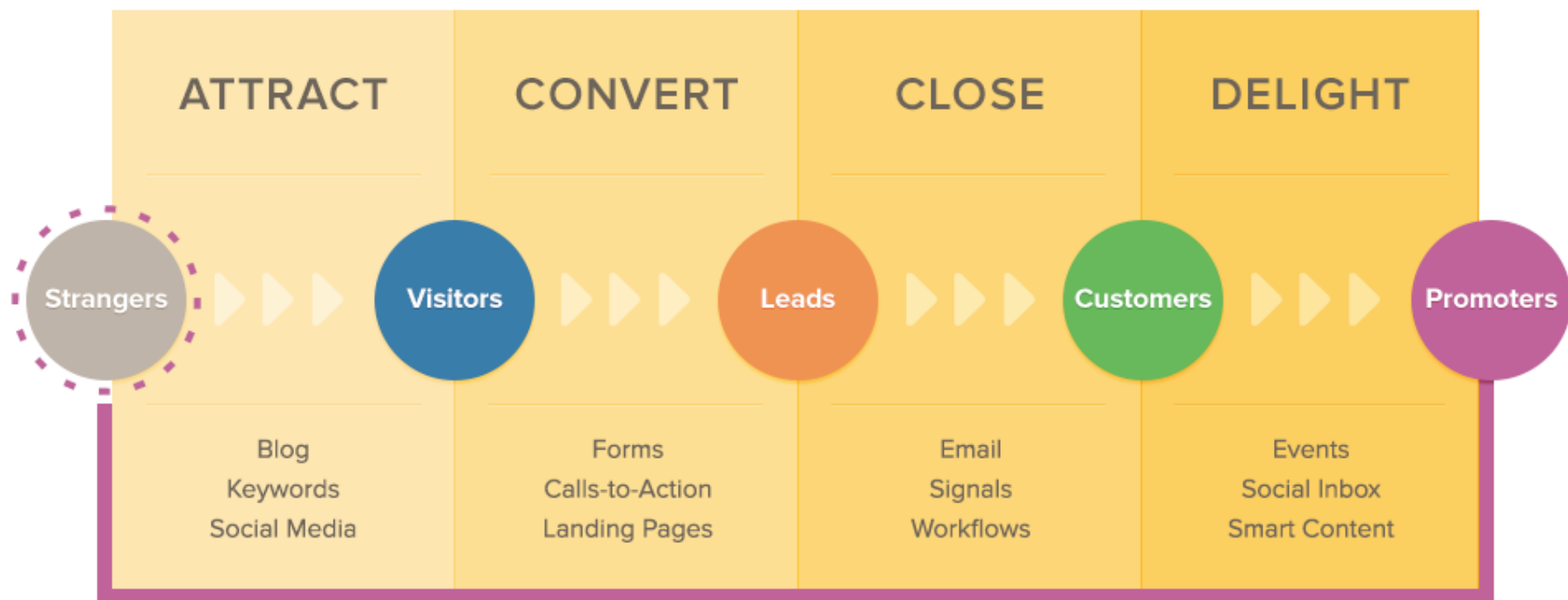
Inbound Methodology



Inbound Methodology



Inbound Methodology



Social Inbox

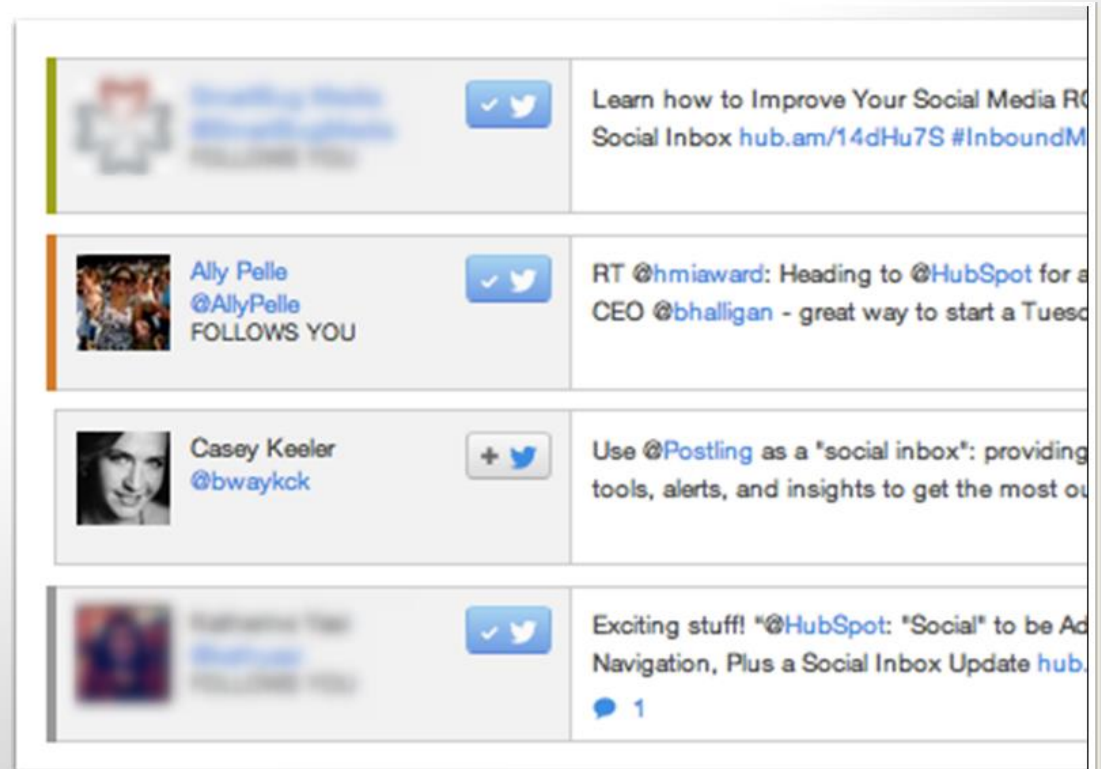
We can leverage monitoring with Hubspot by listening to contacts, leads, and customers who exist in our contacts database.

Green: existing customer

Orange: contact in your database

No color: brand new user

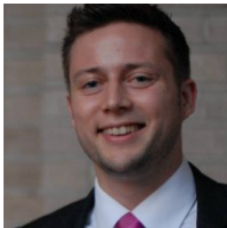
Grey: Mismatched contact info



Leverage contact intelligence

We can learn more about our contacts, leads, and customers who exist in our contacts database by accessing their contact record.

Andrew Pitre



[Return to All Contacts](#)

Contact Details

Overview

Properties

Lists

Workflows

Property History

Contact Research

[Search in Google](#)

[View in Salesforce](#)

Public Contact URL

[Contacts Settings](#)

[+ Add/Remove from Lists](#) [⌘ Resync With Salesforce](#) [✉ Opt Out of Email](#) [✓ Close as Customer](#) [🗑 Delete](#)

First Touch	Last Touch	Lifecycle Stage
3 Years Ago Facebook	8 Hours Ago Opened Email	Lead Since Jun 20, 2013

Starred

First Name:

Last Name:

Company Name:

Emails Delivered:

Showing 133 Interactions

January

1 Property Change

3 Webinar Events

6 Emails

10 List Memberships

2 Syncs

21 Twitter Events

Attended [New Product Webinar - Social Inbox](#) for 21 minutes
Mon Jan 13, 2014 at 6:07pm

Registered for [New Product Webinar - Social Inbox](#)
Mon Jan 13, 2014 at 6:07pm

Registered for [2014 Product Announcement Webinar](#)
Mon Jan 13, 2014 at 5:14pm

HOW TO GET THE MOST
OUT OF SOCIAL
MONITORING.



Hint:

It's all about
segmentation

BEST PRACTICES FOR SOCIAL MONITORING

- ☒ Focus on your business goals
- ☒ Monitor the right terms.
- ☒ Segment your audience
- ☒ Personalize your responses

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DO YOU WANT

- More visitors?
- More leads?
- More customers?
- Happier customers?

BEST PRACTICES FOR SOCIAL MONITORING

 Focus on your business goals

 Monitor the right terms

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 Personalize your responses

Refer to your Buyer Personas

HubSpot PRE-CONSULTING WORKBOOK

DEVELOPING PERSONAS

BUYER PERSONAS

Buyer personas are a crucial component of successful inbound marketing, particularly for the sales and marketing departments. After all, the marketing team needs to know to whom they are marketing, and the sales team needs to know to whom they are selling.

1. What is their demographic information?
2. What is their job and level of seniority?
3. What does a day in their life look like?
4. What are their pain points? What do you help them solve?
5. What do they value most? What are their goals?
6. Where do they go for information?
7. What experience are they looking for when seeking out your products or services?
8. What are their most common objections to your product or service?

Tailor your keywords around your personas:

- Goals
- Demographics
- Common pain-points
- Where do they go for information?

WHO CAN BENEFIT FROM THE TOOL?




Social Media Monitoring Use-Case #1


Silence all irrelevant tweets by monitoring the right keywords.

Mentions of @MyYale

Using your @MyYale Twitter account




Roxanna Sarmiento
@regulina

+ 


3,590
FOLLOWERS

1,054
FOLLOWING






Lifecycle Stage:
 Lead


Website:
about.me/roxanna

Location:
Boston


 [View HubSpot Contact](#)

@MyYale Ha! Thank you :) I just downloaded your guide. Jul 25


2  Reply  Retweet  Favorited  Share  Email


 **Yale Appliance @MyYale** Jul 25

@regulina Hi there, believe it or not we actually wrote an article about just that <http://t.co/SIXUdGNLDI> Happy to answer any questions!

 **Roxanna Sarmiento @regulina** Jul 25

My oven died (FINALLY) and I'm debating between a GE and Electrolux induction range. Anyone have any experience with either brand?


 Pat Palingo favorited this on Jul 26.

 [Link to this message](#)

BEST PRACTICES FOR SOCIAL MONITORING

 Focus on your business goals

 Monitor the right terms

 Segment your audience

 Personalize your responses



Segment your contacts with the lists tool:

- Recent blog subscribers
- Marketing Qualified Leads
- Sales Qualified Leads
- New customers

Segment your contacts database with the Lists tool

Cut through the irrelevant noise on Twitter by listening to your contacts, leads, and customers who exist in your contacts database.

Select an account:
@johnnyinbound

Select whose tweets you'll monitor:
Your Contacts Database

Select a List:
Customers in Contacts Database (126420 contacts)

Including ANY of these keywords: [suggestions](#)
inbound, marketing, #hub:

More options ▼

Email these recipients:
Select Some Options
Recipients will get emails as results are found.
Immediately 8 am 8 am & 4 pm

Name this stream:
HubSpot Contacts search

[Update your stream](#) [Delete](#)

Updating your stream will archive all previously found tweets.

Interacting on: Stream: HubSpot Contacts search [Edit](#) [Create stream](#) [View stream](#)

[Show 6 new messages](#)

Message 1: 20 hrs
I'm starting a weekly "cool startup jobs" post.
Please tweet! email me to share a listing (even better if it's not public yet.)
[Reply](#) [Retweet](#) [Favorite](#) [Share](#) [Email](#)
There are no interactions yet.
[Link to this message](#)

Message 2: 21 hrs
UK Happy Hour - London? Boulder? Your town? Let us know if you want to organize monthly happy hours in your city.
[Reply](#)

Message 3: Feb 5
thanks again #GIC appreciates your teaching skill!
[Reply](#)

Social Media Monitoring Use-Case #2

Create a list of subscribers or other leads of interest, then monitor that list for mentions of your relevant keywords. When chatter arises, respond using your industry knowledge!

The image displays a social media monitoring interface. On the left is a configuration panel titled "Edit your existing stream". It includes sections for selecting contacts, keywords, and recipients. An orange arrow points from this panel to the right, where a stream of monitored tweets is displayed.

Configuration Panel (Left):

- Back to: [Social Monitoring](#)
- Edit your existing stream**
- Select whose tweets you'll monitor:
Your Contacts Database
- Select a Smart List:
Newsletter (350 contacts)
- Including these keywords: [Suggestions](#)
travel x inbound, marketing
- Notify these recipients:
Select Some Options
Recipients will get emails as results are found.
Immediately 8 am 8 am & 4 pm
- Name this stream:
Newsletter list mentioning Travel
- [Update your stream](#) [Delete](#)
- Updating your stream will archive all previously found tweets.

Monitoring Stream (Right):

Newsletter list mentioning Travel [Edit](#)


Monitoring contacts using your Twitter account


Profile	Tweet Text	Time	Actions
	20-minute rickshaw journey costing £470 News Travel Trade Gazette ttdigital.com/news/the-20-mi... Agree price first, pay in cash.)	29 mins	0 Reply Retweet Favorite Share Email
There are no interactions yet. Link to this message			
	Is this the funniest complaint letter ever sent? travelmole.com/news_feature.p... via @TravelMole	2 hrs	Email
	#HongKong's #art museum aims to rival #Tate and #MoMA travel.cnn.com/can-hong-kongs... via @cntravel #travel	10 hrs	Email
	RT @AFARmedia: Your ultimate guide to #traveling for the experience in 2013: ow.ly/kgDS	10 hrs	Email

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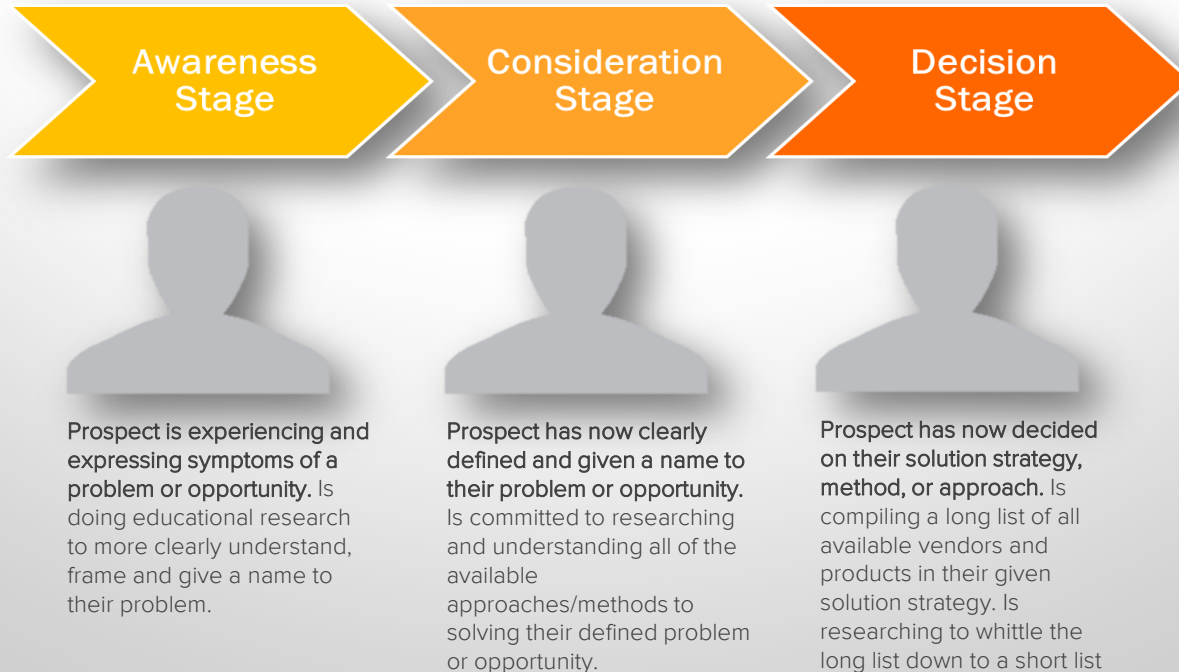


Personalize your responses:

- Are they a first-time visitor?
- Recently converted lead?
- Existing customer?

The buyer's journey is the active research process a potential buyer goes through before making a purchase.

THE BUYER'S JOURNEY



SOCIAL PUBLISHING TOOL WALKTHROUGH.