WHY MONITOR CONVERSATIONS ON SOCIAL MEDIA?
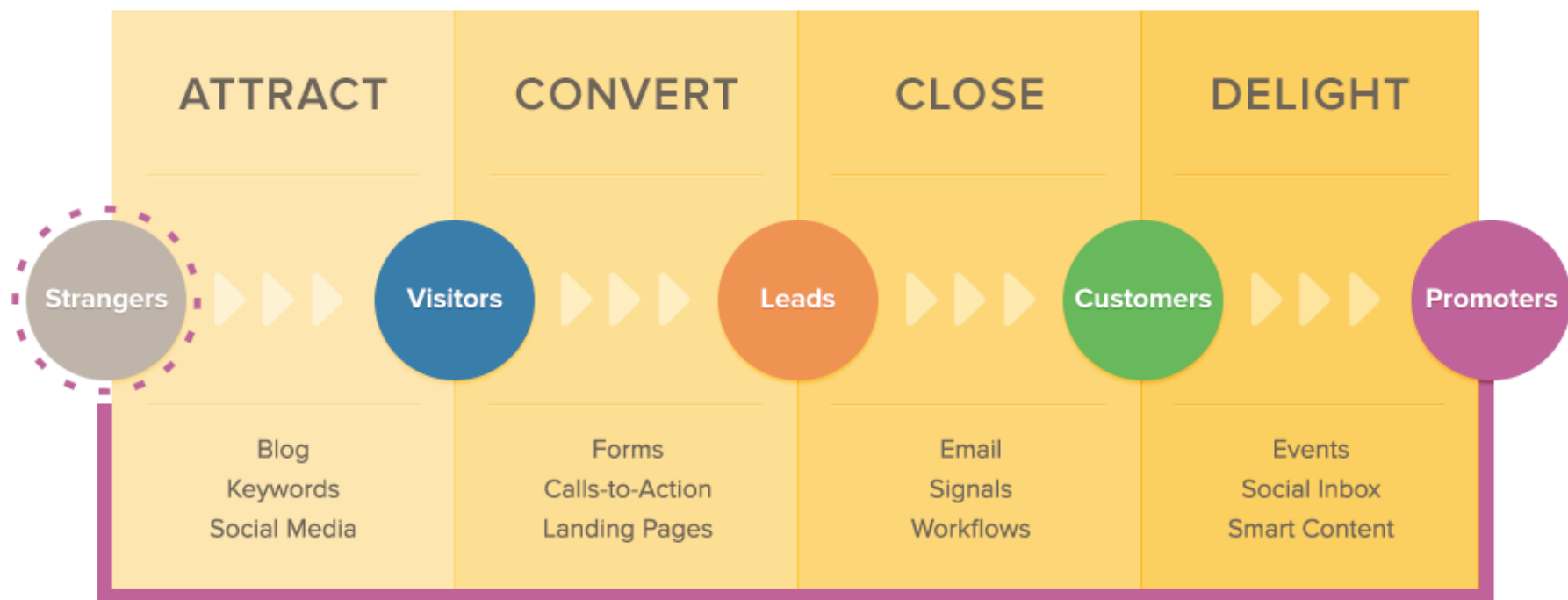
FIRST, WHAT IS SOCIAL MONITORING, ANYWAY?

What is Social Monitoring?

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

Inbound Methodology

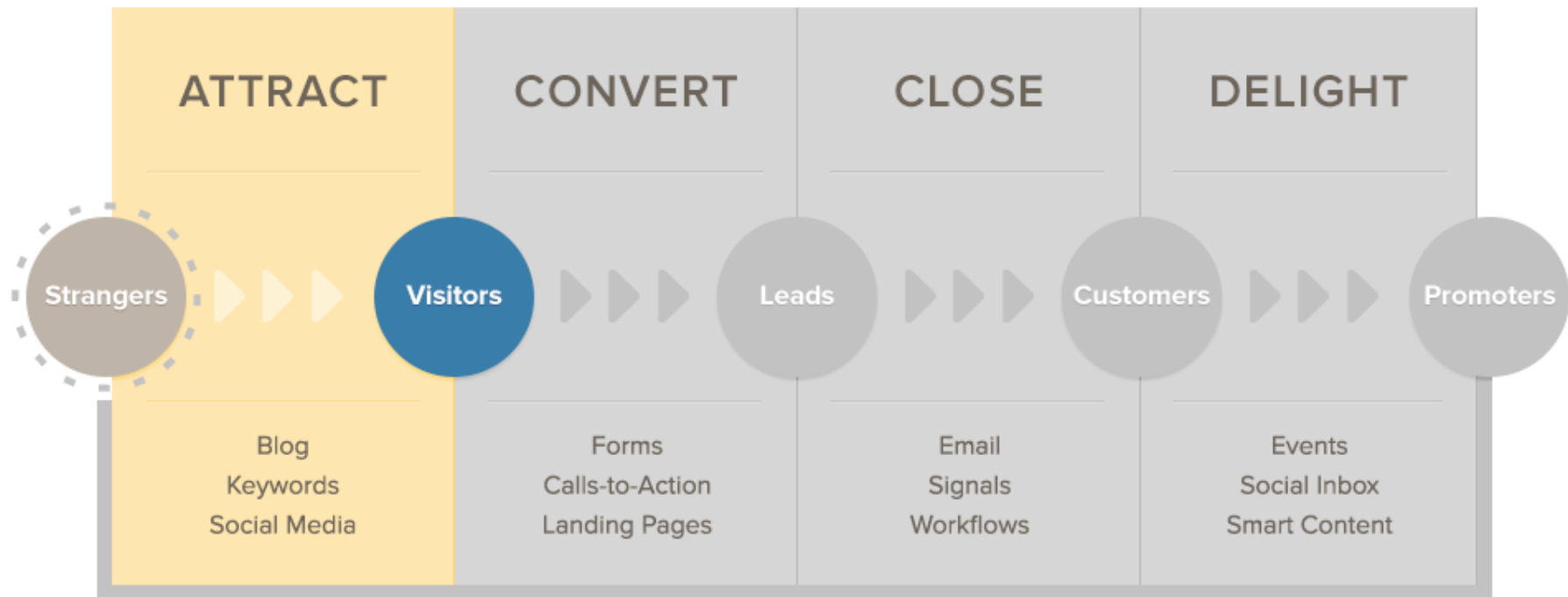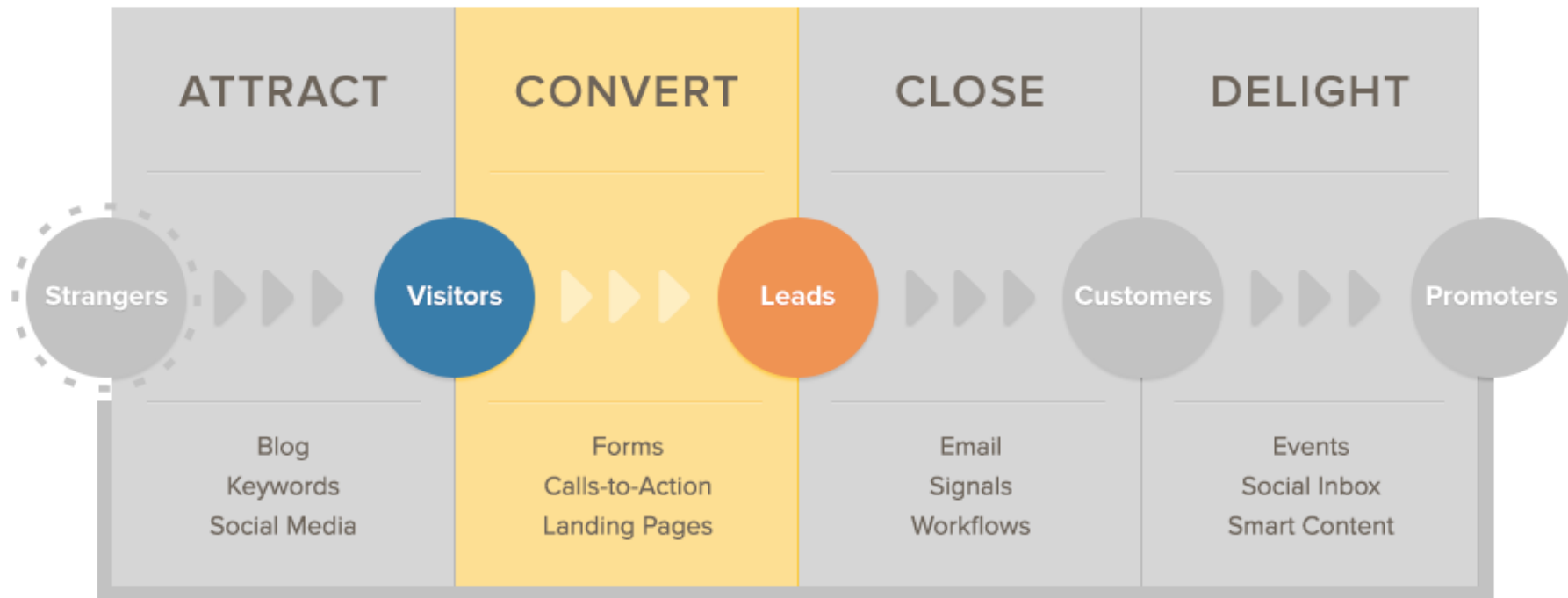| ATTRACT	CONVERT	CLOSE	DELIGHT

Strangers › › › **Visitors** › › › **Leads** › › › **Customers** › › › **Promoters**

Blog	Forms	Email	Events
Keywords	Calls-to-Action	Signals	Social Inbox
Social Media	Landing Pages	Workflows	Smart Content

by **HubSpot**

Inbound Methodology

ATTRACT	CONVERT	CLOSE	DELIGHT

Strangers → Visitors → Leads → Customers → Promoters

Blog
Keywords
Social Media

Forms
Calls to Action
Landing Pages

Email
Signals
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Events
Social Inbox
Smart Content

by HubSpot

Social monitoring helps with every stage of the inbound methodology.

Inbound Methodology

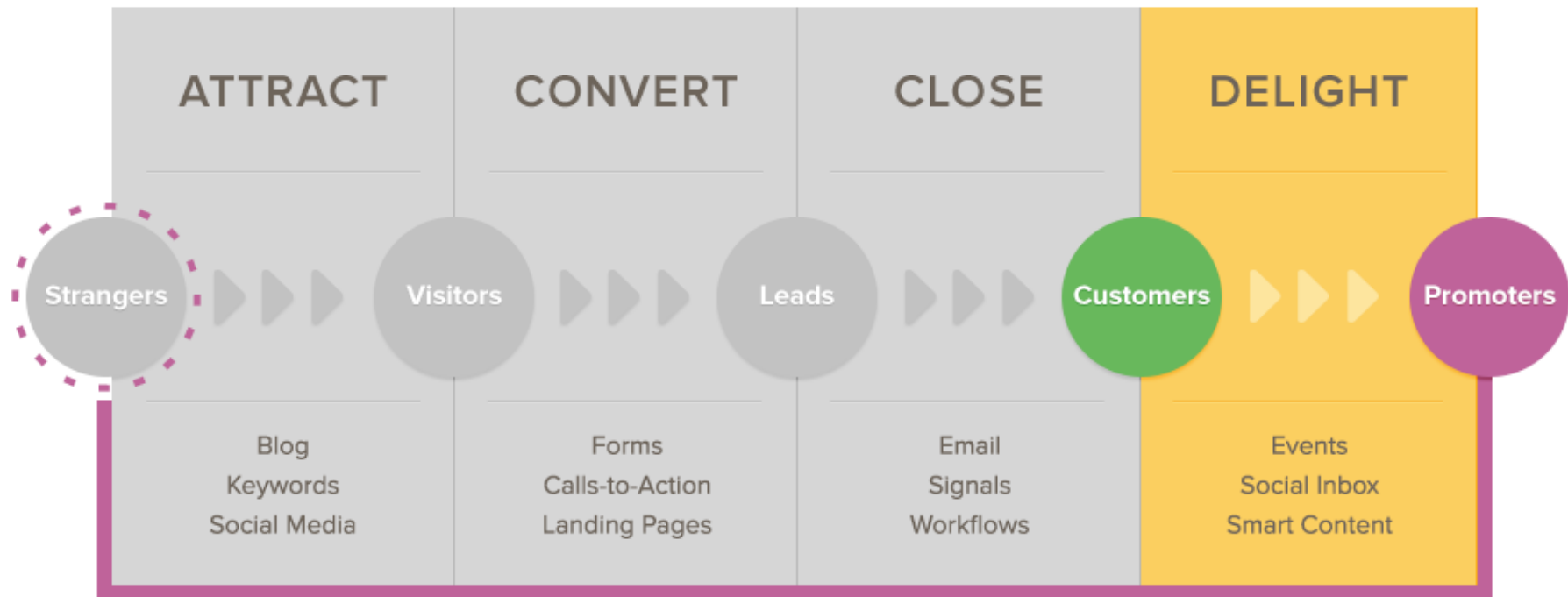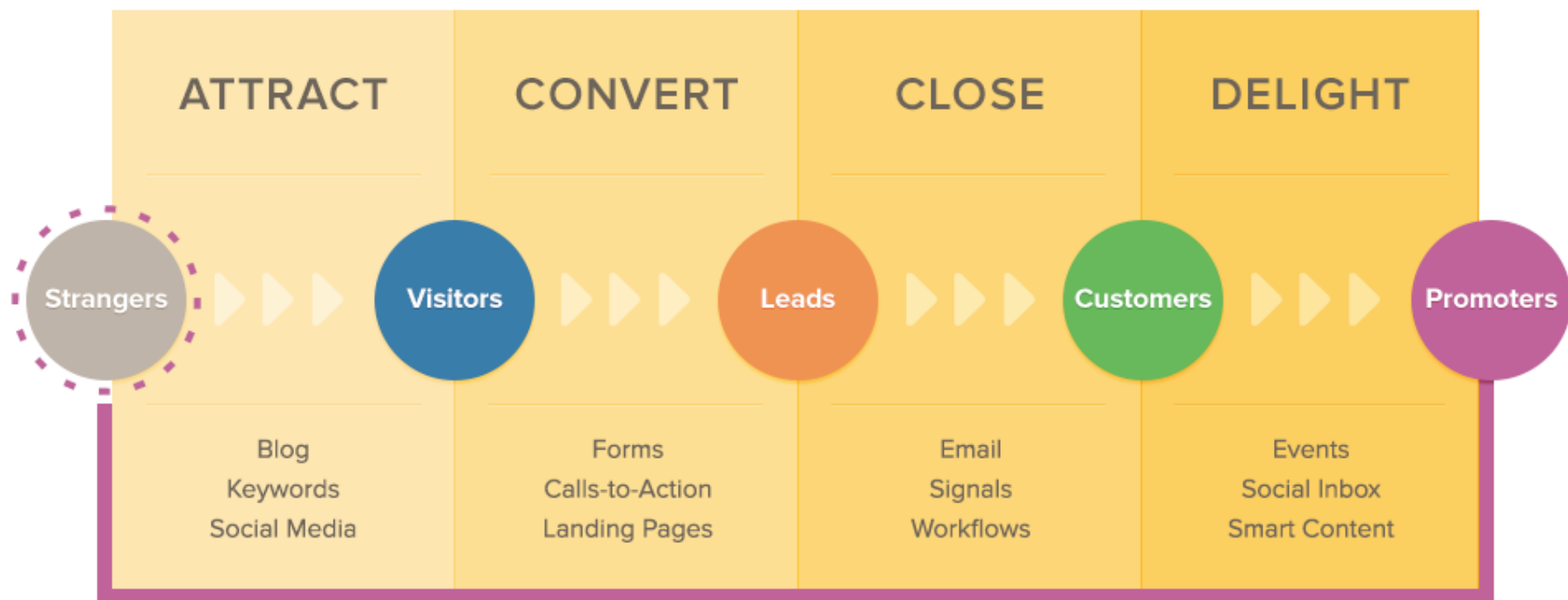| ATTRACT	CONVERT	CLOSE	DELIGHT

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Inbound Methodology

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Inbound Methodology

ATTRACT	CONVERT	CLOSE	DELIGHT
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by HubSpot

Inbound Methodology

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by **HubSpot**

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
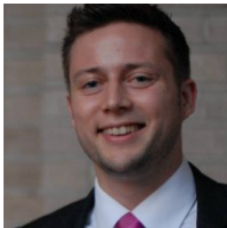
Grey: Mismatched contact info
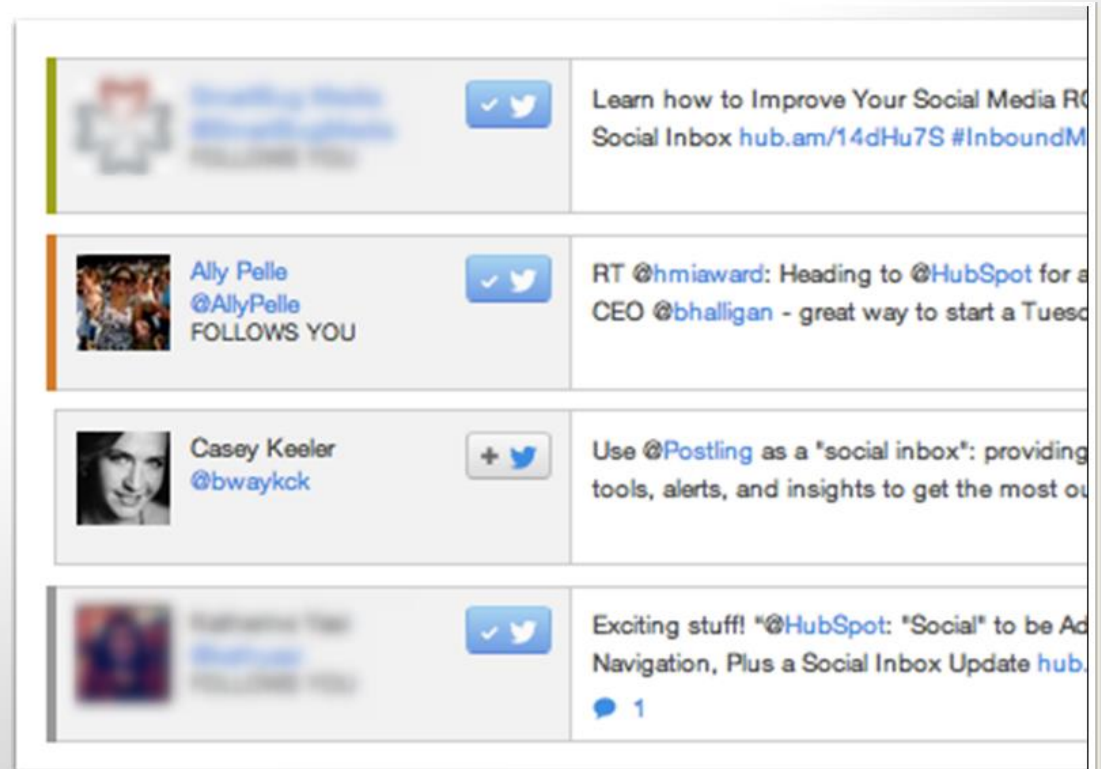
Leverage contact intelligence

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

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

BEST PRACTICES FOR SOCIAL MONITORING

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DO YOU WANT

- More visitors?

- More leads?

- More customers?

- Happier customers?

BEST PRACTICES FOR SOCIAL MONITORING

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Refer to your Buyer Personas

Tailor your keywords around your personas:

• Goals

• Demographics

• Common pain-points

• Where do they go for information?

WHO CAN BENEFIT FROM THE TOOL?

Team	What to listen for	Keyword examples
Marketing	• Listen for phrases that are core to your brand such as painpoints in your industry	"inbound marketing", "lead generation", "customer acquisition"
Sales	• Monitor what your best leads are saying about your industry, company, or recent offering	"hubspot", "social inbox", "30-Day Blog Challenge", "Marketing Grader"
Customer Service	• Listen for feedback or questions about your product	"hubspot", "help" "social inbox", "working"

Social Media Monitoring Use-Case #1

Silence all irrelevant tweets by monitoring the right keywords.

BEST PRACTICES FOR SOCIAL MONITORING

- ☑ Focus on your business goals

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FLICKR: HEGEMONY77

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.

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!

BEST PRACTICES FOR SOCIAL MONITORING

☑ Focus on your business goals

☑ Monitor the right terms

☑ Segment your audience

☑ Personalize your responses

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

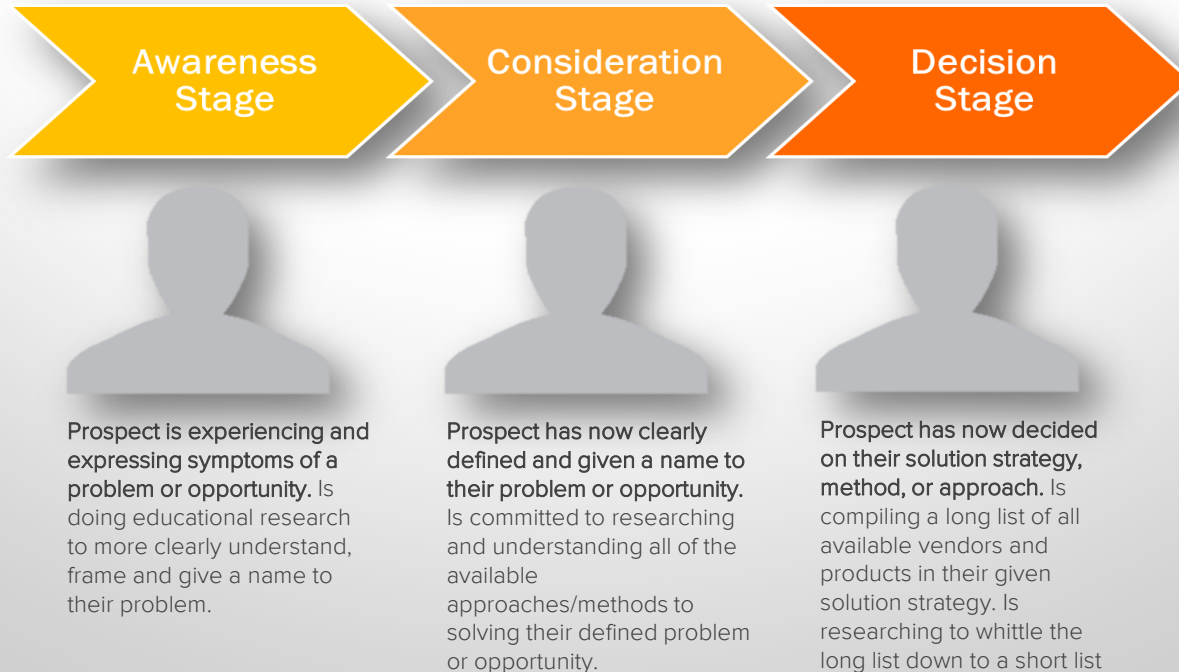| Awareness Stage	Consideration Stage	Decision Stage

Prospect is experiencing and expressing symptoms of a problem or opportunity. Is doing educational research to more clearly understand, frame and give a name to their problem.

Prospect has now clearly defined and given a name to their problem or opportunity. Is committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity.

Prospect has now decided on their solution strategy, method, or approach. Is compiling a long list of all available vendors and products in their given solution strategy. Is researching to whittle the long list down to a short list

SOCIAL PUBLISHING TOOL WALKTHROUGH.