

**Buzzsumo** 

**Brand monitoring for  
better content and  
business growth**

[www.buzzsumo.com](http://www.buzzsumo.com)



**Susan Moeller**

SR. Marketing Manager

**@susancmoeller**

**@buzzsumo**

# Create The Best Content

With data-based insights into content that resonates with your audience.

The screenshot displays the Buzzsumo Pro web application interface. The top navigation bar includes 'Content Research', 'Influencers', and 'Content Alerts'. The main search area shows a search for 'content marketing' with a search bar, a search button, and options for 'Export' and 'Create Alert'. Below the search bar, there are filter options for 'Filter by Date' (24 Hours, Past Week, Past Month, Past 6 Months, Past Year) and 'Language' (E.g. French, Español). The search results are sorted by 'Total Shares' and show two articles. The first article is 'Content, Shares, and Links: Insights from Analyzing 1 Million Articles' from moz.com, published on Sep 8, 2015. The second article is 'Seth's Blog: Three changes in marketing' from typepad.com, published on Sep 7, 2015. Each article has a row of social media share counts: Facebook Shares, LinkedIn Shares, Twitter Shares, Pinterest Shares, and Google+ Shares, followed by a 'TOTAL SHARES' summary.

Article Title	Facebook Shares	LinkedIn Shares	Twitter Shares	Pinterest Shares	Google+ Shares	Total Shares
Content, Shares, and Links: Insights from Analyzing 1 Million Articles	544	729	2.6k	9	244	4.1k
Seth's Blog: Three changes in marketing	845	948	2.0k	2	107	3.9k

	10,672,530 % of Total: 100.00% (10,672,530)	39.28% Avg for View: 39.28% (0.00%)	4,192,009 % of Total: 100.00% (4,192,009)
<input type="checkbox"/> 1. Direct			
<input type="checkbox"/> 2. Organic Search			
<input type="checkbox"/> 3. Referral			
<input type="checkbox"/> 4. Social			
<input type="checkbox"/> 5. Email			
<input type="checkbox"/> 6. (Other)			
<input type="checkbox"/> 7. Paid Search			
<input type="checkbox"/> 8. Display			

EARNED  
 SOCIAL  
 OWNED  
 PAID

Where do business opportunities come from?

EARNED

Someone mentions our brand in their content, and we didn't pay them to do it.

SOCIAL

Mentions of our brand on social, not paid.

OWNED

Our own content, on our site (remember your posts on social don't truly belong to you)

PAID

Display, PPC, and paid social promotions

Where do business opportunities come from?

Sort by Date Published ▾



## How To Research and Create Evergreen Content

By Steve Rayson [buzzsumo.com](#) - Block domain [🔗](#) DA: 80

...within your overall content strategy. How To Find Good Examples of Evergreen Content with **BuzzSumo** We have recently added a new filter to **BuzzSumo** that... to your customers questions. Click To Tweet You can use **BuzzSumo's** Question Analyzer to research the questions being asked on a topic across hundred...

[📄 Save](#)  
[🔗 Share](#)  
[🗑️ Remove](#)

25 mins ago

Total Shares: 2



## Revenue Marketer (Content & SEO) Skills

[jonathanholeton.com](#) - Block domain [🔗](#)

..., SEMRush, Ahrefs, **BuzzSumo** and more. You love content and know the latest trends across all types of channels – from blogging to audio to video. You're an...

[📄 Save](#)  
[🔗 Share](#)  
[🗑️ Remove](#)

40 mins ago

Total Shares: 0



## 8 Predictions For Successful eLearning In 2018 - eLearning Industry

By Steve Penfold [elearningindustry.com](#) - Block domain [🔗](#) No Link DA: 74

...content produced in-house. According to Steve Rayson, Founding Partner of Kineo and Director at **BuzzSumo**, it's not just about learning platforms. It's...

[📄 Save](#)  
[🔗 Share](#)  
[🗑️ Remove](#)

53 mins ago

Total Shares: 2



## Marketing School | Digital Marketing | Online Marketing: How to Create a Webinar in Less than 45 Minutes

[mschool.growtheverywhere.libsynpro.com](#) - Block domain [🔗](#) DA: 48

...**BuzzSumo**, look at what topics are performing well, and then make your own webinar about those topics. [01:52] Check out SlideShare to see what the meet

[📄 Save](#)  
[🔗 Share](#)  
[🗑️ Remove](#)

2 hrs ago

Need Help?

Owned

Earned

Social



Recent Mentions

Mention

**John D Saunders**  
8 hrs · 📍

Our Digital Marketing Starter Pack:  
Everything you need to get rockin!  
Project Management - Asana  
Team Communication - Slack... See More

👍 BuzzSumo, Loom, SEMrush and 2 others 2 Comments

Like Comment Share Buffer

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Mention

**sprawny.marketing** was live 📺 feeling inspired with Cezary Lech at MaxROY.com.  
20 hrs · Poznan, Poland · 📍

#73 marketing summary of the week  
And in it until 20 world marketing information from the last 2 weeks 📊  
JOIN EVENT NPT -> <https://www.facebook.com/events/872095909616519/>  
Subscribe To Messenger -> <https://t.me/sprawnymarketing?ref=mtp...>  
Continue Reading  
👁 See original · Rate this translation

sprawny.marketing

All Mentions Settings

Robert Katal liked your Tweet · 20m

**BuzzSumo** @BuzzSumo  
How To Research and Create Evergreen Content buff.ly/2Db8U6R

Ranjit Venugopal Retweeted a Tweet you are mentioned in · 41m

**Eric Engle** @stonetemple  
MOST LINKED-TO CONTENT OF 2017 In this joint study wi...

Ranjit Venugopal liked a Tweet you were mentioned in · 41m

**Eric Engle** @stonetemple  
MOST LINKED-TO CONTENT OF 2017 In this joint study wi...

**Martin McGarry** @gamblinginseo · 1h  
Replying to @CarrieRosePR @BuzzSumo and 2 others  
The @Majestic integration with @semrush is a good move by these two software providers - highly recommended

SOSV News Retweeted a Tweet you are mentioned in · 1h

**razorsocial** @razorsocial  
In this article, we talk about buzzing with @BuzzSumo , an extremely usefu...

mobilemonkey and 5 others Retweeted a Tweet you are mentioned in · 1h

**Social Media Today** @socialmedia2day  
The minds at @BuzzSumo recently analyzed two billion articles and posts ...

in Search

Home My Network Jobs Messaging Notifications

Updates Overview Analytics Notifications

BuzzSumo Admin view

Social Notifications

Show all (2)

Likes (1)

Shares (1)

Comments

Mentions

Mentions of BuzzSumo

Linda Björck mentioned your company in a comment 2mo

Kika på Falcon. Jo BuzzSumo eller Trackcr.com på [www.influencermarketinghub.com](http://www.influencermarketinghub.com) hittar du flera bra tips & Network, I need your help to find a service that pulls data on an influencers followers and analyze it. Hit me up in the comments or in a pm  
8 Likes · 6 Comments

David Iwanow mentioned your company in a comment 2mo

Forgot SEMonitor.com BuzzSumo and Majestic (Majestic.com)

Competitive keyword landscape tools  
3 Likes · 1 Comment

Jørgen Klink Skov, VALUE CREATING SALES mentioned your company in a comment 2mo

Godmorgen Giovanni Niese. Så frem til din annoncerede deling denne morgen. Ser frem til at nærtare e-bogen fra BuzzSumo LINKEDIN AFSLØRER HEMMELIGHEDEN ... derfor går nogle indlæg viral: 400.000! Indlæg har LinkedIn og BuzzSumo ligger på for, at allænke  
264 Likes · 60 Comments

Emma Glover mentioned your company in an update 2th

Have you used any of these top headline tips? Great insight from BuzzSumo!

New Data Reveals It's Time to Change Your Headline Strategy  
3 Likes

Paid →

Anytime you pay someone to talk or write about you; link to or display your content

### Promotions Summary for Susan Carson Moeller

Susan Carson...

You've spent [redacted] promotions in the last 60 days. [Last 60 days](#)

#### People Reached

22697

Reaching more people helps you build brand awareness.

[Learn More](#)

#### Post Engagements

1132

When promotions are relevant to people who see them, they're more likely to engage.

[Learn More](#)

#### Link Clicks



315

This is one way to help you measure how engaged people are with your promotions.

[Learn More](#)

#### Recent Promotions on BuzzSumo

Ads activity is reported in the time zone of your ad account. [+ Create New Promotion](#)

	<b>Boosted Post</b> Try it out: <a href="http://bit.ly/2AIFN84">http://bit.ly/2AIFN84</a> Promoted by Susan Carson Moeller on 01/09/... <b>Finishes in 24 hours</b>	0 People Reached	3 Video Views	\$0.00 Spent of \$5.00 <a href="#">View Results</a>
	<b>Boosted Post</b> Inspiring case studies are one of the most effective ways to... Promoted by Susan Carson Moeller on 12/19/2... Completed	147 People Reached	18 Post Engagements	\$9.96 Spent of \$10.00 <a href="#">View Results</a>

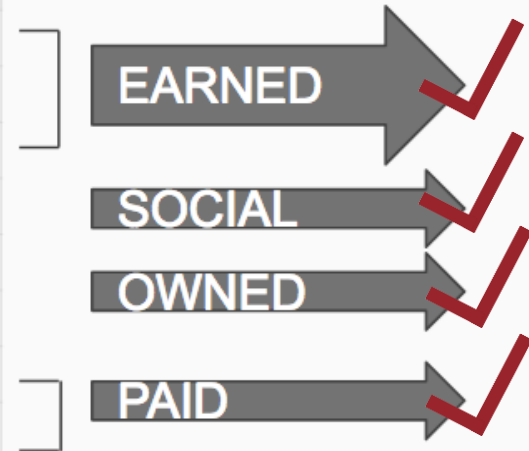
[See All](#)





# Brand Monitoring Contributes To Business Growth

		10,672,530 % of Total: 100.00% (10,672,530)	39.28% Avg for View: 39.28% (0.00%)	4,192,009 % of Total: 100.00% (4,192,009)
<input type="checkbox"/>	1. Direct			
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<input type="checkbox"/>	4. Social			
<input type="checkbox"/>	5. Email			
<input type="checkbox"/>	6. (Other)			
<input type="checkbox"/>	7. Paid Search			
<input type="checkbox"/>	8. Display			





## Monitor For Earned Media Mentions

# Then...

Positive:

Promote them on  
social

Organic

Add sites or authors  
to influencer list and  
cultivate relationship

Follow up with any  
unlinked mentions

The screenshot shows a social media post with the following elements circled in red:

- The author's name: "By Steve Penfold"
- The author's website: "elearningindustry.com"
- The domain status: "Block domain"
- The link status: "No Link"
- The domain authority: "DA: 74"
- The "Share" button

The post title is "8 Predictions For Successful eLearning In 2018 - eLearning Industry". The text below the title reads: "...content produced in-house. According to Steve Rayson, Founding Partner of Kineo and Director at BuzzSumo, it's not just about learning platforms. It's...".

Below the text, there is a "Total Shares: 2" button and social media share icons for Facebook (0), LinkedIn (0), Twitter (2), and Pinterest (0). To the right of the share icons are "Save" and "Remove" buttons.



A word about cultivating  
influencer relationships

# Then...

- Develop a system
- Be consistent
- Focus on what's in it for the other person
- Think relationally
- Take the long view
- Start before you need something.
- Collaborate!

Susan\_buzzsumo

Influencers **Content** Delete Edit Export

Content authored by influencers in your list Published Date ▾

		FACEBOOK ENGAGEMENT	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	TOTAL SHARES	
<a href="#">How to Build a Powerful Company with Patty McCord [Author Interview]</a> By Neal Schaffer <a href="#">maximizessocialbusiness.com</a>	<span>Save</span> <span>Share</span>	0	0	21	0	21	10 hours ago
<a href="#">5 MarTech Trends That Will Evolve Marketing In 2018   Marketing Insider Group</a> By Michael Brenner <a href="#">marketinginsidergroup.com</a>	<span>Save</span> <span>Share</span>	0	0	29	0	29	10 hours ago
<a href="#">What is Internet Marketing? Your Guide to Today's Online Marketing</a> By Julia Mccoy <a href="#">searchenginejournal.com</a>	<span>Save</span> <span>Share</span>	188	122	327	0	637	a day ago
<a href="#">5 Expert Tips to Refine Your Content Marketing Strategy for 2018   Marketing Insider Group</a> By Michael Brenner <a href="#">marketinginsidergroup.com</a>	<span>Save</span> <span>Share</span>	15	55	155	1	226	a day ago
<a href="#">Visual Content and Design - Content Marketing</a> By Michele Linn <a href="#">contentmarketinginstitute.com</a>	<span>Save</span> <span>Share</span>	0	0	0	0	0	4 days ago
<a href="#">Bad Internet Leads are a Myth. Here's Why.</a> By Marcus Sheridan <a href="#">smbceo.com</a>	<span>Save</span> <span>Share</span>	1	1	7	1	10	4 days ago



Monitor Questions About  
Your Brand (and your  
Competitors' Brands)

# Then...

Create content that answers the questions

Post links to the answer into the relevant forums

Update product descriptions, etc. to get your audience the information they need.





# Then...

## Ford escap Hybrid

186 questions mention **Ford escap Hybrid**.



**Ford Escape Hybrid - anyone drive/own one?** (tetongravity.com)

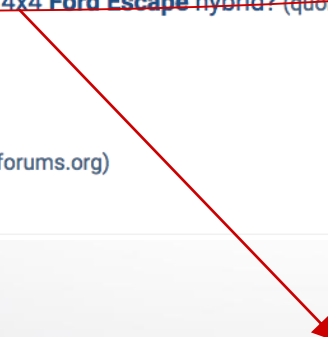
**Towing BOAT with Ford Escape Hybrid - Anyone have any experience towing boats with their FEH's?** (cleanmpg.com)

**What is the maximum weight that you have towed with a 2008 4x4 Ford Escape hybrid?** (quora.com)

**Should I get the Ford Escape Hybrid?** (answers.yahoo.com)

**Does anyone own a Ford Escape Hybrid?** (answers.yahoo.com)

**Is jump starting a 2007 Ford Escape Hybrid any different?** (fordforums.org)



Write and link to a post about towing capacity.



## Monitor Social Shares Of Your Content

# Then...

Identify influencers and cultivate relationships

Amplify on social  
Organically  
Paid

Try the Mari Smith method of paid amplification

! نتائج راو : ذا بالور كلوب يسيطرون .. برون سترومان يدمر ليسنر و كين .. عودة ذا ميز

arabic.wwe.com - Block domain DA: 82

جاء عرض راو ها الأسبوع وهو يحمل الكثير الاثارة و المتعة خاصة بعد ما جرى في حلقة الأسبوع الماضي، فقد شهد العرض ظهور برون ليسنر و عودة ذا ميز بالإضافة الي ذا بالور كلوب ! النتائج الكاملة جاءت كالتالي: رومان رينز يفتتح راو قبل ان تتم مقاطعته من جيسون جوردان لينتظر الأمر فيما بعد لتدخل زين بالور و معه لوك جالوز و كارل أندرسون التحدي رينز و رويترز و جوردان

Save  
Share  
Remove

9 hrs ago

Total Shares: 2,199

2199 0 0 0

f in t p

An overzealous Jason Jordan interrupts Roman Reigns: photos

wwe.com - Block domain DA: 82

As Intercontinental Champion Roman Reigns celebrates last week's victory over Samoa Joe, Raw Tag Team Champion Jason Jordan interjects – much to the chagrin of Seth Rollins.

Save  
Share  
Remove

10 hrs ago

Total Shares: 3,538

3537 0 1 0

f in t p

"Stone Cold" Steve Austin among the WWE Legends returning for Raw 25

wwe.com - Block domain DA: 82

Ric Flair/The Texas Rattlesnake returns to Monday night's hottest show when Raw celebrates its landmark 25th anniversary on Jan. 22, airing live on USA Network.

Save  
Share  
Remove

12 hrs ago

Total Shares: 2,055

2042 0 12 1

f in t p

The Miz & Maryse to star in new USA Network unscripted show "Miz & Mrs."

wwe.com - Block domain DA: 82

USA Network has greenlit "Miz & Mrs.," a docuseries chronicling the lives of The Miz and Maryse. The six-episode, half-hour series will feature the Superstars become parents for the first time in 2018.

Save  
Share  
Remove

13 hrs ago

Total Shares: 9,018

8554 0 463 1

f in t p

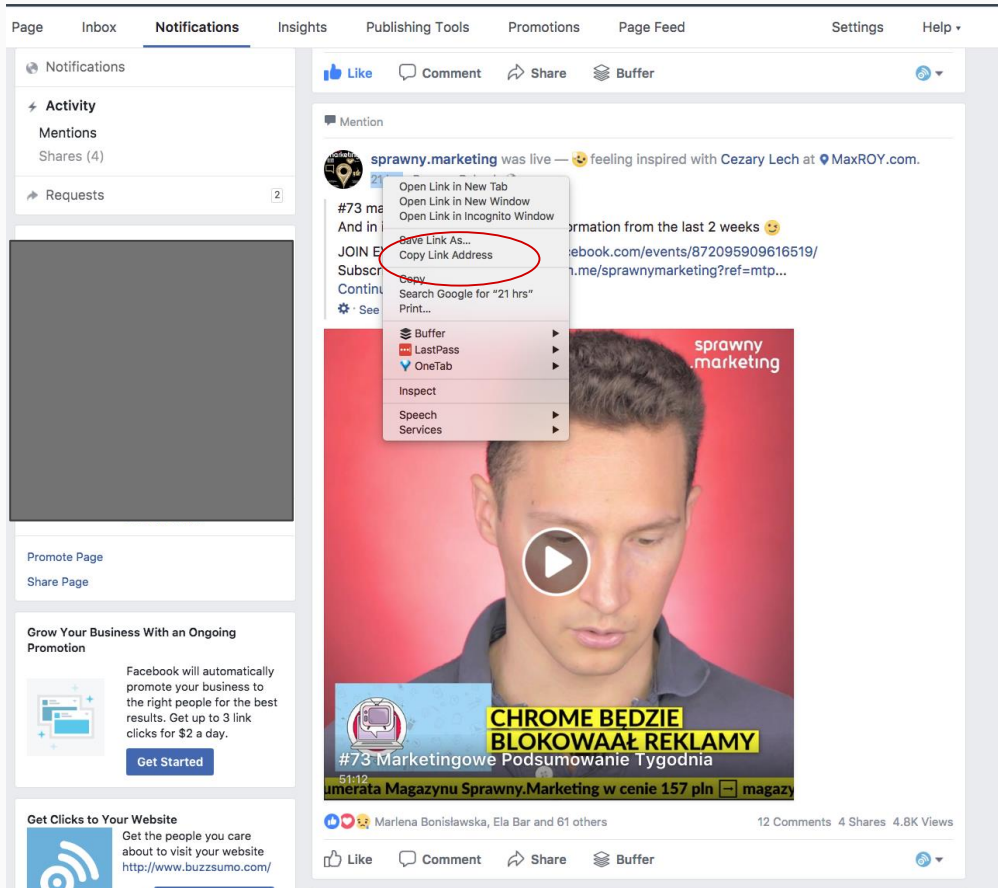


Monitor Social Mentions  
of Your Brand...a type of  
User Generated Content!

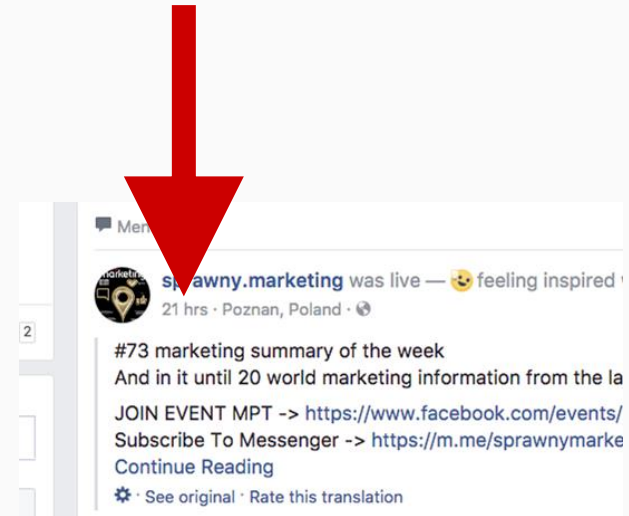


Share immediately or...

# Susan's Facebook Mention Hack



The screenshot shows the Facebook interface with the 'Notifications' tab selected. A notification from 'sprawny.marketing' is visible, stating they were live and feeling inspired with Cezary Lech. A context menu is open over the link 'https://www.facebook.com/events/872095909616519/'. The menu options include 'Open Link in New Tab', 'Open Link in New Window', 'Open Link in Incognito Window', 'Save Link As...', 'Copy Link Address' (highlighted with a red circle), 'Copy', 'Search Google for "21 hrs"', 'Print...', 'Buffer', 'LastPass', 'OneTab', 'Inspect', 'Speech', and 'Services'. Below the notification is a video player for 'CHROME BEDZIE BLOKOWAŁ REKLAMY'.

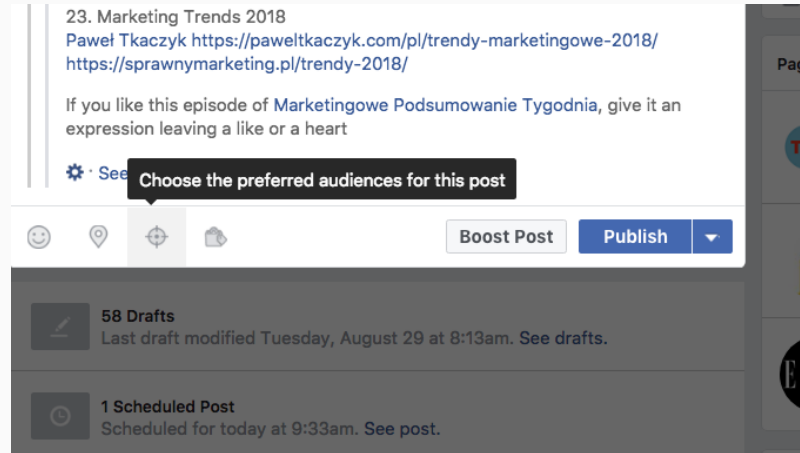


A close-up of the notification text from 'sprawny.marketing'. A large red arrow points to the mention. The text includes: '#73 marketing summary of the week', 'And in it until 20 world marketing information from the la', 'JOIN EVENT MPT -> https://www.facebook.com/events/', 'Subscribe To Messenger -> https://m.me/sprawnymarke', and 'Continue Reading'. There are also options to 'See original' and 'Rate this translation'.

# Susan's Facebook Mention Hack



The screenshot shows a Facebook video player. The video URL is <https://business.facebook.com/SprawnyMarketing/videos/10155087831002256/>. The video features a man speaking against a red background. A play button is overlaid on the video. At the bottom of the video, there is a yellow banner with the text "CHROME BĘDZIE BLOKOWAŁ REKLAMY" and a small icon of a laptop with a speech bubble. Below the video, the text reads "Cena Magazynu Sprawny.Marketing w cenie 157 pln" and "magazy". The video has 4,816 Views.



The screenshot shows the Facebook post creation interface. The post content includes the text "23. Marketing Trends 2018" and two links: <https://paweltkaczyk.com/pl/trendy-marketingowe-2018/> and <https://sprawnymarketing.pl/trendy-2018/>. Below the text, it says "If you like this episode of Marketingowe Podsumowanie Tygodnia, give it an expression leaving a like or a heart". There is a "See" button with a gear icon. A black tooltip box is positioned over the "See" button, containing the text "Choose the preferred audiences for this post". At the bottom, there are icons for emojis, location, attachments, and a "Boost Post" button. To the right, there are "Publish" and "Share" buttons. Below the post creation area, there are sections for "58 Drafts" (Last draft modified Tuesday, August 29 at 8:13am. See drafts.) and "1 Scheduled Post" (Scheduled for today at 9:33am. See post.).

# Susan's Facebook Mention Hack

webs-annoying-ads-february/

18. How to use social media to promote and communicate ngo activities warszawa.ngo.pl http://warszawa.ngo.pl/scwo-publikacje

**Preferred Audience** Audience Restrictions

Choose the people you'd like to reach in News Feed. People in this group are more likely to see your post.

Interests

- Content
- Downloadable content
- Free content
- Contentment
- Content marketing *Local Business*
- Content management system *Local Business*
- Content management *Local Business*
- Video game content rating system *Local Business*

48,113,970 people

Description: People who have expressed an interest in or like pages related to *Downloadable content*

translation

**Preferred Audience** Audience Restrictions

Limit who can see this post. Only people in the audiences you choose can see this post anywhere on Facebook.

Age

18 - 65+

Gender

All Men Women

Locations

Include Poland

Add Locations

Country
Poland

Languages

Greater Poland Voivodeship, Poland	State
Lesser Poland Voivodeship, Poland	State

Enter a language...

Cancel Save

Boost Post Publish

Schedule

Backdate

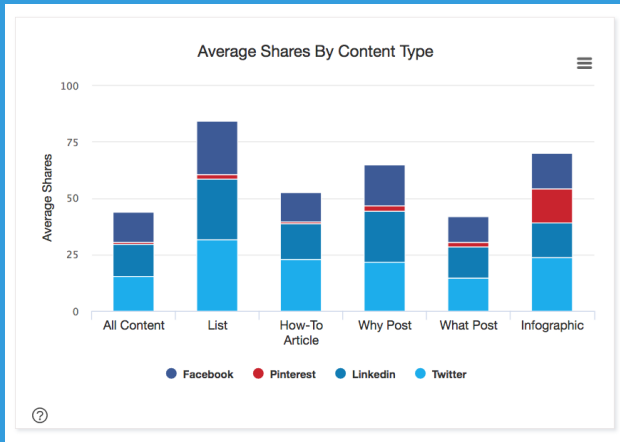
Save Draft

esday, August 29 at 8:13am. See drafts.

9:33am See post



# What about owned and paid content?



## Quality

## Quantity

Know your audiences' preferences.

Learn from your competitors' successes and failures.

Learn from your own successes and failures.

Give your audience what they like...when you pay to amplify it, and when you don't.

## For All Types of Mentions...

- Have a plan for finding them
- Have a plan for responses, both positive and negative
- Delegate authority to act to someone in your organization
- Develop a way to track your mentions and attribute to your marketing
- Learn from the ways people describe you
- Be social on social
- Lean into the relationships and promote other people

**Questions?**

**Thank you.**