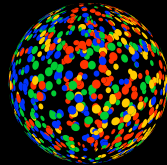


# MONITORING SOCIAL WITH PAID AND FREE TOOLS



Carmichael  
Lynch  
Spong

HELLO



Carmichael  
Lynch  
Spong<sup>PR</sup>

@emilybuchanan

Emily Buchanan

Director of social engagement & brand mktg

# WHAT WE DO

RESEARCH AND  
INSIGHTS

INFLUENCER  
MARKETING

COMMUNITY  
MANAGEMENT

CONTENT  
CREATION

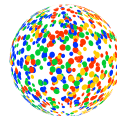
INTERACTIVE  
PRODUCTION

INNOVATION &  
TECHNOLOGY

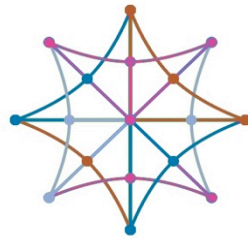
PAID MEDIA  
PLANNING &  
BUYING

SOCIAL CRISIS &  
ISSUES  
MANAGEMENT

ANALYTICS



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Lynch  
Spong<sup>PR</sup>



# social tracker

## NETBASE

Facebook  
Page Insights



*Pinterest*



**KLOUT**

offerpop



compete

GroupHigh

CISION

Google Analytics

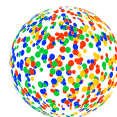
YouTube

Statigram

OMNITURE

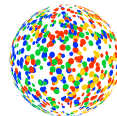


Social Tracker, our proprietary social intelligence offering, provides clients with actionable insights developed by a team of social engagement and analytics experts using a suite of reporting technologies. Because one tool does not fit all.



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Lynch  
Spong<sup>PR</sup>

# WHAT EVERYONE WANTS TO TRACK



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Spong<sup>PR</sup>

# WHAT YOU CAN TRACK

Likes

Followers

Views

People  
Talking About  
This

Engaged  
Users

Demographics

Mentions

Conversion

Sentiment

Passion  
Intensity

Share of  
Voice

Views

CTR/Open  
Rates

Impressions

Conversation  
Analysis

Subscribers

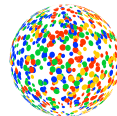
Referral  
Traffic

Time of Day

@replies

Retweets

And more and more and more ...



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Lynch  
Spong<sup>PR</sup>

# WHAT EVERYONE REACTS TO



Angie Brumley shared a link.

August 27 

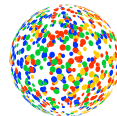
---

I am very disappointed in this product. It was purchased at my local Target for around \$20.

First of all, it leaks. A LOT. No matter how tightly you screw on the lid, it still leaks. And today, I discovered that it harbors crud under the rubber insert in the lid. Gross.

If I still had my receipt, it would go back to the store. Pronto.

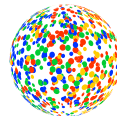
Someone's mad. Everything's ruined.



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Lynch  
Spong<sup>PR</sup>

# WHAT EVERYONE REACTS TO

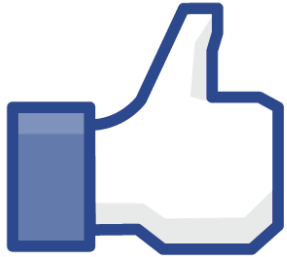
Not enough people liked our awesome post – and we even had a cat in it



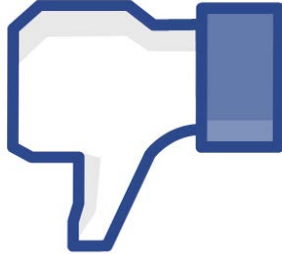
Carmichael  
Lynch  
Spong<sup>PR</sup>



# AND THEN YOUR REPORTING BECOMES



-



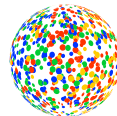
=



This many  
people like us

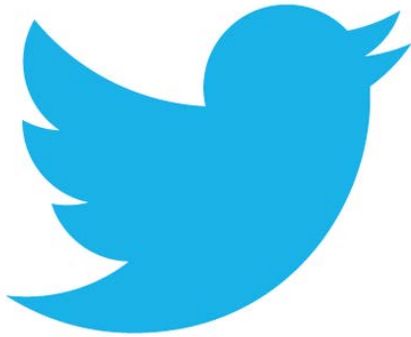
But this many  
people  
complained or  
didn't talk to us

Now we're sad.  
Let's quit.



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Lynch  
Spong<sup>PR</sup>

OR YOU THINK OF IT LIKE THIS



+



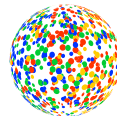
=



We tweeted 92  
times!

Two people  
replied and 30  
people followed  
us

No more tweeting



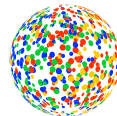
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Lynch  
Spong<sup>PR</sup>

# LET'S ACKNOWLEDGE SOMETHING



Facebook likes money.  
Twitter likes money.  
YouTube likes money.  
Everyone likes money.

So they will do things for  
money that we cannot do  
with organic reach alone.



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Lynch  
Spong<sup>PR</sup>

# WHY ARE YOU ON SOCIAL?

FOR ARBITRARY  
NUMBERS!

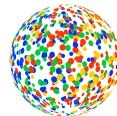
SOMEONE TOLD  
ME TO!

I LIKE FACEBOOK!

TO GET PEOPLE  
TALKING ABOUT MY  
BRAND

TO BE WHERE  
CONSUMERS ARE

TO GAUGE BRAND  
HEALTH AND  
PERCEPTION



Carmichael  
Lynch  
Spong<sup>PR</sup>

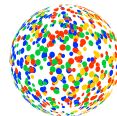
# IF THIS IS WHAT YOU WANT

TO GET PEOPLE  
TALKING ABOUT MY  
BRAND

TO BE WHERE  
CONSUMERS ARE

TO GAUGE BRAND  
HEALTH AND  
PERCEPTION

There are a lot of free and paid tools to help you measure those things.



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Spong<sup>PR</sup>

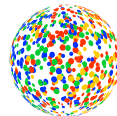
# FACEBOOK TOOLS



Facebook  
Insights



 **WILDFIRE**  
by Google



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Lynch  
Spong<sup>PR</sup>

# ENGAGED USERS



Limited view of engagement

**11,732** People Reached

**186** Likes, Comments & Shares

## FROM YOUR PAGE AND POSTS

<b>41</b> Likes	<b>10</b> Comments	<b>18</b> Shares
--------------------	-----------------------	---------------------

## FROM LIKES, COMMENTS & SHARES

<b>85</b> Likes	<b>32</b> Comments	<b>0</b> Shares
--------------------	-----------------------	--------------------

## TOTAL

<b>126</b> Likes	<b>42</b> Comments	<b>18</b> Shares
---------------------	-----------------------	---------------------

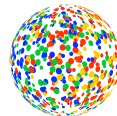
**734** Post Clicks

<b>112</b> Photo Views	<b>22</b> Link Clicks	<b>600</b> Other Clicks <i>i</i>
---------------------------	--------------------------	-------------------------------------

## NEGATIVE FEEDBACK

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>14</b> Unlike Page

Full view of engagement

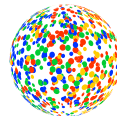


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# PEOPLE TALKING ABOUT THIS



What you don't want: a whole bunch of likes, and few people who are actually talking about you



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Lynch  
Spong<sup>PR</sup>



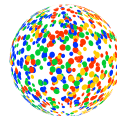
# PEOPLE TALKING ABOUT THIS

People Talking About This	Total Likes
110	80,856

People Talking About This / Total Likes =  
0.1% of likes talking about the page

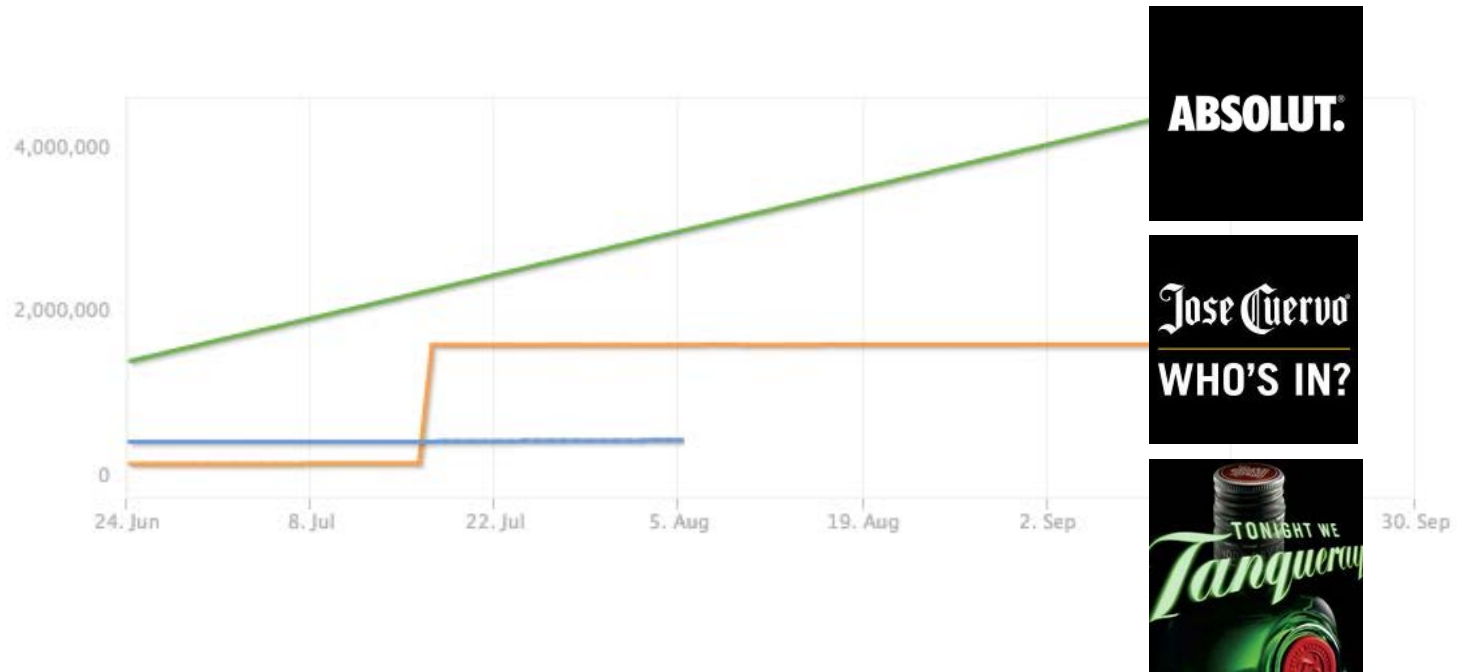
Brand pages average 2% of people talking about their pages

Top 200 brand pages average 0.5% of people talking about their pages

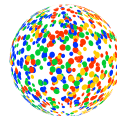


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Lynch  
Spong<sup>PR</sup>

# WATCHING THE COMPETITION



Wildfire Monitor lets you track Facebook, Twitter and Google+ growth for free

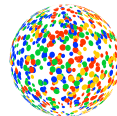


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Spong<sup>PR</sup>

# TWITTER TOOLS

tweetreach

TOPSY



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Lynch  
Spong<sup>PR</sup>

# @ABSOLUTvodka\_US

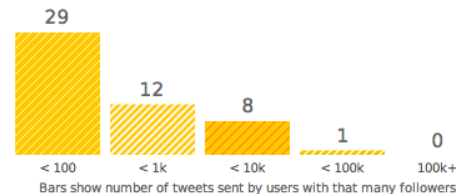
## estimated reach ⓘ

54,139

accounts reached

## exposure ⓘ

61,372 impressions

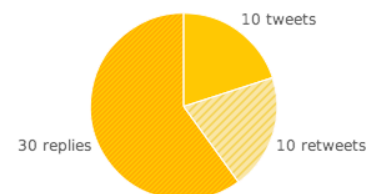
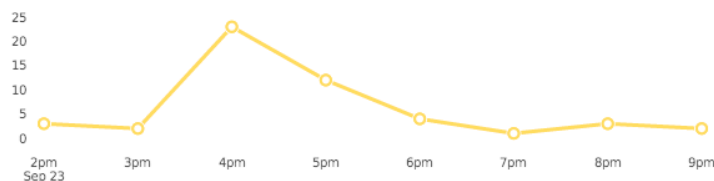


## activity ⓘ

50 tweets

38 contributors

8 hours



## top contributors ⓘ

highest exposure

20.5K impressions



@packagingdiva



20.4K followers

most retweeted

2 retweets



@Erin\_Pearlman



512 followers

most mentioned

18 mentions



@gewqk



2,504 followers

## most retweeted tweets ⓘ

2



ABSOLUTvodka\_US: Watch @YiqingYin's creative journey, from inspiration to celebration: [absolut.us/yiqingyin](https://absolut.us/yiqingyin) #TransformToday  
about 1 hour ago

2



Erin\_Pearlman: Of course @ABSOLUTvodka\_US won, they're incredible, always. "The Pentawards 2013 Packaging Design Award Winners" [graphics.com/article/pentaw...](https://graphics.com/article/pentaw...)  
about 6 hours ago

1



DesignPackaging: Must watch - @ABSOLUTvodka\_US Unique behind the scenes of how they're made [youtube.com/watch?v=toHOCr...](https://youtube.com/watch?v=toHOCr...) #packaging #design #custom  
about 4 hours ago



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Spong<sup>PR</sup>

TOPSY

# FIND YOUR INFLUENCERS

**Mark Hoppus**   
@markhoppus



Nicolas the thermos at a great meeting with ADA / Atlantic. [pic.twitter.com/AECLjQmk](https://pic.twitter.com/AECLjQmk)

 Reply  Retweet  Favorite  More




405  
RETWEETS


635  
FAVORITES







4:55 AM - 6 Feb 13 [Flag media](#)


**Charlotte Fisher** @CharlotteFisher 6 Feb  
[@markhoppus](#) you have a thermos????!!!! No way...! People are missing out, you definitely need to talk about it some more!  
[Details](#)

**Merrick Pet Care**  
@MerrickPetCare



Thrilled to see that [@hgtv](#) star [@bromco](#) feeds his pups Dozer & Bon-Bon our recipes! [@dog\\_milk](#) has the scoop: [dog-milk.com/the-scoop-davi...](http://dog-milk.com/the-scoop-davi...)


 Reply  Retweet  Favorite  More

 **Dog Milk**


**The Scoop: David Bromstad, Dozer and Bon-Bon - Dog Milk**

An interview with HGTV personality and designer David Bromstad about his two French Bulldogs, Dozer and Bon-Bon.

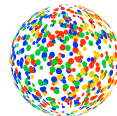
[View on web](#)



3  
RETWEETS



7:59 AM - 3 May 13 [Flag media](#)



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Lynch  
Spong<sup>PR</sup>

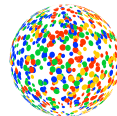
# SOCIAL CONVERSATION TOOLS

NETBASE



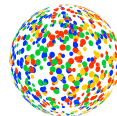
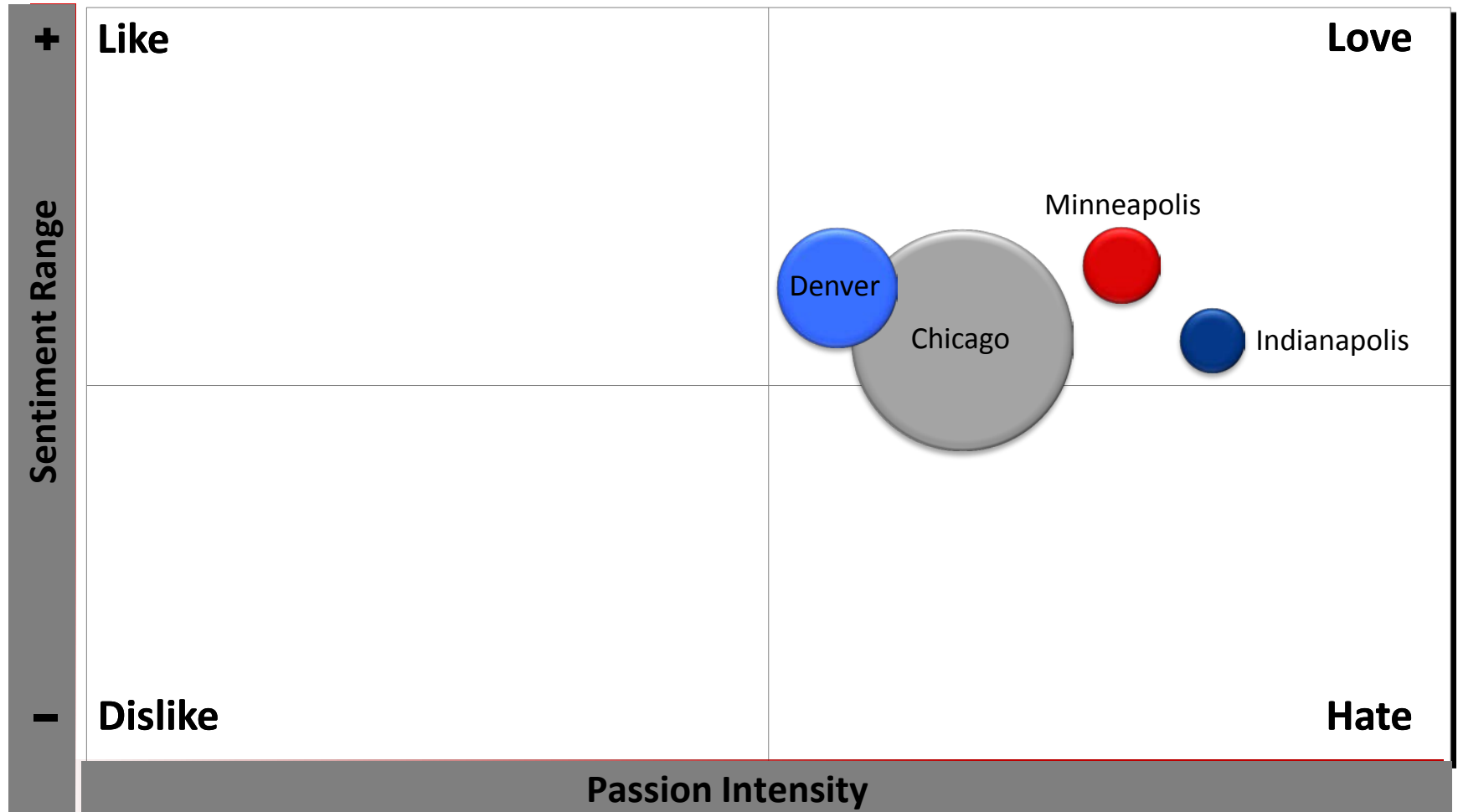
sysomos

infegy



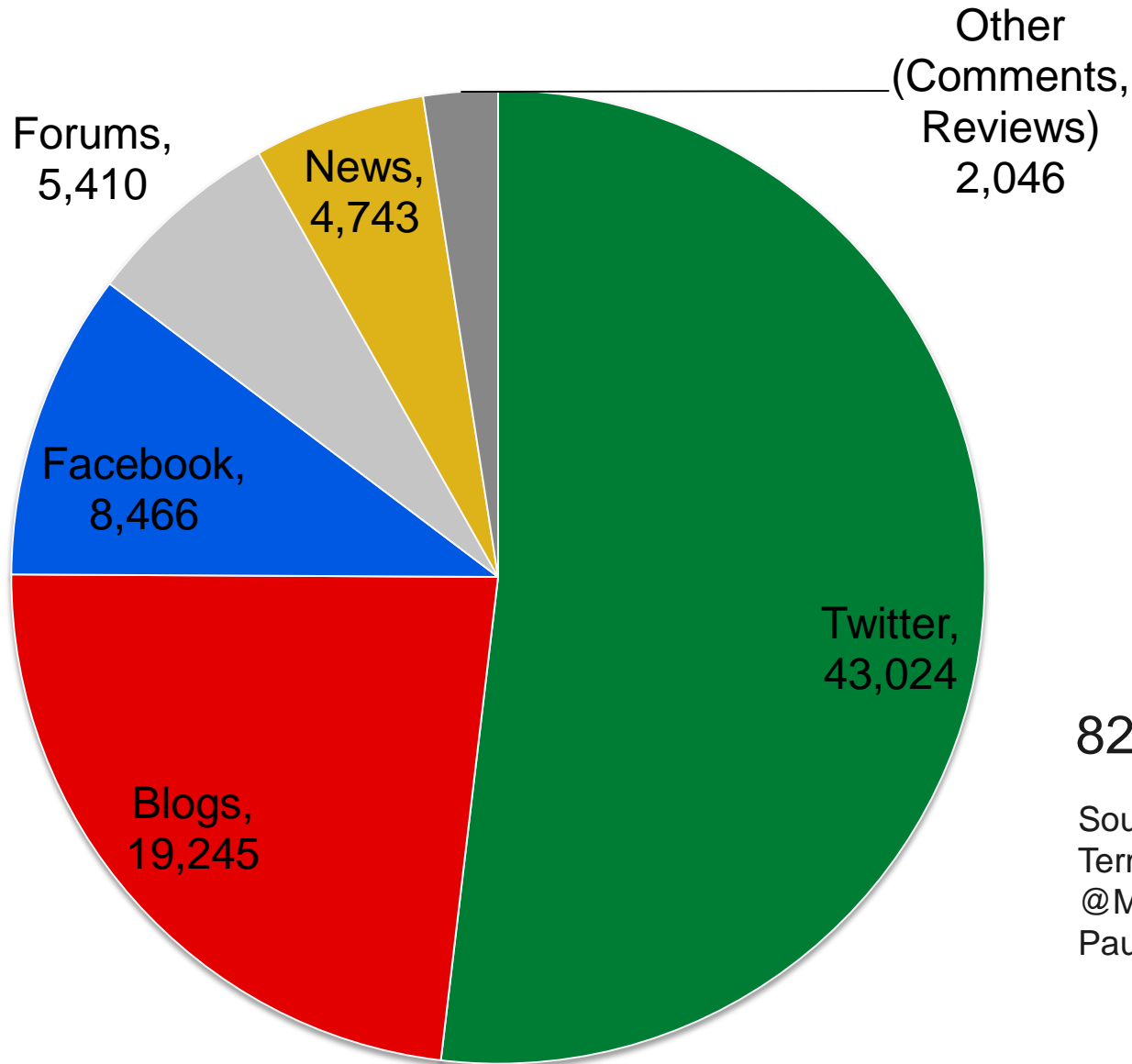
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Lynch  
Spong<sup>PR</sup>

# BRAND PASSION INDEX



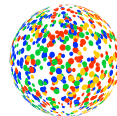
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Lynch  
Spong<sup>PR</sup>

# SOCIAL CHATTER OVERVIEW



82,934 total mentions

Source: CLS Social Tracker  
Terms: Minneapolis, Mpls,  
@MeetMinneapolis, Minneapolis/Saint  
Paul, Minneapolis/St Paul

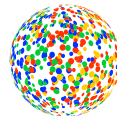


Carmichael  
Lynch  
Spong<sup>PR</sup>



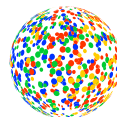
# SENTIMENT DRIVERS

quick offense kill it team state look  
hard time lose music feel awful work hard  
crucial state in election friendliest state in US  
make Michele Bachmann sad dominate hallway gossip  
warn Minnesotan of danger weird  
Minnesota Vikings uniform leak revise updated logo  
take down #1 Indiana  
approve gay marriage  
upset 1 Indiana  
win game winter weak  
approve gay marriage bill  
pass same-sex marriage marriage ban  
survive well beat Syracuse lose star forward  
amendment kill A Minnesota 4th-grader disrupt planned terror attack  
support gay marriage approve marriage equality  
reveal design beautiful state in US beat Indiana  
lose five too cold defense people have no intention  
video weather



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Lynch  
Spong<sup>PR</sup>

# TOOLS FOR OTHER CHANNELS



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Lynch  
Spong<sup>PR</sup>

THANK YOU



Carmichael  
Lynch  
Spong<sup>PR</sup>