

# What's In Your Social Media Toolbox?

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THREE FEATURES EVERY ORGANIZATION NEEDS WHEN CHOOSING SOCIAL MEDIA MANAGEMENT SOFTWARE



A GUIDE BY

**buzzlogix**

# The Growth of Social Media Influence



In the last decade social media has dramatically transformed the way we live and conduct business. This new method of communication continuously creates large amounts of user-generated content and dialogue, opening the door to new kinds of word-of-mouth marketing and sales strategies. The growth of social media is a global phenomenon, not limited to any particular industry or group of individuals. Facebook alone grew to more than 1.3 billion users in just 10 years, and Twitter hosts more than 340 million tweets per day.

Because of the growing influence of social media in nearly all aspects of our culture, organizations have engaged the social media community by offering executive support and have achieved notable results.

# 01

IN 2014:

**70%+**

of Fortune 500 companies were active on Twitter

**80%**

of executives believed social media engagement led to increased sales

**92%**

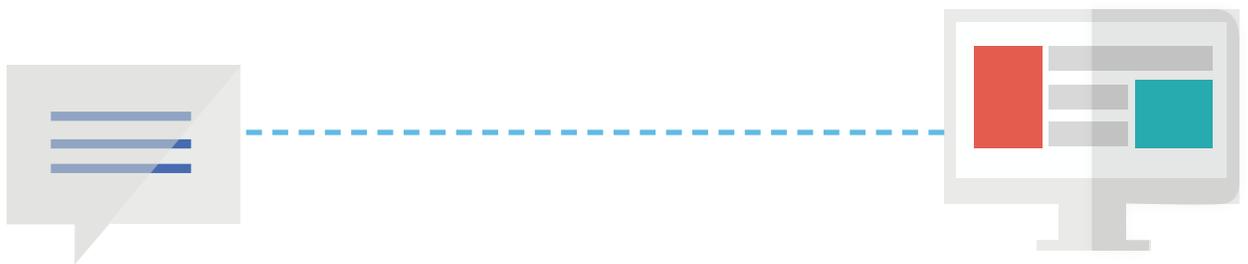
of marketers said that social media marketing was important for their business

**80%**

pointed out that their social media efforts boosted traffic to their websites

## 02

The personal reactions of users regarding brands, products, services and other business-related topics can generate significant value for any type of organization when analyzed correctly. Every year, an increasing number of organizations are taking advantage of social media to communicate directly with customers in an effort to grow their business, build brand equity, and increase revenue. **By proactively monitoring social media, organizations can dramatically enhance product quality, marketing and sales techniques, and customer experience.** While there is a growing adoption rate (97% of marketers currently utilize some form of social media), the vast majority (nearly 85% of marketers) still aren't sure which social media tools are the most effective.



## 03

**This presents an interesting problem.** There are two components to any successful social media implementation: strategy and tools. The strategies have become more sophisticated, but most companies are forced to piece together a dozen different tools just to execute their strategies. Organizations clearly need help maximizing their social media ROI. This is where the expertise of a Social Media Management Platform, or SMMP for short, can provide instrumental value.

# The Need for a Social Media Expert

If you search “social media management” in Google, you’ll find hundreds of tools. Some for monitoring and analyzing types of conversations and others for jumping in and engaging

## So how do you choose the right one?

Selecting the right tool is confusing enough and the learning curve is often significant. Choosing the wrong social media tool can mean missed opportunities, frustrated clients and zero ROI. Some organizations resort to hiring or engaging a social media specialist, but many small and medium-sized organizations cannot afford to hire someone with the right qualifications or capabilities. Instead, they assign this task to someone within the organization, usually within the marketing department. While this may work as a short-term solution, too often the assignee becomes unable to manage the increased workload or they lack the knowledge of the many aspects involved. This results in a failure to maximize the potential of social media use.

Achieving organizational goals through social media relies on both the planning and executing strategies, and the evaluation of audience engagement. Without the right tools this is nearly impossible, and the organization’s social media ROI is minimal. The key to closing the gap between an organization and social media is an all-in-one, easy-to-use SMMP that functions as a guide through the entire process. The right SMMP generates powerful reports, strengthens social media strategies, and increases ROI.

“Selecting the right tool is confusing enough and the learning curve is significant.”

# Social Media Management Platform to the Rescue

Social media is advantageous for all departments within an organization. From sales and customer support to public relations and business development, all departments can obtain valuable information from social media. However, the full value of this information will not be discovered by simply creating social media accounts. The information has to be collected, analyzed and evaluated before it truly becomes of value. The good news is that a well-designed SMMP is designed to do just that for organizations.

A SMMP tunes into the social media environment by:

**01** LISTENING **02** ANALYZING **03** ENGAGING

These are the 3 main components of managing social media.  
An effective SMMP contains several necessary features within each component.

Here are the essential features you should look for when evaluating a SMMP.



# Listening Features



## **ALL-IN-ONE VIEW OF SOCIAL MEDIA CHANNELS**

Gives a snapshot of all your social media platforms and what they're doing at any given moment so you always have a high level pulse on your audience.

## **KEYWORD MONITORING**

Targets and tracks keywords to gain insight into what's being said, and who's saying it.

## **INSTANT NOTIFICATIONS**

Receive notifications that allow you to quickly respond to posts, comments, trends, mentions and tweets.

## **ONLINE AND SOCIAL DATA**

Get current perspectives from online sources (i.e., social platforms, blogs, forums, web sites).

## **LANGUAGE SUPPORT**

Get support for a variety of languages to stay relevant to all your users.

## **IDENTIFY INFLUENCERS**

Learn who the top influencers are and react accordingly. After all, 3% of adult users create 80% of the content.

## **AUDIENCE LOCATOR PINPOINT**

Where your users are located and learn how you can best address their concerns and interests.

## Analytical Features



### **TRACK BRAND MENTIONS**

Find out who is mentioning your brand, and what they are saying about it.

### **IDENTIFY POTENTIAL CRISES**

Before small problems become big problems, identify and address potential crises that could cause trouble.

### **LEARN YOUR COMPETITION**

Recognize your strengths and weaknesses, and address them accordingly to claim higher market share and profit margins.

### **CAMPAIGN TRACKER**

Set goals for your social media campaign and keep track of progress.

### **REPORTS**

Utilize analytic reports to identify specific information about your users: demographics, online behavior, online purchasing information and more.

## Engagement Features



### **SCHEDULED POSTS**

Schedule posts to be published in the future, allowing writers to prepare in advance.

### **IN-PLATFORM RESPONSE**

Read and respond to comments within the platform to stay engaged with your audience.

### **COLLABORATION AND WORKFLOW**

Within the platform, assign tasks like message-response' to team members according to expertise and availability.

“Social media is advantageous for all departments within an organization.”

# Social Media Management: The Next Level

You may have identified several SMMPs that offers some of these features, but do you want more from your platform? Do you want superior analytics? Do you want to know your audience better than your competitors do? Do you want to position your organization in the forefront of your audience's conversation? Of course you do! This can only be achieved by implementing a SMMP that offers next generation features, previously not available.

## Next Generation Features



### TEMPLATE-BASED STREAMS

Save, modify, and replicate streams for quickly setting up new channels or campaigns.

### AUTOMATED SOCIAL POSTING

Schedule posts to be shared at peak times, allowing writers to prepare in advance and get more visibility for their content.

### SENTIMENT ANALYSIS

Automatically detect the tone of your audience. Also known as 'Opinion Mining', Sentiment Analysis identifies and extracts subjective information within source materials and summarizes the tone of a text-positive and negative, subjective and objective.

Continued



#### **CUSTOMER RELATIONSHIP MANAGEMENT INTEGRATION**

Allow for seamless messaging between popular CRM platforms (i.e., Salesforce, Zendesk) to ensure issues are addressed within the correct departments.

#### **INTEGRATION WITH OTHER MARKETING PLATFORMS**

Keep messaging consistent and monitor data across all organizational platforms (i.e., Hubspot, Marketo).

#### **HISTORICAL DATA**

Tracks and stores social media activity from previous weeks, months, and years, and compares with current data.

#### **IN-DEPTH, REAL-TIME DATA**

Get current perspectives from both online sources and traditional media outlets (i.e., social platforms, blogs, forums, web sites, print, radio, video).

#### **SOCIAL MEDIA ROI**

Measure your organization's success for a positive return on investment.



**“Two components to any successful social media implementation: strategy and tools.”**

# Social Media Management: The Next Level

## TEMPLATE-BASED REPORTS

Easy-to-navigate dashboards provide the key to forming a snapshot of your organization.

## AUTOMATED HASHTAG SUGGESTION

Smart hashtag suggestions help your content gain greater exposure on social media.

## BUZZ RADAR

A knowledge-centered approach that extracts the signals that are capturing your audience's attention at a specific time.

## CUSTOM DASHBOARDS

Personalized and highly interactive dashboards allow you to integrate specific tasks and job functions to keep track of crucial metrics

## TEXT ANALYSIS

Text analysis provides an overview of text style and accounts words, characters, sentences, and syllables. It can even translate text into different languages. Further text analysis services that will give your organization an edge include:

Article Extraction takes out all the HTML documents, ads, navigation, and anything that keeps you from fully understanding the text, so you can focus what you need to see.

Summarization provides key sentences extracted from text, so you can focus on only the most important concepts.

Classification tags text with metadata from hundreds of categories to make it easy to find.

Entity Extraction identifies organization names, phone numbers, currency amounts, and individuals who have been mentioned in a text.

Concept Extraction provides linked data for topics, such as semantic types and URLs.

Language Detection and Translation quickly and accurately ensures that the text is presented in the correct language.

# Upgrade Your Social Media Management

While any organization can take advantage of social media, few actually have access to the tools to maximize its benefit. This is why a comprehensive and userfriendly SMMP is vital to growing your social media strategy. It doesn't matter how competent the employees in charge of your social media are, without the right tools they are limited in what they can achieve.

Whatever tool you choose must be able to listen, analyze, and engage with your customers. You shouldn't have to be an enterprise level company to get next generation features. That's the goal of Buzzlogix. Buzzlogix Social Media Management is the first tool to include listening, analyzing and engaging capabilities along with next generation

If your organization is ready to take your social media to the next level, it's time to upgrade to a next generation Social Media Management Platform, such as Buzzlogix.



# About Buzzlogix

Buzzlogix is a smart and simple, all-in-one social media management, monitoring and engagement platform. Designed to empower social media specialists and marketing teams, Buzzlogix offers a comprehensive set of tools to deliver a tailor-made and effective social media strategy for any size organization.

We strongly believe that social media management should be simple, automatic and enable meaningful engagements that result in happier customers, increased sales, superior products, and stronger market insights. Buzzlogix is headquartered in Dallas and has offices in Hamburg, London and Athens. For more information visit:

**[buzzlogix.com](http://buzzlogix.com)**





Buzzlogix is a smart social media management platform for businesses. Buzzlogix powers smart social communication for leading brands, including T-Mobile, OTTO Group, Mercedes-Benz and more.

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