THE S O C I A L
CLUB

Presented by **Ecclesiastical**

Session six:

Tools to help you make social media easy and check it's working

Social media tools

(it's comparison time)

With one of the main barriers to adopting a social selling programme being time, social media management tools can be a great aid.

There are so many tools available that can help you manage your social media activity, so **we've put together a handy comparison list of social media tools which will help you manage your time effectively**.

1.

Social media listening tools

Make the most of social media by listening in to what your audience has to say about you, your brand, your competitors, and the insurance industry.

This insight can help you understand your customers better, generate new leads and also improve your marketing strategy.

Some useful social media listening tools include **Hootsuite**, **TweetDeck, Mention**, and **LinkedIn Sales Navigator**.

Hootsuite™	TweetDeck	mention	SALES NAVIGATOR
▶ Covers **Twitter, Instagram, Facebook, LinkedIn, YouTube, WordPress**.	▶ Covers **Twitter only**.	▶ Can **track millions of content** across 42 languages. ▶ Covers **Twitter, Facebook** & **Instagram**.	▶ Covers **LinkedIn only**.
▶ Can monitor specific search terms in real time – **useful for tracking mentions of the brand, products, or keywords you're interested in**. ▶ Doesn't offer you the ability to find influencers.	▶ Can **create searches to track topics, events and hashtags** as well as **refining the results using filters**. ▶ Can **organise and build collections, keep track of lists, searches and activity**.	▶ Can **listen closely and monitor** any keyword your brand/competitor/industry uses. ▶ Can **select which content you'd like to tune out** (including source, language and sentiment), so you're only paying attention to the trends that matter. ▶ **Find influential people using your keywords online**. Reach out beyond Twitter to **find useful bloggers and Instagram power users**. Built-in influencer scores show you the most important voices, so you know who to contact.	▶ **Useful for both account-based marketing and individual lead generation marketing**. ▶ Advanced search function to **filter prospect searches**. ▶ Research relevant accounts by keywords and save leads to an organised database. ▶ Can **share lead information** between team members. ▶ Can **message prospects** without using your InMail Quota. ▶ TeamLink filter allows you to **find prospects** who meet your search criteria and share a mutual connection with you. ▶ Alerts on prospect activity. ▶ **Recommendations** on new leads.
▶ **Also available as an app** for on the go use.	▶ **Also available as an app** for on the go use.	▶ **Also available as an app** for on the go use.	▶ **Also available as an app** for on the go use. ▶ CRM integrations available (e.g. **HubSpot**, **Microsoft Dynamics** and **Salesforce**).
▶ Can assign tasks to users.		▶ Can assign tasks to users. ▶ Competitor analysis tool that lets you **compare your brand across 2 or more competitors**.	
▶ Pricing plan **begins at £25 a month**.	▶ **Free**.	▶ Pricing plan **begins at $25 a month**.	▶ Pricing plan **begins at $64.99 a month**.

2.

Social media post scheduling tools

A great way to save time and brain power is using social media scheduling tools.

By scheduling a bulk of content in advance, it puts less pressure on trying to find interesting content on a daily basis.

Clear out a few days in your diary and schedule a month's worth of posts to avoid the daily stress of posting!

Some of our favourite social media scheduling tools include **Hootsuite**, **Loomly**, **Buffer** and **Sprout Social**.

Hootsuite™

- ▶ **Automated post scheduling**.

- ▶ Social **advertising** available, with a spend limit of £400 per month.

- ▶ Live **support**.

- ▶ Allows you to **reply to social conversations**.

Loomly

- ▶ **Audience targeting**.

- ▶ Provides **post ideas** and **calendar templates**.

- ▶ **Approval workflow**.

- ▶ Social **advertising** available.

- ▶ Online **tutorials** and **support**.

- ▶ Allows you to **reply** to social conversations.

buffer

- ▶ Allows you to **draft posts, approve posts, share and manage access** to each social account.

- ▶ Analytics available.

- ▶ Allows you to **reply** to social conversations.

- ▶ Allows you to **store, edit** and **publish** multimedia content with an image editor.

- ▶ Allows you to **set different user-based permissions**.

- ▶ **Custom URL tracking** for detailed reporting.

sproutsocial

- ▶ Allows you to **mark messages complete, tag & filter messages, monitor keywords and hashtags, team member attribution, assign** & **manage tasks**.

- ▶ Social support.

Social media analytics

It's important to review the analytics for any social media activity, to see what posts are performing best and on which network.

Whilst most social media networks offer their own reporting, some of the above-mentioned platforms are also really helpful and offer useful integrations.

Best for...

Cost

Loomly

In terms of cost efficiency, Factor 3 recommend using Loomly.

Pros

It allows you to stay tuned in to people mentioning your brand, it's **great for scheduling posts** and coming up with **post ideas**, as well as an **informative analytics reporting** section.

Cons

Whilst this is one of the cheaper tools to use, it is **lacking in the social listening field** as you can't find influencers or search keywords directly from the application, as well as limited integration with Instagram.

Ease

Hootsuite
sprout social

Hootsuite or Sprout Social

Hootsuite **integrates your social media feeds into the application**, so you can respond and engage to live posts on each of their news feeds.

You can also **schedule your content** on here as well as in-app integrations, for example **Mailchimp** for email marketing, **Dropbox**, **Salesforce** etc.

Sprout Social is also a great tool which covers it all: **social media listening, scheduling,** and **advanced reporting** as well as allowing you to directly edit media in the application.

It also has a much nicer looking interface (never underplay how an easy to use interface improves your day-to-day experience).

Join us at…

The Social Gathering, London, Sept 10th.

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