



29 ways to use your social listening tool

Make social intelligence work **for** you



Social listening is a buzzword these days, and it's being adopted by more and more businesses. Strangely enough, the focus on the actual use and benefits of the process remains narrow: in most cases, when people talk about social listening, they actually mean brand monitoring. In this article, we wanted to show you that social listening can be used in dozens of ways, and brand monitoring is just one of them. We singled out 10 groups of tasks made easy with Awario. Take a look at these groups and click on whichever you're interested in to get to the details:

- 1 Brand monitoring
- 2 Competitive analysis
- 3 Brand health & share of voice
- 4 Customer care
- 5 Market research
- 6 Link building & SEO
- 7 Lead generation
- 8 Influencer marketing
- 9 Content marketing
- 10 Reporting & analytics

Brand monitoring

This is the most obvious case of using a social listening tool. With Awario, you'll be able to monitor your brand, competitors, campaigns, or industry keywords.

Create flexible queries

Awario offers a few ways of creating alerts. You can set up a search in a click by entering your keyword(s) and clicking *Go*, or switch to the advanced search mode and filter your mentions by location, language, or date. You can also exclude retweets and add a couple of negative keywords.

The screenshot shows the Awario search interface with the following parameters:

- Keywords:** Heineken
- Website or web page:** theheinekencompany.com
- Negative keywords:** ++"RT @"
- Languages:** English
- Countries:** United States
- Sources:** Twitter
- Date range:** All time

At the bottom right, there are buttons for **Whitelist (0)** and **Blacklist (0)**.

Advanced alert settings for Heineken

But sometimes that's not enough. If you want to monitor an international brand with numerous products or a company with an ambiguous brand name, try [Boolean search](#). This mode lets you create really flexible and complex queries by combining groups of keywords.

```
1  ("Heineken Dark"
2  OR "Heineken Oud Bruin"
3  OR "Heineken Tarwebok")
4  AND country:NL,GB
5  OR
6  ("Sakara Gold"
7  OR "Meister Max"
8  OR "Sakara El King")
9  AND country:EG
10 OR
11 ("Almaza Pilsener"
12 OR "Almaza Pure Malt"
13 OR "Al Rayees Beer")
14 AND country:MT
```

Advanced alert settings for Heineken

Pinpoint mentions that matter with smart filters

After the first results appear, it's easy to get lost in them if there's a lot of buzz around your brand. To pinpoint the results you need right now, you can apply various filters, such as reach, sentiment, date, etc. Let's say we want to display only positive reviews from the last week. We'll use the *Time period* and *Sentiment* filters for this task:

Feed (30) ▾

Time period:

Last 7 days ▾

Reach:

0 1.0M

Sources:

- Twitter YouTube
- Facebook Reddit
- News/Blogs Instagram
- Web

Sentiment:

Positive Negative Neutral

Folder:

<input type="radio"/> Feed	<input type="radio"/> Just found
<input type="radio"/> Starred	<input type="radio"/> Unread
<input type="radio"/> Done	<input checked="" type="radio"/> Any folder

Feed (48) ▾

Ellen Marie Hickey 13m
@EllenMHickey • Cork, Ireland
What a fantastic experience to present @nginx at the iconic
@Heineken_ Exp here in #Amsterdam. #api
<https://t.co/Zulr7ZYIet>
193 reach

Renier Swanepoel 1h
@RenierJustWontIt • Cape Town, South Africa
@Heineken_SA Perfect @BiBiBeier
747 reach

St. Maarten Heineken Regatta 19h
Welfare Road 90, Simpson Bay, Sint Maarten, Netherlands
Massive thanks to Heineken for being an amazing title
sponsor! 🎉 heinekenbeer #draftchallenge #mjrtom
#titlesponsor
29.2K reach

St. Maarten Heineken Regatta 7d
Welfare Road 90, Simpson Bay, Sint Maarten, Netherlands

Advanced filters and results they produce

Get notified about important mentions daily

Awario is equipped with email notifications that deliver only important mentions to your inbox — daily or weekly. More than that, you can work on your mentions on the go, using the mobile version of the platform. This will let you react immediately from anywhere in the world.

Daily mentions wrap-up Heineken

Hi there,

We found **504** new mentions for your alert **Heineken** today :

 A-ha Tickets A-ha Tour Dates 2020 and Concert Tickets - viagogo www.viagogo.com A-ha AFAS Live (Heineken Music Hall), Amsterdam, Netherlands Only a few tickets leftRemaining tickets available for sale on our site is less than 1% ...
 В пиво в России разрешат кладь меньше солода и больше сахара tvtrain.ru ... издания. Представители Heineken, "Балтики" и AB InBev Efes сообщили газете, что участвовали в обсуждении вопроса и поддержали предложение снизить ...
 Cum ne-am facut ca pierdem Agentia Europeana a Medicamentului www.ziare.com ... precum Akzo Nobel, Heineken International, ING Group, ABN AMRO, TomTom, Delta Lloyd Group, Booking.com și Philips, iar KPMG International se află în ...
  Leinster Rugby @leinsterrugby

An email notification for Heineken

Monitor campaigns

You can use a social listening app to monitor the performance of your brand's marketing campaigns. The data you'll get with a tool can be used to conduct a thorough social analysis of your target market, consumers, and past campaigns to deliver the right messages to the right audiences. Set up an alert with campaign-related keywords and/or hashtags. You'll see which social media platforms the campaign performs best on, what

countries it resonates with the most, and what the most used words and phrases are in posts mentioning your campaign — all in one place.



Dashboard for the #OpenYourWorld campaign

Competitive analysis

[Monitoring your competition](#) is another important task for a social media listening platform. Awario helps you monitor competitors' online presence and compare your social media performance to theirs.

Track what's said about your competitors online

To get a better idea of what your competitors are doing online, set up a few alerts with their brand names. After the app picks up some results, you'll see what people say about your competitors on social media.

The screenshot shows the Awario dashboard with a sidebar on the left containing links for Dashboard, Mentions (Spotify 50.0K, Apple Music 28.5K, Google Play Music 4.1K, Tidal 50.0K), Leads (BETA), Reports (Mention Statistics, Alert Comparison, Influencers), and a main content area for mentions. The main content area has a header for 'Feed (3.7K)' with search, filter, and sort icons. It lists several mentions:

- therock** (135.8M reach) - 18 Aug 2017: "... and partnering with #AppleMusic. My playlist below are some of my personal favorites to workout and get hyped to or if you just wanna be a cool BAMF..."
- jlo** (89.1M reach) - 26 Sep 2014: "... for making "Booty" the #1 music video on iTunes!!! #ilovemyfans #igettthemtheygetme #JLoBootyOniTunes download here: <http://bit.ly/1sVvXEV>
- Lady Gaga** (59.3M reach) - 18 Oct 2018: "'I'll Never Love Again' music video, out tomorrow on Apple Music. <http://smarturl.it/ASIBAppleMusic>
- Avril Lavigne** (49.5M reach) - 17 Dec 2018: Pre-add my new album, #HeadAboveWater, on Apple Music here <https://avrillavigne.lnk.to/HeadAboveWaterAlbum/applemusic>
- Lil Wayne** (15 Dec 2018) - ... EP out now: <http://smarturl.it/xMissedCallsTunes>: <http://smarturl.it/xMissedCalls/itunes> Apple Music: <http://smarturl.it/xMissedCalls/applemusic>

A detailed view of the **therock** mention is shown on the right, with a large image of Dwayne 'The Rock' Johnson. The post text reads: "I ain't knockin' no more, I'm breakin' in.. Had fun Executive Producing #WWE2K18 and partnering with #AppleMusic. My playlist below are some of my personal favorites to workout and get hyped to or ...". Below the image is a promotional image for "WWE 2K18" featuring Dwayne 'The Rock' Johnson, with the text "EXECUTIVE SOUNDTRACK PRODUCER DWAYNE 'THE ROCK' JOHNSON" and a "Listen on MUSIC" button. Social sharing icons show 708.1K likes and 4.6K comments.

Spotify and its competitors

If you want to learn more about a certain product, campaign, or hashtag your competitors promote, add these keywords to your settings. Make sure you add their social media pages to the Whitelist to be the first to receive updates from these particular pages. Don't forget to add their brand name alternatives, common misspellings, and key figures of their companies as keywords to the alert settings.

Keywords: ?

Apple Music X @AppleMusic X #applemusic X
iTunes Music X

Website or web page: ?

apple.com/lae/music X apple.com/lae/itunes/music X

Negative keywords: ?

"general mills"

Languages: ?

All

Countries: ?

Any

Sources: ?

All

[Whitelist \(2\)](#) [Blacklist \(0\)](#)

Date range: ?

All time

Alert settings for Apple Music

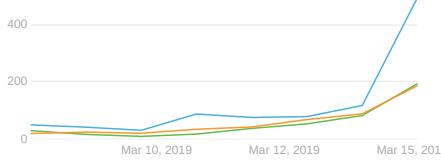
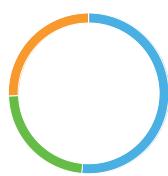
Learn from their social media performance

Considering a company as your competitor means accepting that it car-

ries a certain weight in your industry. But accepting this fact is not enough: social media monitoring tools collect all the necessary analytics that lets you see your competitors' plans, their marketing strategies, wins and losses. With Awario's reports, you'll be able to compare stats on share of voice, sentiment, geography, etc.

Share of Voice: Mentions

Spotify 51.4% 956 +690%
Apple Music 23.1% 429 +305%
Tidal 25.5% 474 +262%



Top countries



United States
61 6.4%

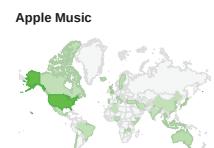
United Kingdom
10 1.0%

Indonesia
10 1.0%

Spain
8 0.8%

Japan
6 0.6%

Other
861 90.1%



United States
74 17.2%

United Kingdom
12 2.8%

Australia
8 1.9%

Japan
7 1.6%

Thailand
5 1.2%

Other
323 75.3%



United States
78 16.5%

United Kingdom
32 6.8%

Australia
12 2.5%

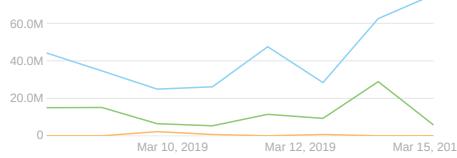
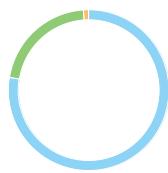
Italy
5 1.1%

Germany
3 0.6%

Other
344 72.6%

Share of Voice: Reach

Spotify 77.5% 344.3M +96%
Apple Music 21.4% 95.2M -48%
Tidal 1% 4.6M -98%



Share of voice and mention maps for Spotify, Apple Music, and Tidal

Monitor who they're hiring

By tracking job openings for your competitors, you'll learn tons of useful data. For example, job postings may include information on what competencies are required of candidates. By looking at what positions they're hiring for, you'll learn if they're working on expanding their companies or starting new projects.

To get insights on competitors' job openings, set up a Boolean query that contains their brand names combined with phrases frequently used in job postings.

```
1 ("We're hiring"
2 OR "job opening"
3 OR "apply to"
4 OR "job overview")
5 AND
6 near/3:apple,music
7 FROM twitter,facebook,instagram,reddit,news-blogs,web
```

This query will show you who Apple Music is hiring at the moment

Find negative feedback about your competition

Knowing when your competitors did something wrong may be priceless. With Awario, you'll find unhappy customers of your competitors and get the opportunity to pitch your product to them. All you need to do is open their mention feed and filter the results by negative sentiment.

The screenshot shows the Awario interface. On the left, there's a sidebar with navigation links: Dashboard, Mentions (with a plus icon), Leads (BETA), Reports (with Mention Statistics, Alert Comparison, Influencers), and a plus sign for adding new sources. The main area is titled "Feed (127)" and includes search, filter, and sort options. A list of mentions is displayed, each with a profile picture, name, location, timestamp, reach count, and a sentiment icon (sad face). The first mention is from "Mabona Lonwabo yamkela" (@MabonaBlack) in Cape Town, South Africa, posted 3 days ago. It discusses renting the Google Play Music family plan and experiencing issues with music disappearing from the library. The second mention is from "laika" (@laika37185) in Nagoya, Japan, posted 3 days ago, reporting sync issues between Google Play Music and iTunes. The third and fourth mentions are from "10af" (r/u_10af) in the iPhone ecosystem, both posted 3 days ago, reporting skipping songs and error messages in Control Center.

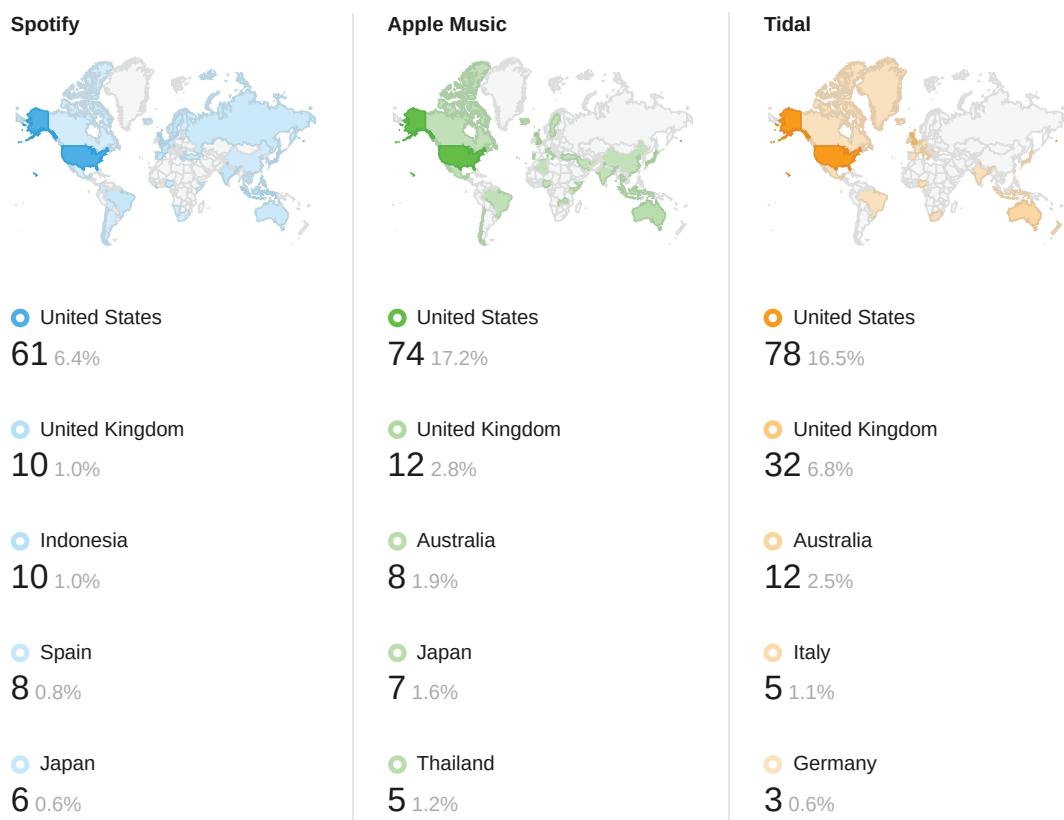
People posting negative feedback about Google Play Music

After you get the list of negative reviews, you can join these conversations and respond to unhappy customers immediately, solving their problems and promoting your product. Connect your social media profiles to Awario to interact with these mentions without leaving the app.

Uncover new markets for your business

Looking at the geography of your competitors' mentions will let you figure out which markets they are focusing on the most (and find an area that isn't too saturated yet). You'll find a map of each brand's mentions in Awario's dashboard and reports, along with the breakdown of mentions

by language. Try adjusting the date range in the report to see if there've been any changes in languages/countries recently. This could mean that your competitors are focusing on a new emerging market — an opportunity you might be interested to explore. Just like with geography, examining the social media platforms competitors' mentions come from will give you an idea of where your competitors' audience hangs out so that you can use these findings in your own marketing strategy. On top of that, if you see platforms that appear to be heavily underused (but look relevant), those may also be worth experimenting with.



No surprise that all three companies are primarily focused on the US market

Brand health & share of voice

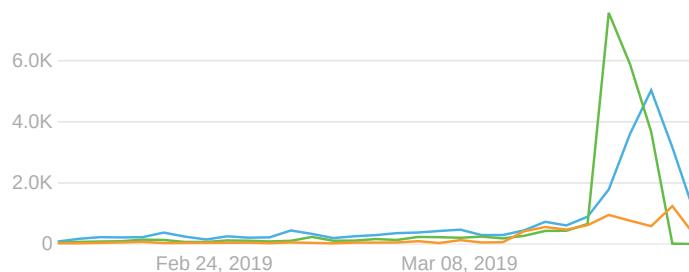
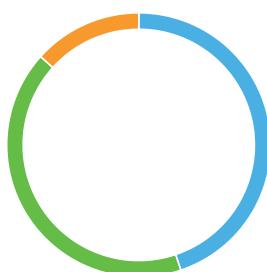
Measuring your brand health is a strategic instrument that lets you understand if your brand is stagnating or rapidly developing. For this task, you'll need some historical data from a social media monitoring platform.

Share of voice

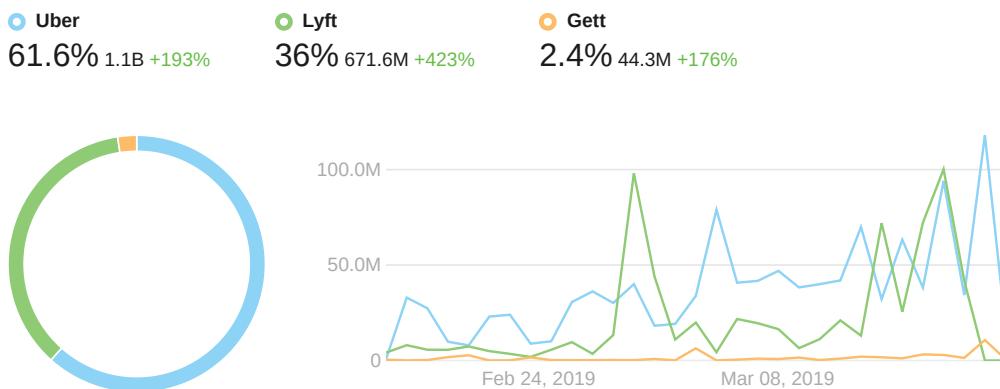
To measure brand health, you'll need to collect stats for your brand and compare them to your competitors'. And getting data from a while ago plays an important role here: it lets you see how your brand evolves. Make Awario your go-to instrument for tracking the volume and reach of your mentions versus competitors'. We offer reports that let you measure the share of voice, the number of conversations around your brand compared to your competitors, and the impact of those conversations.

Share of Voice: Mentions

Uber	Lyft	Gett
44.8% 23.5K +172%	41.8% 21.9K +638%	13.3% 7.0K +490%



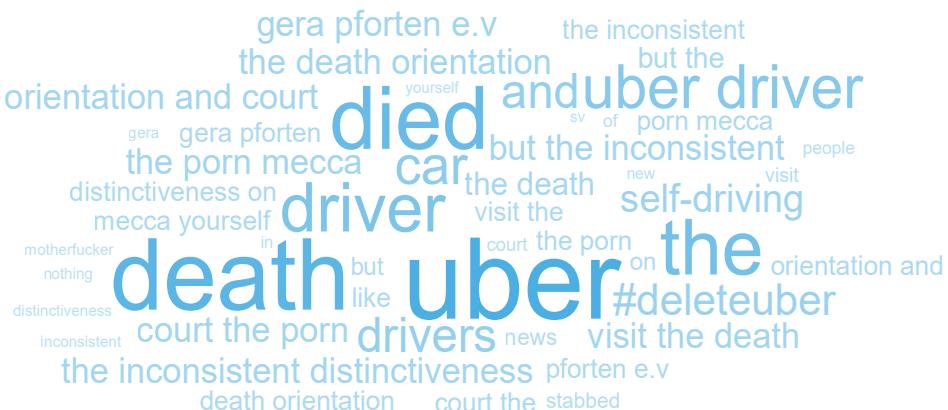
Share of Voice: Reach



Share of voice stats for Uber, Lyft, and Gett

Protect your brand image

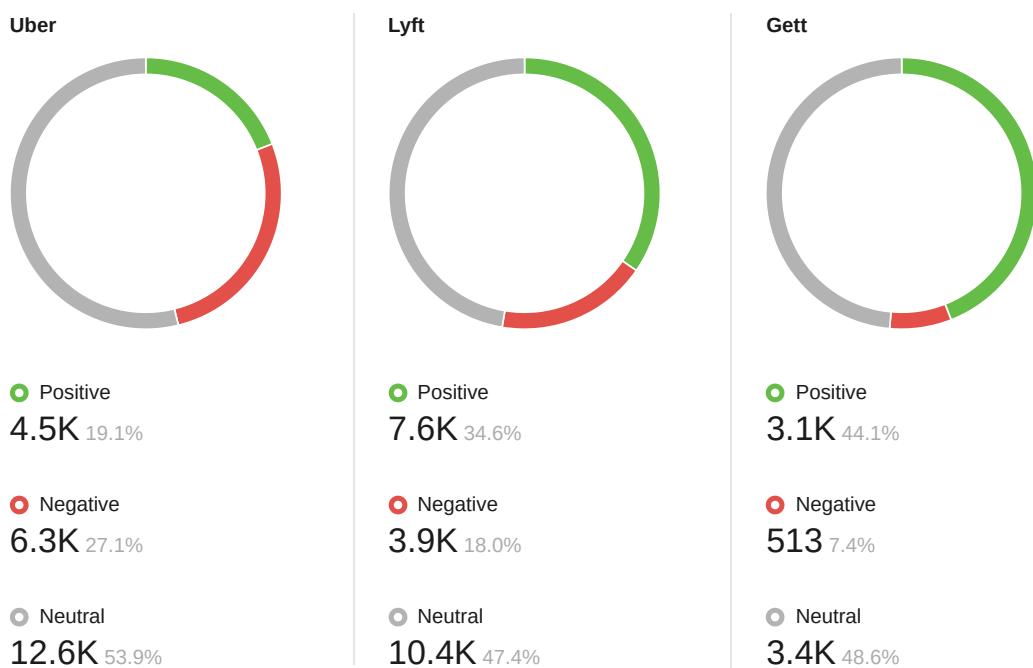
An important benefit of social listening is being notified about potential reputation crises quickly so you can step in and react to negative feedback before it spreads further. The most apparent technique for detecting possible crises is to regularly monitor the volume of conversations about your brand online. After these conversations are collected, take a look at the Topic cloud to see if there are any keywords that will show you common problems or frequently discussed topics among your audience.



You can find out what your customers are concerned about

Get benchmarks for your own metrics

If your volume of mentions and reach are growing over time, how do you know the growth rate is good? If 40% of your mentions are positive, 20% are negative, and the rest are neutral, how do you know if that's a good thing or a bad thing? You can ask a million similar questions about every metric you're measuring, and there's a single answer to all of them — you need a benchmark. Comparing the stats on your competitors' mentions to your own results is extremely useful for understanding where you fall within your competitive landscape.



Uber seems to lack positive mentions compared to Lyft and Gett

Customer care

Social media is a common place for people to complain about products, look for solutions to problems, and ask for advice. It's the place where people leave reviews about businesses, and those are exposed to other potential customers.

Reply to customer questions on social

[A survey from Clutch](#) shows that 83% of people expect companies to respond to their requests on social media within 24 hours or less. Find people asking questions about your brand and respond to them from Awario. Additionally, you can sort these conversations by date or authors' impact and respond to the more recent or more influential ones first.

The screenshot displays two social media posts in a conversational interface. The top post is from Mark Persic (@markpersic) to SlackHQ. He asks if free users can integrate more than 8 apps, suggesting it would bring in new customers. The bottom post is from Slack (@SlackHQ) responding to Mark, stating they now allow up to 10 apps per workspace, which is an improvement. Both posts are dated 1d ago. Below the posts are standard social media interaction icons: a profile picture, a dropdown arrow, a message icon, a reply/reaction icon, and a heart icon with the number 1.

Awario lets you interact with mentions from different platforms in one place

React to positive and negative reviews

Use the power of social intelligence to collect all feedback from people who've used or heard about your product to create a unified inbox for those mentions. Show gratitude for praise from your users and leverage these reviews to show how much people like and use your product or service. [Respond to negative reviews](#) as quickly as possible to help people solve their problems.

The screenshot shows two posts in the Awario interface:

Post 1: Ben Christine (@Benjieboo) - 1d ago
I must say, @SlackHQ this is sooooo annoying!
F Dev Meeting Agenda
We're having trouble saving
The content of your Post has been copied to clipboard! You can now safely reload and paste it back in. Sorry again for the inconvenience!
Reload

Post 2: Slack (@SlackHQ) - 1d ago
@Benjieboo Ugh, our apologies. Generally, running Slack in a browser will give you a better Posts experience though we realise this isn't ideal. Meanwhile, we're working on improving Posts overall so that troubles like these will no longer plague you. Keep an eye out for updates!

Below the posts are standard Slack interaction icons: a profile picture, a dropdown arrow, a message bubble, a share icon, and a heart icon with the number 1.

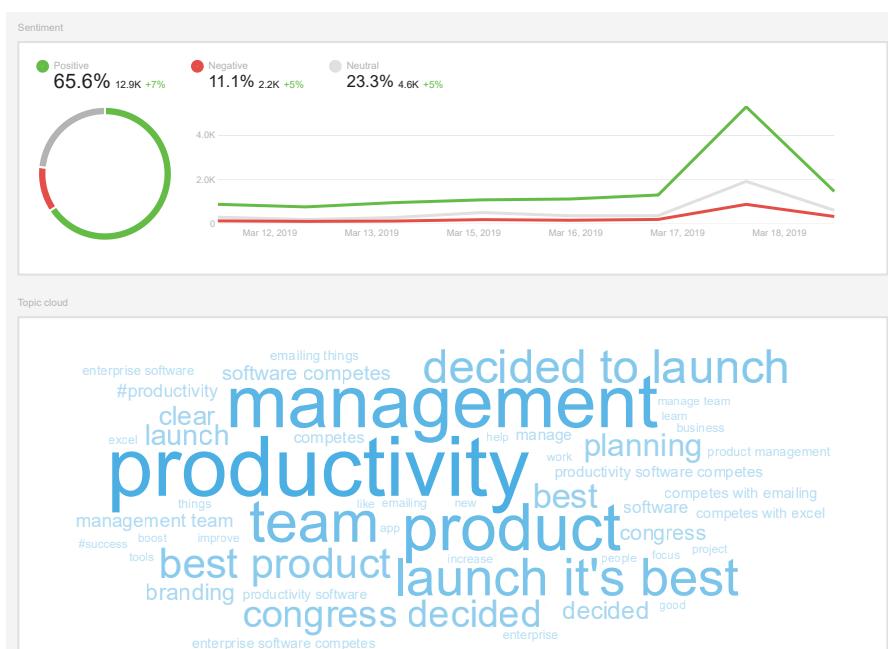
Collecting positive and negative feedback is easily done with Awario

Market research

Data collected by a social listening platform is a valuable source of customer insights to help you audit your brand's performance and design the most effective marketing strategy. It also helps with understanding customers' expectations and behaviors through gathering and analyzing key discussions on the web and social media.

Monitor trends

One of the key goals of a marketing and communication strategy should be to keep your brand in line with consumer trends. To uncover the latest trends, you'll need to listen to conversations of users and influencers in your niche and analyze the sentiment around them. In Awario, you can identify trends by using the Topic cloud, which shows the most popular words among your alerts. But first, you'll need to create an alert with keywords relevant to your industry.

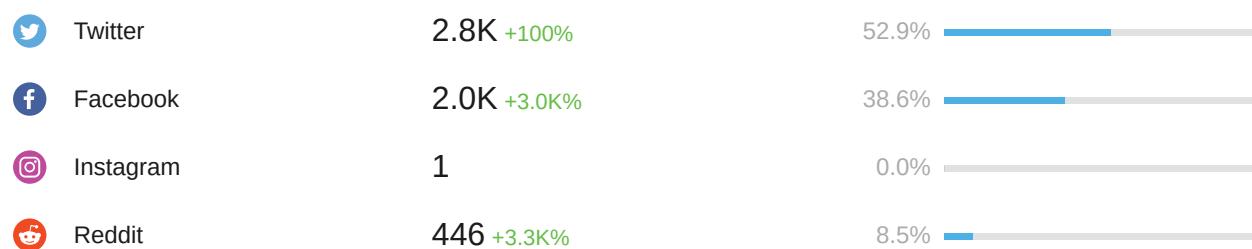


Topic cloud and Sentiment help you identify trends over time

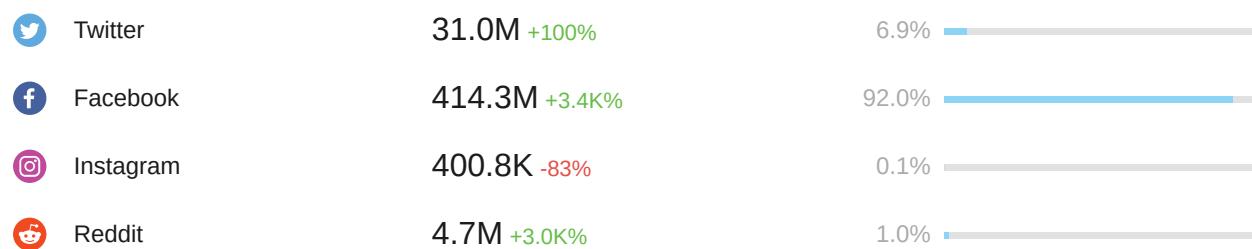
Analyze your audience

Social intelligence helps you get to know your audience by learning what they say online. Look at the questions they ask, the topics they discuss, and what they value. It also lets you uncover the right channels for your ads. You'll see not only what your target audience says, but which segments of the audiences are the most valuable in any given context. Set up an alert for your brand and find out which social media platforms your audience hangs out on, and who the most active and influential people mentioning your brand are.

Sources by Mentions



Sources by Reach



Audience of this brand mostly spends time on Twitter

Research the market for employees

Using job aggregators may not be very efficient if you're looking to find that special employee. So if you have a social media monitoring tool with Boolean search, you can compile your own list of candidates from social media platforms and the Web in one place. You can create a Boolean query that will include the most common phrases people use to say they're looking for jobs. Then you'll need to filter these posts and start an outreach campaign.

The screenshot displays a feed of four social media posts:

- OPTIMUS (@JuniorEbong)** posted 1d ago: "I'm a Graphic Designer. I make quality flyers, unique Logos and Designs. Kindly check my pinned tweet and RT. May your work hustle get the notice of ...". Reach: 4.8K. Approval status: Approved.
- e_poison (r/forhire)** posted 1 Mar: "[For Hire] Web developer with 10+ years experience. Available immediately for short term or long term projects. Let me build you something great. I'm a web designer/developer/troubleshooter with over 10 years of experience. I do part time contract work for a digital marketing agency as a ...". Reach: 26.4K. Approval status: Approved.
- Pragmatic Product Managers and Leaders** posted 16 Feb: "I'm a Senior Product Manager at Google and was also a PM at Facebook. I've done over 100 product management interviews, shadowed PM hiring...". Reach: 443. Approval status: Approved.
- University Recruiting at Facebook** posted 9 Nov 2018: "... 2 billion people. I'm a data scientist, so my projects have all centered around modeling user behaviors. One of my favorite projects was identifying ...". Reach: 324.7K. Approval status: Approved.

Feed with people posting their job description on multiple platforms

Link building & SEO

As weird as it may sound, social media monitoring tools aren't just about social media platforms. As mentioned above, some of them search for mentions on blogs, forums, and news sites. You can use these mentions for various SEO purposes.

Monitor links to your site

With a social listening tool, you'll be able to track new links pointing to your site. Set up an alert that will search for links to it: add your website to the *Website or web page field* (e.g. *link-assistant.com/**) and in *Sources* select *News/blogs* and *Web*. Then take a look at analytics in reports to see how the number of links changes and what the most influential websites linking to you are.

The image shows a series of input fields for setting up an alert. The fields are arranged vertically:

- Keywords:** gm "general motors"
- Website or web page:** link-assistant.com/*
- Negative keywords:** "general mills"
- Languages:** All
- Countries:** Any
- Sources:** 2 sources

The "Website or web page" field is highlighted with a yellow background, indicating it is the active or selected field. The other fields have a standard white background.

Alert settings for monitoring links to *link-assistant.com*

Find linkless mentions and turn them into backlinks

With a social media monitoring tool, you can find linkless mentions and turn them into backlinks. All you need to do is create a Boolean query that will search for the name of your brand, but exclude any links. You'll get the list of mentions where people are already talking about your brand, so convincing them to add a link shouldn't be a problem.

```
1 "SEO PowerSuite" AND NOT link:"seopowersuite.com/*"  
2 FROM web,news-blogs  
3
```

This query will fetch web pages that don't have links to *seopowersuite.com*

Discover guest blogging opportunities

Searching for guest blogging opportunities is used to raise your brand awareness, grow your personal brand, or build backlinks to your website. You can use social listening to tackle this task. To find relevant blogs, create an alert with keywords for your niche, and set it to show results from news and blogs only. Group results by authors and sort them by reach to get a feed of blogs that are relevant to your industry. You can

export these websites to a CSV file to start an outreach campaign using dedicated outreach software.

Blog URL	Mention URL	Post Title	Post Snippet	Reach
neilpatel.com	https://neilpatel.com/blog/traffic-br	How to Drive Traffic to a Brand-New ...	start off with is simple keyword resea	4897
ahrefs.com	https://ahrefs.com/blog/marketing-	13 Easy Marketing Ideas for Small E ...	two essential steps: Do keyword rese	4161
backlinko.com	https://backlinko.com/seo-strategy	The 9-Step SEO Strategy for 2019 [...	for "Video SEO". And "keyword resea	2728
yoast.com	https://yoast.com/seo-workshops-	Don't miss these SEO workshops at ...	Site structure and Keyword research,	2704
www.activecampaign.com	https://www.activecampaign.com/	Here's How to Build your Best Prod ...	Do your due diligence in keyword res	1429
www.smartsights.com	https://www.smartsights.com/cor	How to write a killer blog post (that p ...	step one. 1. Begin with keyword rese	1136
kinsta.com	https://kinsta.com/blog/wordpress-	WordPress SEO Checklist - 45 Tips ...	WordPress (And Must Have SEO Tool	989
designmodo.com	https://designmodo.com/website-t	7 Things to Look For in a Website B ...	simple nature, SEO tools are limited a	984
econsultancy.com	https://econsultancy.com/women-i	18 smart women in SEO to follow or ...	on the value of link-building, PR and c	696
searchenginewatch.com	https://searchenginewatch.com/20	How to dominate Google News search ...	effectively structured SEO content, ar	602
practicalecommerce.com	https://www.practicalecommerce.c	8 Ways to Revitalize Your SEO Prog ...	them understand that keyword resear	533
hobo-web.co.uk	https://www.hobo-web.co.uk/seo-t	Google SEO Tutorial for Beginners ...	Backlink analysis Keyword research S	302
helpscout.com	https://www.helpscout.com/blog/in	Mak ing Content More Inclusive used Screaming Frog 's SEO tool to c	216
abetterlemonadestand.com	https://www.abetterlemonadestan	Business Apps for Ecommerce: Our ...	It's one of the best keyword research	214
marketinginsidergroup.com	https://marketinginsidergroup.com	How Technology Can Optimize You ...	on a particular topic. Keyword research	131
siegemedia.com	https://www.siegemedia.com/seo/	YouTube SEO with Brian Dean ...	13:55: How do you do keyword resea	129
pickaweb.co.uk	https://www.pickaweb.co.uk/blog/t	5 Tips to Effectively Optimize Your ...	this image by using a tool like Yoast S	116
starterstory.com	https://starterstory.com/stories/hov	How A Developer Grew His Blog To ...	In fact, I suggest doing keyword rese	101
www.prdaily.com	https://www.prdaily.com/report-ho	Report: How content marketing buil ...	venues for feedback are keyword re	98
www.startamomblog.com	https://www.startamomblog.com/b	Blog Plan Schedule Template - Mor ...	affiliate product June Keyword Resea	90

The CSV file that provides data about blogs relevant to your industry

Lead generation

People leave tons of social media posts daily asking about various products. Using the right social listening tool helps you find those prospects and connect with them, offering your services.

Find sales prospects online

At Awario, we see sales prospecting on social media as one of the most promising ways to use social media monitoring. That's why we've added a dedicated [Leads module](#) to the app that lets you create an alert for sales prospecting in a couple of clicks. Start with describing your product and specifying your competitors. Indicate your country to get leads from particular region. Based on the data you provide, Awario Leads will give you a feed full of prospects asking about a product like yours or complaining about your competitors.

The screenshot displays a social media feed interface with the following details:

- Feed (10) ▾**: Shows 10 items in the feed.
- Search icon**: Used for searching the feed.
- Sort icons**: Icons for sorting the feed by relevance, date, and other metrics.
- Filter icon**: Used for filtering the feed results.
- More options icon**: A vertical ellipsis for additional settings.
- Social sharing icons**: Buttons for sharing the feed on Twitter, Facebook, Google+, and LinkedIn.
- Profile picture and handle: jsin (@Jason_mycol)**: The top tweet is from a user named jsin, located in Dubuque, IA, with 84 followers.
- Tweeted status**: The tweet was posted 7 days ago.
- Text of the tweet**: "@rustyrockets What social media monitoring app do you use and recommend. I use this too much, it is killing my productivity. I can't find any. Please ..."
- Engagement metrics**: 84 reach, with reaction icons for sad, star, checkmark, and trash.
- Reply to jsin**: A reply from @thebabymedina asking for a recommendation for a social listening tool used by Kris Jenner's team.
- Profile picture and handle: Gabriela Medina (@thebabymedina)**: Located in Boston, MA.
- Post date**: 2 Mar.
- Text of the reply**: "What social listening tool do you guys think Kris Jenner's team uses"
- Engagement metrics**: 295 reach, with a smiley face icon.
- Reply to Gabriela Medina**: A reply from Redd Head Gamer Girl (@ReddHeadGmrGrl) asking for a tool for scheduling and monitoring social media.
- Profile picture and handle: Redd Head Gamer Girl (@ReddHeadGmrGrl)**: Located in United States.
- Post date**: 22 Feb.
- Text of the reply**: "...tool do you use for scheduling / monitoring your social media? I'm working on the brands for @CrypticByrd and I to get some content out daily and ..."
- User profile on the right**: jsin (@Jason_mycol), featuring a photo of a person with a pug, location Earth, United States, and stats: 2.0K tweets, 531 following, 84 followers, and a 'Follow' button.
- Notes section**: A yellow box labeled 'Notes' with a placeholder 'Add a note...'

Leads alert feed for social listening tools

Take lead generation further with Boolean

Social listening can help you find sales prospects who aren't necessarily actively looking for a product like yours — with the help of Boolean search. Imagine that you're looking for sales prospects for an insurance agency in, say, New York. You can use monitoring software to find people who've just moved into the city and posted the news about it online. These people likely don't have an insurance yet, so you can pitch your services to them. Create a Boolean query that will search for posts mentioning phrases like excited to move, moving out of my apartment, moving to, bought a new house along with your location.

```
1 ("excited to move"
2 OR "finally moving"
3 OR "moving out of my apartment"
4 OR "moving to"
5 OR "bought a new house")
6 AND
7 ("New York" OR NY OR NYC)
8 FROM twitter,facebook,instagram,reddit
9
```

With this query, you can offer insurance services to people who just moved into the city

Influencer marketing

Online influencers are individuals who've become popular in a specific category. Influencers have the power to affect purchase decisions of others because of their authority and expertise in your niche. That's why finding relevant influencers is a great idea for product promotion.

Find influencers for your brand

When you search for industry keywords with a social media monitoring tool, you get a list of people that the tool considers to be influencers. These are the people with the largest following who have mentioned your keywords a number of times. To lay the ground for a future influencer campaign, first you'll need to create an alert with niche-related keywords. The app will do the job, and you'll just need to grab a list of influencers in the corresponding report. You can either share this report as PDF or HTML, or start your outreach campaign right away.

Influencers in Facebook

Author	Followers	Mentions	Sentiment	Reach
 Jamie Oliver	6.9M	1	<div style="width: 100%; background-color: #2e7131;"></div>	6.9M
 Forbes	5.7M	1	<div style="width: 100%; background-color: #2e7131;"></div>	5.7M
 In The Know	3.5M	1	<div style="width: 100%; background-color: #2e7131;"></div>	3.5M
 BabyGaga	1.5M	1	<div style="width: 100%; background-color: #ccc;"></div>	1.5M
 ClickHole	825.6K	1	<div style="width: 100%; background-color: #2e7131;"></div>	825.8K



The top 10 Facebook influencers for Brandless, sorted by the number of followers

Discover micro-influencers for your brand

Although obtaining celebrity endorsement is a great way to grow brand awareness, people are more likely to believe their peers, since they aren't paid for their feedback. So look for people who mention your industry, collaborate with them, and share their feedback with your audience. To find these people using Awario, set up an alert for your industry keywords. Group your mentions by authors, and narrow down to those who have up to 20K reach. You'll see the list of micro-influencers for your brand.

Influencers in Facebook

Author	Followers	Mentions	Sentiment	Reach
 Public Goods	19.2K	1		19.3K
 Petfood Industry Community	18.3K	1		18.3K

	Peanut Head	1.4K	5		7.0K
	Charlotte Howard - Live• Love• Inspire	5.7K	1		5.7K
	Leslie McKerchie of Music and Mascara	5.3K	1		5.3K
	NEA - New Enterprise Associates	4.8K	1		4.8K
	We First	2.9K	1		2.9K
	Passion Fit	2.4K	1		2.4K
	The CaroLove	778	2		1.6K
	Startup Grind Houston	1.5K	1		1.5K

The top 10 Facebook micro-influencers for Brandless, sorted by Reach

Content marketing

Social media analytics can bring you powerful insights for developing an efficient and better-targeted content marketing strategy. Here's a how-to:

Find out who shares your content

Knowing who shares your content is great for measuring the impact of your work. And the good news is that it is really simple: just paste the link to your article into the Website or web page section of your alert settings. The app will display the list of people who've shared it.

The screenshot shows a social media feed interface. At the top, there is a search bar and a filter icon. Below the search bar, a profile picture of Stephanie Schwab is shown with the text "Stephanie Schwab" and "@stephanies". A "TWEETED" badge indicates this is a shared post. The main feed displays several posts from different users:

- Stephanie Schwab** (@stephanies) - 4d ago: Humans have an almost obsessive desire to be (and to appear) consistent with their previous actions. [@BlondeAlina](#) illustrates how you can leverage this concept in marketing via [@AwarioApp awario.com/blog/consistency-persuasion-marketing-examples/](#). 10.6K reach, +2 mentions.
- Exprance** - 11d ago: ... social proof but what is it and how does it happen? Read this for more information on its important and the different forms. <http://bit.ly/2xggP11>. 37 reach, +2 mentions.
- Kajsa Snickars** (@KajsaSnickars) - 3h ago: What makes content go viral? [https://awario.com/blog/what-makes-content-go-viral/](#). 408 reach, +1 mention.
- Elaine Lindsay** (@troolsocial) - 22h ago: ... monthly round-up [https://awario.com/blog/social-media-news-february-2019/?utm_campaign=Submission&utm_medium=Community&utm_source=GrowthHackers.com](#). 12.9K reach, +1 mention.

On the right side of the screen, there is a sidebar for Stephanie Schwab's profile, which includes her photo, name, handle (@stephanies), bio (Founder of social, content & influence marketing agency Crackerjack Marketing. #Traveler #Mom #Entrepreneur #Democrat #LapsedKnitter), and a "Follow" button.

Notes: Add a note...

Interactions (0): When you interact with Stephanie Schwab from Awario (e.g. like, share, or reply to their posts), all interactions will be recorded here.

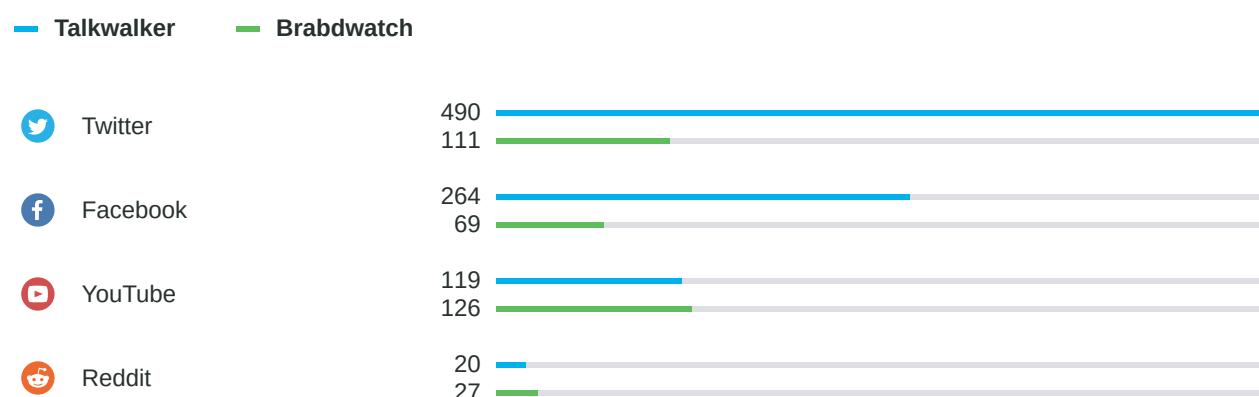
The list of people linking to [Awario blog](#)

This is also a great way to discover fans of your product. Add a link to your blog to the *Website or web page* field of your alert settings, and don't forget to add an asterisk, so that the app picks links to all pages on your blog (e.g. `awario.com/blog/*`). This will help you identify accounts that have shared them multiple times. Sharing your users' feedback with your audience is another great way of improving customer loyalty.

Find the best time and channels for your content

High-quality content helps you bond with your customers. But even if your content is engaging and useful, it may easily get lost if published in the wrong place at the wrong time. Luckily, social listening tools have all the necessary analytics to help you tackle this problem. First, create an alert that will start collecting data for keywords related to your competitors. Take a close look at repetitive peaks in volume of mentions. This is most likely the time they publish new content. After that, you can take a look at which platforms their users hang out on and use it for your own gain. Take a look at the *Sources by mentions* stats in Awario's reports.

Sources by Mentions



The Sources by mentions widget shows where audience of Awario's competitors spends time

Detect plagiarism

You can set up a query that will search for exact matches of pieces of your content across social media platforms and on the Web. This will let you see if someone is infringing on your copyright. Unlike most social listening tools, Awario doesn't have any limits for a number of available keywords. This lets you set up an alert with excerpts of your post(s) and, therefore, protect your website and reputation.

```
1 "If you're thinking of getting started with competitive analysis,  
2 chances are that you're already monitoring the social media  
3 for mentions of your own brand."  
4 OR "The caveat is, it's not very convenient to search for your  
5 brand along with all of your competitors manually across  
6 multiple platforms."  
7 OR "Also, the conversations might pop up from basically anywhere,  
8 so using a tool that will automate this process is a smart idea."  
9 OR "Make sure to set up alerts for your biggest competitors,  
10 and the tool will monitor mentions of their brand in real time  
11 across the social media, forums, news, blogs, etc."  
12
```

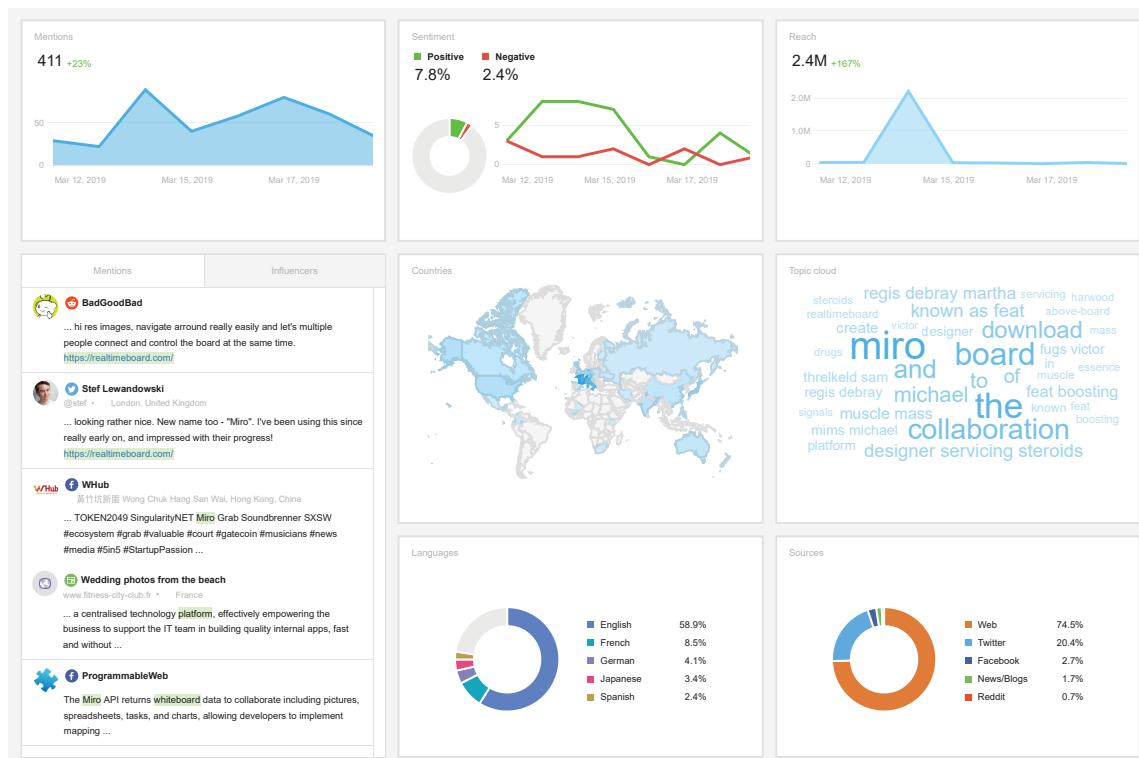
A Boolean query with excerpts from the article divided by *OR*

Reporting & analytics

For all data Awario collects, it provides analytics that can be used for improving your marketing strategies. From content planning to qualitative audience research — social data can be a dynamic source of actionable business insights.

Monitor your stats in real time

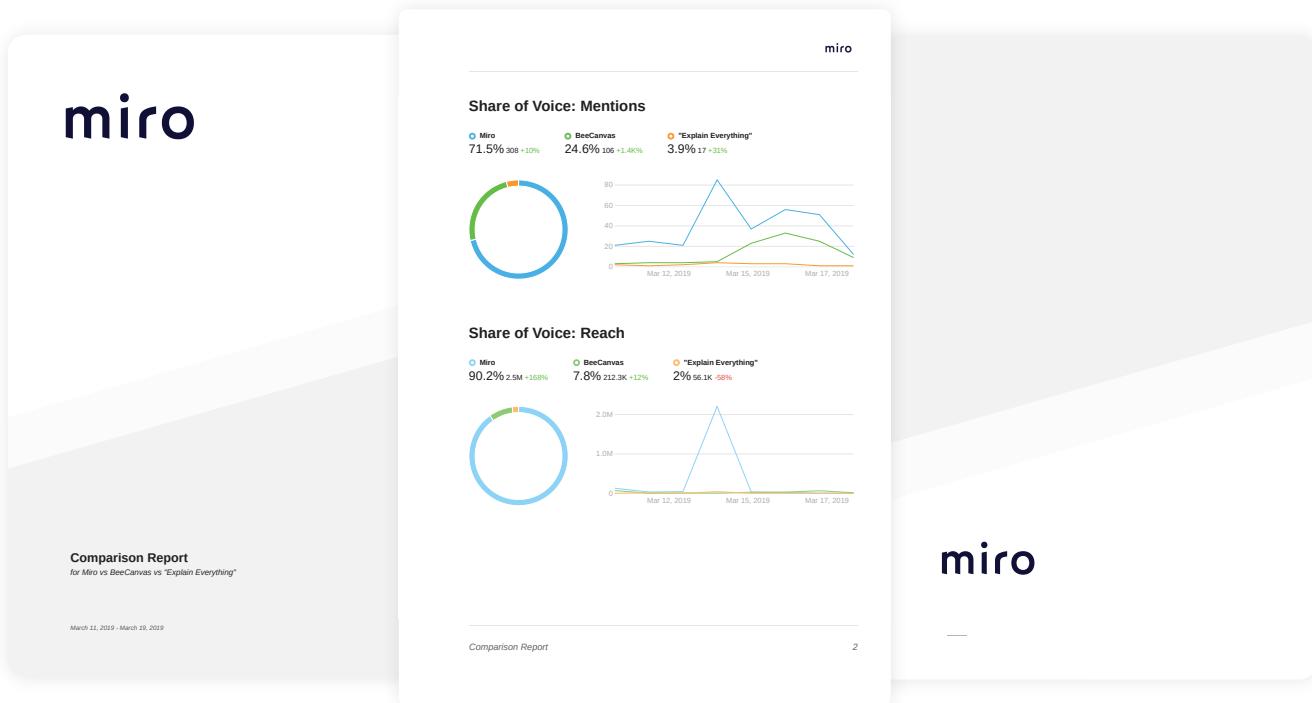
To deliver data in real time, Awario has the Dashboard that measures the impact of your work as consumers are mentioning your keywords. You can watch how your metrics are growing and how your mention map is expanding. The most important mentions and influencers are also stored in the Dashboard. With the Topic cloud widget, you'll see new trends sparking out in your mention feed.



Dashboard lets you monitor stats in real time

Present your results to a client

Reports are great for showcasing results of your work to your client or boss. Awario lets you generate reports on social listening, share of voice, and influencers. And the greatest part is that your teammates or clients don't need to log into the app: you can share a link to the report or download a PDF version of it, in just a click.



A branded report for Miro

Filter and export raw data

To build your own custom charts and reports, you can use the CSV export feature. You can either export your entire mention history, or filter your mentions in Awario and export only those you need. The exported file will contain all information about your mentions: sources, URLs, dates, reach, sentiment, etc.

Source	Mention URL	Mention Date	Author Name	Title	Post Snippet	Reach	Sentiment
NEWS_AND_BLOGS	https://www.triplisher.com/	2016-09-23 2:39:06	www.triplisher.com	Jakarta Triplisher Stories	Miro Mašat how the one cit...	40	Positive
NEWS_AND_BLOGS	https://issuu.com/ellocabuk	2019-03-04 12:00:00	issuu.com	Shsjskispqoieisjdm!	... NOS ADRESSES JOUR...	29437	Positive
NEWS_AND_BLOGS	https://www.printmag.com/	2017-06-06 9:10:55	www.printmag.com	The Sequential Art, Comic...	... was Larry Rivers and his...	64	Negative
NEWS_AND_BLOGS	https://www.welikela.com/t	2017-07-18 5:33:27	www.welikela.com	Game of Thrones Cocktails...	... a "Cruffin Cone" in colla...	351	Positive
NEWS_AND_BLOGS	http://thecomicscomic.com	2016-03-31 5:10:57	thecomicscomic.com	Roast Battle, Goddamn Cc...	... across every imaginable...	33	Negative
NEWS_AND_BLOGS	https://www.livingetc.com/	2018-04-13 9:36:30	www.livingetc.com	The Latest Homeware Tre...	... like Picasso, Magritte, M...	35	Positive
FACEBOOK	https://www.facebook.com	2019-03-08 6:30:53	opsmatters		Miro is the ultimate hub for...	0	Positive
NEWS_AND_BLOGS	https://www.welikela.com/c	2016-08-16 7:08:14	www.welikela.com	A Dedicated Infinity Room...	... Singapore; Victoria Miro...	351	Positive
FACEBOOK	https://www.facebook.com	2019-01-28 2:53:16	New Chamber Ballet		... Get your tickets to see M...	1013	Positive
FACEBOOK	https://www.facebook.com	2019-03-06 7:53:16	Phantom Creep		... - 8-A Photography Colla...	2	Positive
FACEBOOK	https://www.facebook.com	2018-11-13 8:01:00	Northland District Health B		... Street, Melody Lane, Mi...	8174	Positive
NEWS_AND_BLOGS	https://www.sitepoint.com/l	2011-09-14 6:28:23	www.sitepoint.com	How to Embed Video Usin...	... help you with this task. M...	7729	Positive
NEWS_AND_BLOGS	https://weblogtheworld.com	2011-04-09 4:07:11	weblogtheworld.com	10 Uncommon Travel Tips to pay for the room and ...	38	Positive
NEWS_AND_BLOGS	https://www.highsnobiety.c	2017-01-02 11:14:15	www.highsnobiety.com	Meet Sami Miro, the Queen and fashion world. Dream...	3819	Positive
FACEBOOK	https://www.facebook.com	2019-01-19 1:56:00	Arts Outwest		... 22 Jan. 10-12 – Create a...	1	Positive
NEWS_AND_BLOGS	https://theviolinchannel.co	2018-12-31 4:09:49	theviolinchannel.com	The Winners and Grinners Slovakia and 17-year-old...	31	Positive
NEWS_AND_BLOGS	https://www.opb.org/news/	2017-05-15 4:15:00	www.opb.org	Una Realidad De Los Niño Proyecto This story is a...	451	Negative
NEWS_AND_BLOGS	https://thevidaconсultancy.	2015-02-17 7:04:16	thevidaconсultancy.com	Date ideas: Zürich - Vida by paintings by Chagall,	33	Positive
NEWS_AND_BLOGS	https://www.pdf-archive.co	2012-11-22 1:00:00	www.pdf-archive.com	PDF Document List_of_Fr...	... http://download.cnet.com...	423	Positive
TWITTER	https://twitter.com/statuses	2019-03-17 6:22:21	India Game Sharer		RT @devin_murr: I'm going...	2408	Negative
TWITTER	https://twitter.com/statuses	2019-03-17 8:40:33	Allen Holub		... @austin_bishop Re 1, u...	6314	Negative
FACEBOOK	https://www.facebook.com	2018-09-20 12:25:07	Great Product		https://realtimeboard.com/r	25	Negative
NEWS_AND_BLOGS	https://www.pdf-archive.co	2013-01-16 1:00:00	www.pdf-archive.com	PDF Document CDLT NL 1 adjacent Denver Water I...	423	Positive
NEWS_AND_BLOGS	https://www.sothebys.com/	2018-07-27 10:54:44	www.sothebys.com	Yayoi Kusama's Shimmeri...	... a public art festival in co...	708	Positive
NEWS_AND_BLOGS	https://www.tor.com/2009/	2009-04-29 11:03:51	www.tor.com	An interview with fantasy a...	... You didn't need a board...	750	Positive
NEWS_AND_BLOGS	https://www.sothebys.com/	2018-06-22 6:00:00	www.sothebys.com	Victoria Beckham: Modern discuss her passion for c...	708	Positive
NEWS_AND_BLOGS	https://weblogtheworld.com	2012-02-23 4:09:54	weblogtheworld.com	The Undisputed Treasure (...	... Tikal has a natural platfo...	38	Positive
FACEBOOK	https://www.facebook.com	2018-11-06 10:46:47	Equine Help Wanted		... we offer room and board...	25771	Positive
FACEBOOK	https://www.facebook.com	2018-09-20 6:25:01	Superawesome		Love the design, illustration...	6	Positive
NEWS_AND_BLOGS	https://www.smithsonianmag.com	2012-09-28 12:54:00	www.smithsonianmag.com	Yayoi Kusama, High Priest Arts, Tokyo; Victoria Min...	4119	Positive
NEWS_AND_BLOGS	https://crushcrypto.com/stk	2018-01-25 8:49:31	crushcrypto.com	Featured Project: STK – R...	... aims to create a platform...	29	Negative
NEWS_AND_BLOGS	https://www.thisiscolossal.com	2016-05-17 6:00:02	www.thisiscolossal.com	INKS: Paintball Meets Pint a level, the game board...	1067	Positive

The CSV file with filtered mentions for Miro

**We'd love to discuss
other ways of using social
listening tools with you**

Get in touch