

Monitoring isn't always ideal. Just ask George Orwell. But, when it comes to monitoring your social media marketing, it's absolutely crucial. It seems pretty obvious, but if you don't monitor what's working, you won't know what's working. Luckily there are apps to keep track for you, using keywords, which can be as brief as a single word, a short combo of words, or a phrase.

What keywords should you monitor?

There are 5 types of keywords: Brand, Person, Campaign, Industry, and URL.

A **Brand** refers to, well, the name of the brand: *University of Southern California, USC, Skechers, Snickers....*

A **Person** (you guessed it) refers to a person: *Bea Arthur, Betty White...*

A **Campaign** refers to the key phrases/slogans or hashtags that evoke a campaign: *#bogo #josestacotuesdays or Your World, Simplified...*

**Industry** is a more generalized set of keywords: *Plumbing Materials, Social Media Marketing Tools, Keto Diet Menus...*

**URL** refers to a URL (this is too easy): *westsideplumbing.com/blog*

These keywords can be found in "documents", which could be a Tweet, a Facebook post, a blog, a post in a comment section, or anywhere online where social media interactions occur.

1. Tracking the name of your **Brand** goes a long way because it's your closest relative, if you will. It's likely that when someone posts about your business they'll use the name of your brand. It's a broad spectrum way to see what customers are saying about you. Because people don't always "tag" you, it's important to have another way to track these mentions. It impresses customers when a business answers questions, or replies to posted feedback, whether positive or "constructive". Actively tracking your social media gives you the edge to do this. You can also track how well certain campaigns are doing at a high level, what needs a reboot, or just a little TLC. It's important to input variations and common misspellings of your brand's name, to make sure you're catching everything in your monitoring web.

As a side note, it's not a terrible idea to track the name of your competitor's brand as well. See where their hits and misses are, and you can apply that knowledge to your marketing efforts. Savvy, no?

2. Under the **Person** heading, track the key people in your business, particularly if they have a social media presence. This could be your CEO, your spokesperson, or yourself! If you or someone in your business did something relevant and worth hyping, such as accepting an award, or doing some community outreach, that's a great thing to tag and repost! It's marketing clothed in human-interest-story clothing.

3. Track the **Campaign(s)** you're running in order to get a sense of what your audience responds to, what gets them excited and talking. Tracking a campaign allows you to know if something goes wrong, or if anything requires your attention. You can act fast, nearly in real time, to avert any social media crisis. It's a bit like being a chaperone at your teenager's school dance, without the eye rolls.

While you're at it, you may as well monitor your blog posts. You can do so by monitoring the name of the post, allowing you to see and respond to any remarks or questions in the comment section, often from a single dashboard on your app. Talk about customer service!

4. The more specific and specialized your product, the easier it will be to track by **Industry**. Do your best to enter numerous combinations into your tracking app to cast a wide, yet specialized, net. The success here comes by your business being visible when a potential customer searches for your product or service. You may also be fortunate to find a niche of similarly minded businesses or enthusiasts with forums where you can observe or be a presence. On a good day, perhaps that enthusiast is an "influencer", with many dedicated followers. You just don't know the wonderful rabbit holes awaiting you on the internet. Go ask Alice.

5. **URL** tracking is where the all-important SEO comes in to play. If your brand is mentioned, but not the URL, you can contact the webmaster of that site and ask them to link to your brand. You can also see where your competitors are posting their URLs. Chances are, that blog would be interested in featuring an article by you, too. Or, you can choose pastures with no competitor URL in sight, and enjoy being the only cow grazing there. Unless, of course your competitor is clever enough to come along to share the grass.

So, go ahead and unleash your inner spy. It's not only fun, but beneficial to the online livelihood of your business. Good luck, and be sure to keep us posted about how it goes! As much as we'd like, we just don't have time to monitor all of you...