

Monitoring Your Brand and Feeling Good About It

Use the Right Tools to Keep Your Brand Regular



Monitor My Brand?

We have all heard the same story most of our lives, brand is good for you. (Ok, maybe that was bran, but you get the idea) Well, your brand is one of your most important assets and knowing what is being said about it should be a priority. However, monitoring your brand is something most companies do not spend a lot of time or money on.

Why Monitor



Where Do I Start?

- Make a list of every place your brand is talked about online and in traditional media
- Then go to other online sources such as news sites, blogs, and trade journals that you may have a presence on
- Try a google search first

The goal is to get an overall list of everywhere your brand is represented

Where Do I Start?

socialmention*

[Blogs](#) [Microblogs](#) [Bookmarks](#) [Images](#) [Video](#) [All](#)

Search
[Advanced Search](#)
[Preferences](#)

4%
strength

0:0
sentiment

66%
passion

4%
reach

1 days avg. per mention

last mention 10 minutes ago

2 unique authors

3 retweets

Sentiment

positive	<div style="width: 0%; height: 10px; background-color: #0070c0;"></div>	0
neutral	<div style="width: 100%; height: 10px; background-color: #0070c0;"></div>	6
negative	<div style="width: 0%; height: 10px; background-color: #0070c0;"></div>	0

Mentions about @kiarmedia

Sort By: Date
Results: Anytime
Results 1 - 15 of 6 mentions.

- 🐦

[Hello @KiarMedia](#)

twitter.com/macdesign13/status/780239659838214144

10 minutes ago - by @macdesign13 on [twitter](#)
- 🐦

[Getting ready of the presentation tomorrow at Oneida! @KiarMedia](#)

twitter.com/macdesign13/status/780238549824081920

14 minutes ago - by @macdesign13 on [twitter](#)
- 🐦

[@KiarMedia hey my friend wanted to drop by say hi hope things are well, as from me Check me on linked in you'll be wowed i guess i added ya.](#)

twitter.com/paigestormblade/status/778973776432078849

Social Media Monitoring Tools

To monitor your social media accounts, there are a lot of options out there to mix it up!

- SocialMention.com
- HootSuite.com
- SproutSocial.com
- Sendible.com
- SocialReport.com

Web Mention Monitoring

Since the internet is your main source information, you need to be able to set custom searches that are focused on your brand and products.

- Google Alerts
- [TalkWalker.com](#)
- [mention.com](#)
- [Sendible.com](#)
- [ifttt.com](#)
- [zapier.com](#)

Web Mention Monitoring

My IF Recipes

IF

DO

Published



IF Recipes run automatically in the background.

Create a Recipe



created less than a minute ago
run 1 time

Archive every time you're @mentioned to a
Google spreadsheet

Monitoring Your Brand

Now that you have all of your alerts set up, you need to look at the places where the most activity is happening. It is easy to get caught up in the latest social fad, but when you see where your biggest voice is, use that to enhance your presence.

- Newer isn't always better
- Focus your efforts and get better, more consistent results
- Monitoring your brand should be a part of your daily routine and not a once in a while occurrence

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