

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











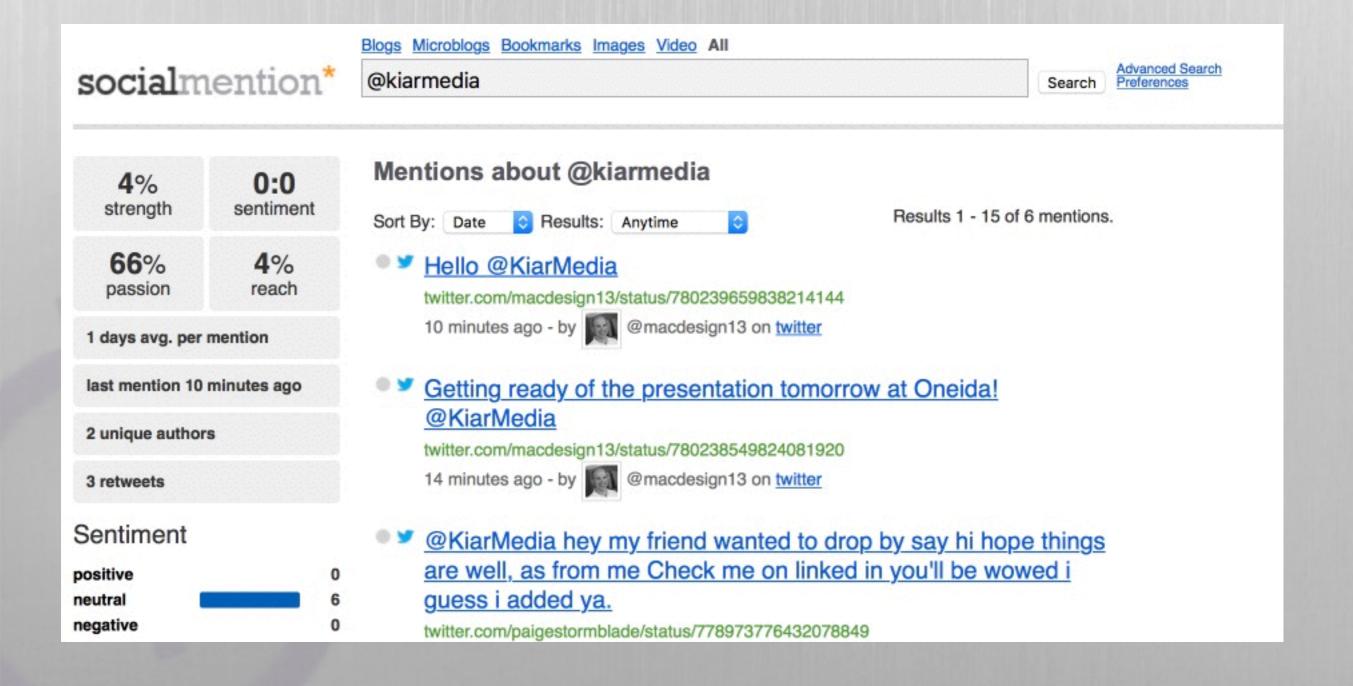
Where Do I Start?

- 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?





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



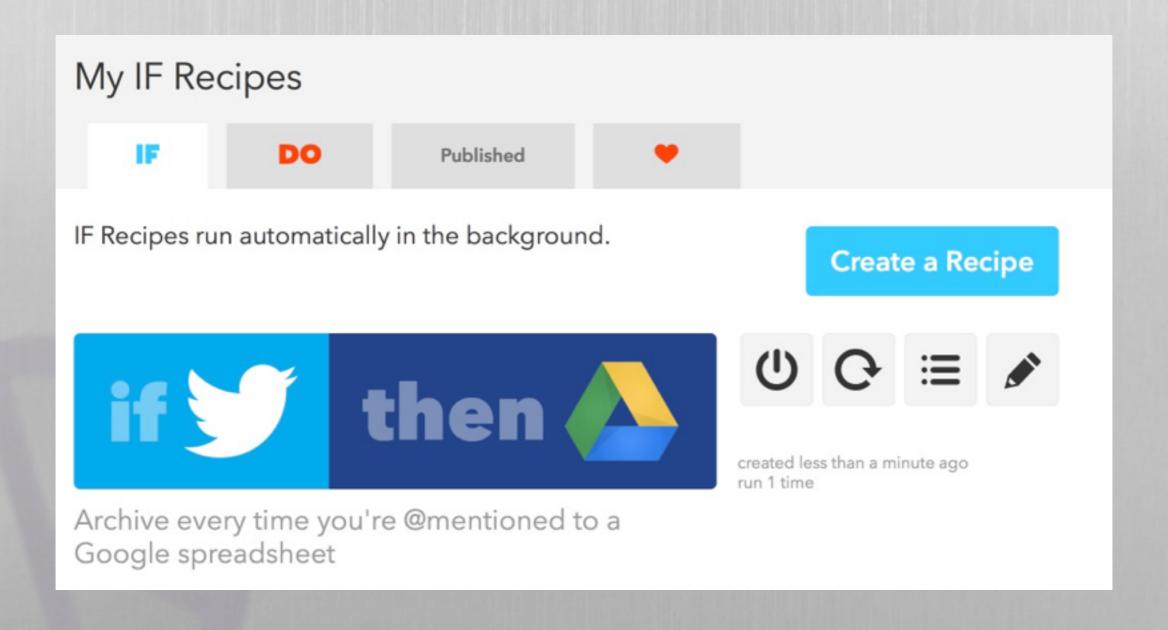
Web Mention Monitoring

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





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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