6 TWITTER ANALYTICS TOOLS

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SOCIAL MEDIA… AMPLIFIED

2 WHY USE TWITTER ANALYTICS TOOLS?

Monitor and analysing Twitter projects are key components of Twitter campaigns. They improve efficiency and results.

What are the benefits?

- Target the audience more accurately
- Improve and tailor your campaigns
- Have more insight about the managed Twitter account
- Get more insight about aligning Twitter activity with your marketing campaign
- Analyse content and keep track of the impact
- Discover more relevant content for your online community
- Monitor and control your campaign's
- performance

3

The Six-Pack

There are dozens of tools out there, but using the six described in this presentation will give you a diverse palette of insights with which to build your strategy.

- SocialBro
- Tweetreach
- Buffer
- Twenty Feet
- Goo.gl
- Klout

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4 SocialBro

One of the most popular marketing tools for businesses that gives great insights about the marketing campaigns, Twitter accounts and Followers.

SocialBro can help you with…

-Targeting audience more accurately

-Keeping an eye on competitors' Twitter accounts

-Analysing the performance and evolution of your Twitter account over time

-Keeping up with competitors' social media strategies

-Analysing content and keeping track of its impact

-Keeping tabs on sector / topic influencers

-Filtering searches by time zone, language, profile and more

-Finding the best time to tweet

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5 SocialBro

Twitter contacts management
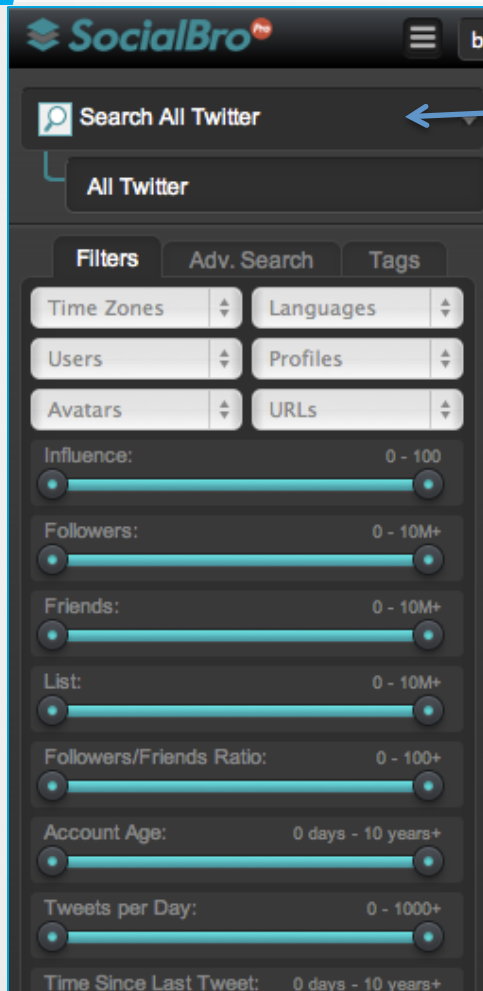
SocialBro lets you search within all accounts or just your account's own connections.

SocialBro allows you to browse and select followers using various filters: location, language, "influence", the frequency of tweets, latest tweet and more.

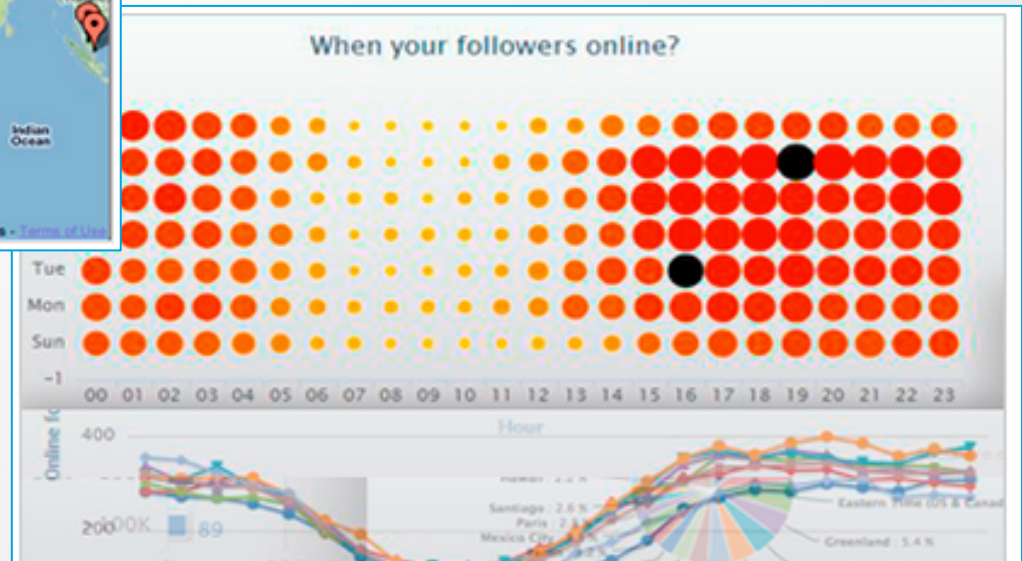The user can then save and export the chosen list.

6 SocialBro

SocialBro lets you browse followers by map location.

SocialBro features Best Time to Tweet report – based on when most of your followers are online you can see when you'll get more retweets and replies.
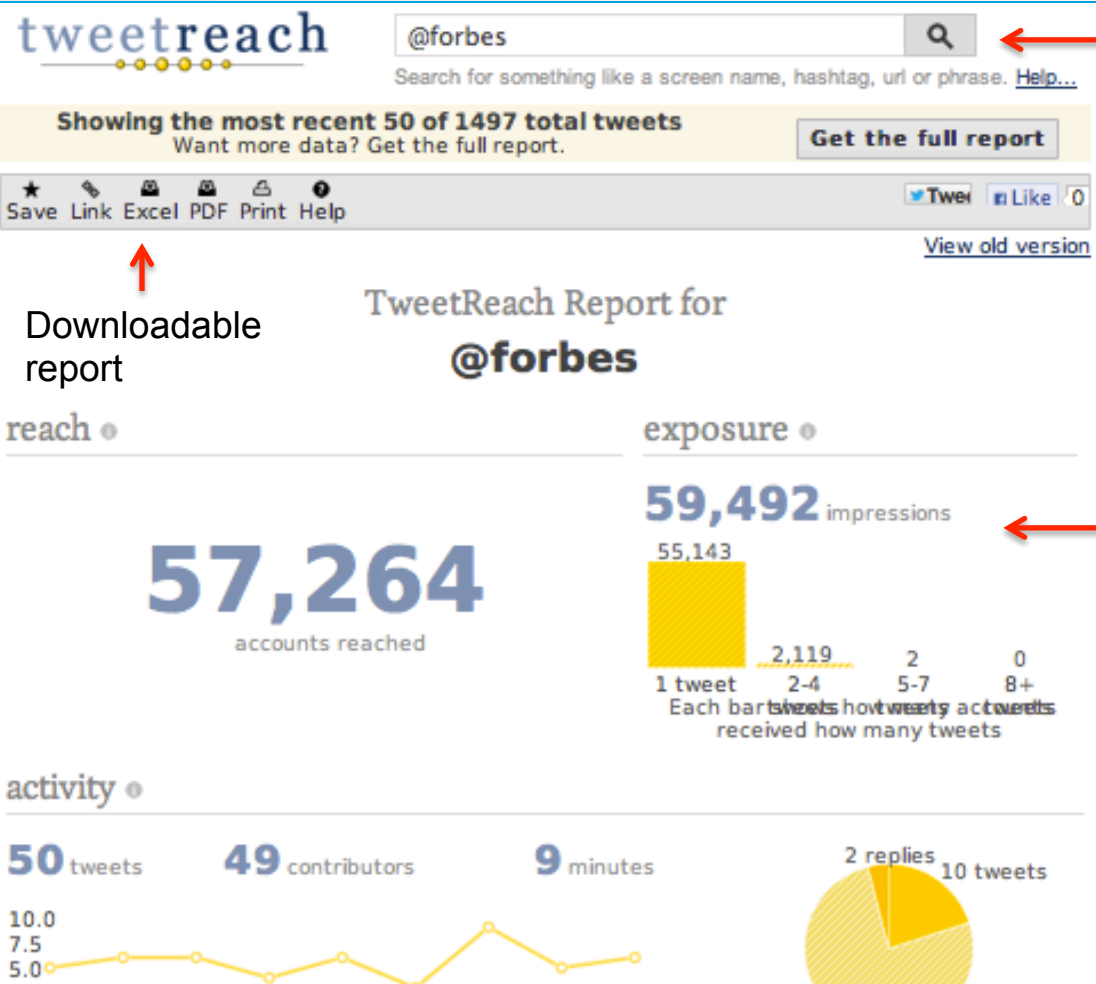
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TweetReach

This tool enables you to measure the reach of your brand, marketing campaign or event on Twitter and build relationships with users or customers.

TweetReach lets you find out:
- A tweet's or URL's reach
- How much exposure the URL received
- How many times it was retweeted on a particular day
- Top contributors who shared a particular URL
- User with the highest number of retweets
- Relevant influencers

TweetReach

tweetreach

@forbes 🔍

Search for something like a screen name, hashtag, url or phrase. Help...

Showing the most recent 50 of 1497 total tweets
Want more data? Get the full report.

Get the full report

★ Save 🔗 Link 📁 Excel 📁 PDF 🖨 Print ❓ Help

🐦 Tweet 👍 Like 0

View old version

Downloadable report

TweetReach Report for
@forbes

Select @accountname that you want to gather insights about

reach ⓘ

57,264

accounts reached

exposure ⓘ

59,492 impressions

55,143

2,119   2   0
1 tweet 2-4   5-7   8+
tweets tweets tweets

Each bar shows how many accounts received how many tweets

Statistics on the number of accounts reached and the exposure of the Tweets

activity ⓘ

50 tweets   **49** contributors   **9** minutes   2 replies 10 tweets

10.0
7.5
5.0

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TweetReach

The most shared tweets

Insights about the top contributors

Latest 50 tweets mentioning the account

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10 Buffer

This simple scheduling tool automatically finds the best time to post your tweets and social media updates. You can upload content including graphics and video to the "Buffer", which will then be queued to be automatically shared on your social channels at the most appropriate times.

-Schedule tweets quickly
-Data on clicks received
-How many people retweet a tweet
-How many people favorite a tweet
-A list of people who retweet and favourite a tweet, including their username and number of followers

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Buffer

kikolani remove default   0 in Buffer · 110 sent from Buffer   Settings · Invite a team member

Choose your shortener:
bit.ly ▼ | ✓ Save

Add your bit.ly details: ?

kikolani

[_____]

🔘 Save bit.ly details

Choose when @kikolani tweets

Mon-Thu: 📅 Change days

07	:	05	AM	✕
08	:	05	AM	✕
09	:	05	AM	✕
10	:	05	AM	✕
11	:	05	AM	✕
12	:	05	PM	✕
01	:	05	PM	✕
02	:	05	PM	✕
03	:	05	PM	✕
04	:	05	PM	✕
05	:	05	PM	✕
06	:	05	PM	✕

⊕ Add a new time

Timezone for @kikolani
(GMT-7:00) America/Phoenix (MST) ▼

🕐 Update timezone

Manage team members
🏅 leilaniana@gmail.com

[Email]   ✉ Invite

Shortening links with bit.ly lets you count the number of people engaging with content (clicks).

Adding team members to collaborate on the schedule

Selecting the times and frequency of daily updates

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Twenty Feet

This "ego-tracking" service aggregates all your online stats and allows you to "just lay back" until the application sends an e-mail flagging an issue that needs your attention.

What metrics does the application provide?

- Twitter account's follower growth
- Amount of mentions received
- Amount of retweets received
- Amount of tweets in a day
- Retweets given in a day
- Replies given in a day

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Twenty Feet

Choose a social network to be analysed

Service: Twitter

Which metrics do you want to see?

Change service:	Twitter
Change account:	SomaziWW
Change period:	Last week (1/3/13 - 1/9/13)

Download a report

CSV export   Excel export   activate performance post

The application provides useful graphs on Influencers, Conversations and Following over a selected period.

Influence indicators

• mentions	1 (-, -) →
• retweets received	15 (-, -) →
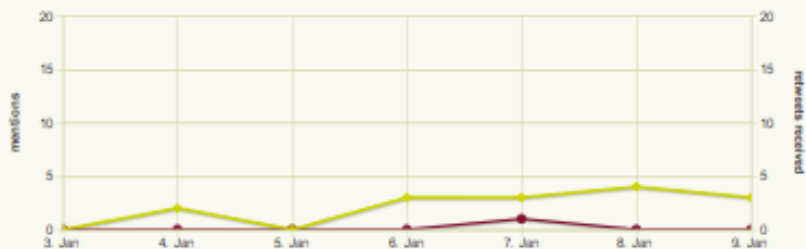
Conversations

• tweets	26 (avg 26, +0%) →
• retweets given	5 (avg 5, +0%) →
• @replies	1 (-, -) →

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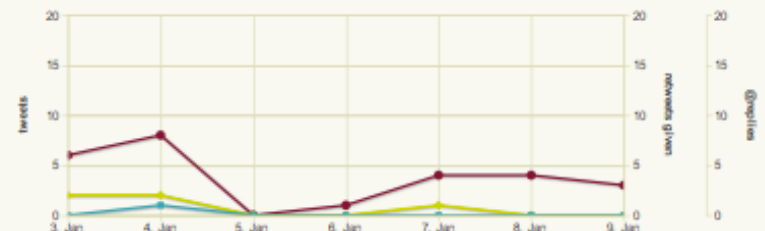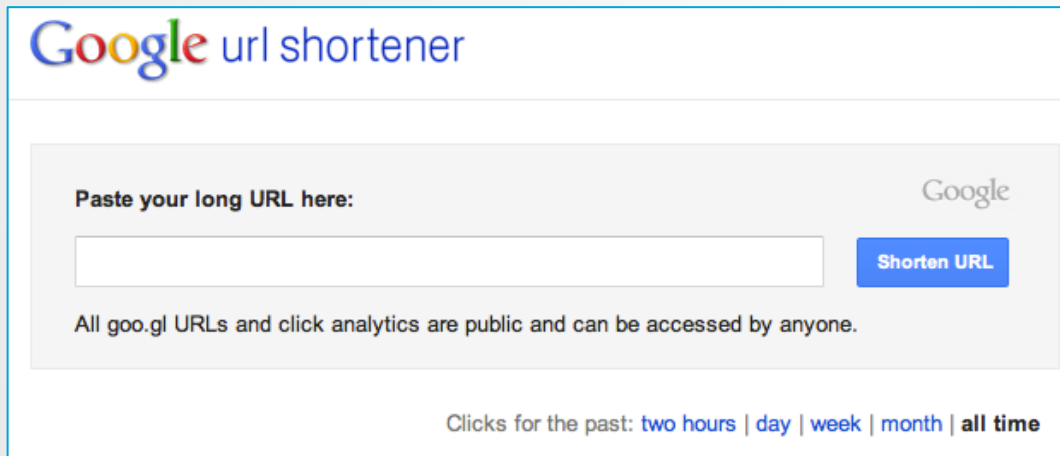
Goo.gl URL Shortener

Link shortening + Google's product simplicity

Key benefits of shortening your links:
- Tracking the number of people who are clicking on a link
- Tracking the types of browser people use to read an article
- Tracking the countries where they're from
- Tracking the device or platform they use (this gives an insight into the number of mobile or computer device users)
- Insights about the demographics of followers or people who are clicking on a link

Remember, on Twitter you are limited to 140 characters. Shortening the link will save you space and provide additional information about the popularity of you content. That's killing two birds with one stone!

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Klout

Klout is a popular application that determines a user's "influence score" across his social network.

Benefits:
- Improve contents of tweets after analysing who you 're influencing
- Maintain relationships with influential users
- Overview of the influential tweets in the last 90 days
- Get insights about the type and topics of tweets that followers are interested in
- Identify and target influential users

Search lets you find individuals who are influential in a particular topic, e.g. social business

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Klout

The feed on the right shows an individual's updates that became popular among other users and had a high number of interactions online (comments, shares)

Viewing the individual profile gives information on the influencer's profession, interests and on which social networks he's active.

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Conclusions

While there are many Twitter tools available, the toolkit suggested in this presentation is a good start. While gaining experience, marketers will find personal preferences and build a unique palette of tools that complement each other.

- Use SocialBro to filter and manage your followers.
- Use Buffer to schedule your tweets for maximum impact.
- Get valuable support from Twenty Feet and TweetReach analytics.
- Shorten your links with goo.gl to gain insight on which content is popular.
- Target your influencers with Klout to talk to those most worth connecting with.

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18 THE SOMAZI EFFECT

This presentation is a part of the **SoMazi Social Media Resources** series. For more presentations, reports and learning materials, go to http://www.somazi.com/resources/ .

SoMazi has offices in London, New York, Bergamo and Geneva. We'd love to hear from you.

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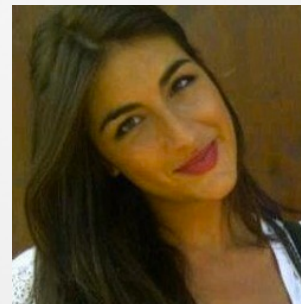**Pinterest: http://pinterest.com/Somazi**

Authors

Ewa
@Ewajoan

Marlies
@MsSpijker

Clementina
@CGZatSomazi