

Digital Bootcamp: Listen to Customers on Social Media

Releasing quality content on your social channels is important. However, equally important (if not more important!) is listening to what is happening in the space around you. Finding out what is important your customers and prospects is incredibly valuable to your social strategy.



Study your Twitter followers – what do they want?

You can put out content all day, but there's a really good chance that it isn't what your prospects want to hear about. Use a social listening tool like [Followerwonk](#) to see what your followers or influencers are interested in and talking about. Then, base content off that to truly reach and engage people.

I've got it covered!

Find out which followers have the most influence

Reaching influential people who engage with your brand can lead to your message getting in front of exponentially more people. Use a tool like Klout to find these people – then, strategically reach out to them to amplify your message. Sharing articles with them and connecting in a non-promotional way could lead to endorsements and promotion later on.

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Avoid repetitive content and self-promotion

People get tired of seeing the same information over and over again, especially if it's promotional material about your brand. However, if you keep putting out useful, relevant content that matches with your prospects' interests, you have a good chance of keeping them interested in your brand to the point that they'll convert to a sale.

I've got it covered!

Set up listening filters for relevant content and discussions

Keep an ear to what people are saying about you, your brand, and your industry. It might seem daunting, but you don't have to search all over Twitter for this kind of information. A social monitoring service like Mention (explained on the next page) can help you engage in the conversations surrounding your brand.

I've got it covered!





Automate your processes using industry tools

A lot of what you do on social media can be automated – take some time to explore the tools listed below to see if they might be valuable for your business. There is also a great [list on Social Media Examiner](#) that outlines several tools that marketing pros use.

I've got it covered!

Great listening tools for social media:

Klout - Find and connect with influencers

Klout uses data from multiple social platforms to assign a score to people who sign up. Its scores are based on the number of social interactions a person has, among other factors. It could be a good way to measure the influence of people you want to interact with on social networks – you can determine who is most likely to amplify your message the greatest.



Mention – Monitor conversations around your brand

Mention is a great way to find out what people are saying about your brand and industry. It's pretty easy to set up – choose which keywords you want to monitor, and you'll see real-time info about them in the Web app. You can also get a daily email showing the conversations that are happening. You can respond to people within the app, so there's no need to switch platforms. You can also get a breakdown of your mentions by source, language, and more.



Brook - The very best of your Twitter account

If you're interested in keeping tabs on certain people, such as competitors and industry leaders, Brook is a simple tool to get it done. You select who you want to follow, and Brook sends you a daily email showing the top five tweets from each person. It's also useful for following publications. Another benefit to Brook is that you can follow competitors without them knowing about it.



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