

ALL ABOUT

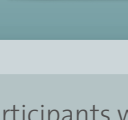
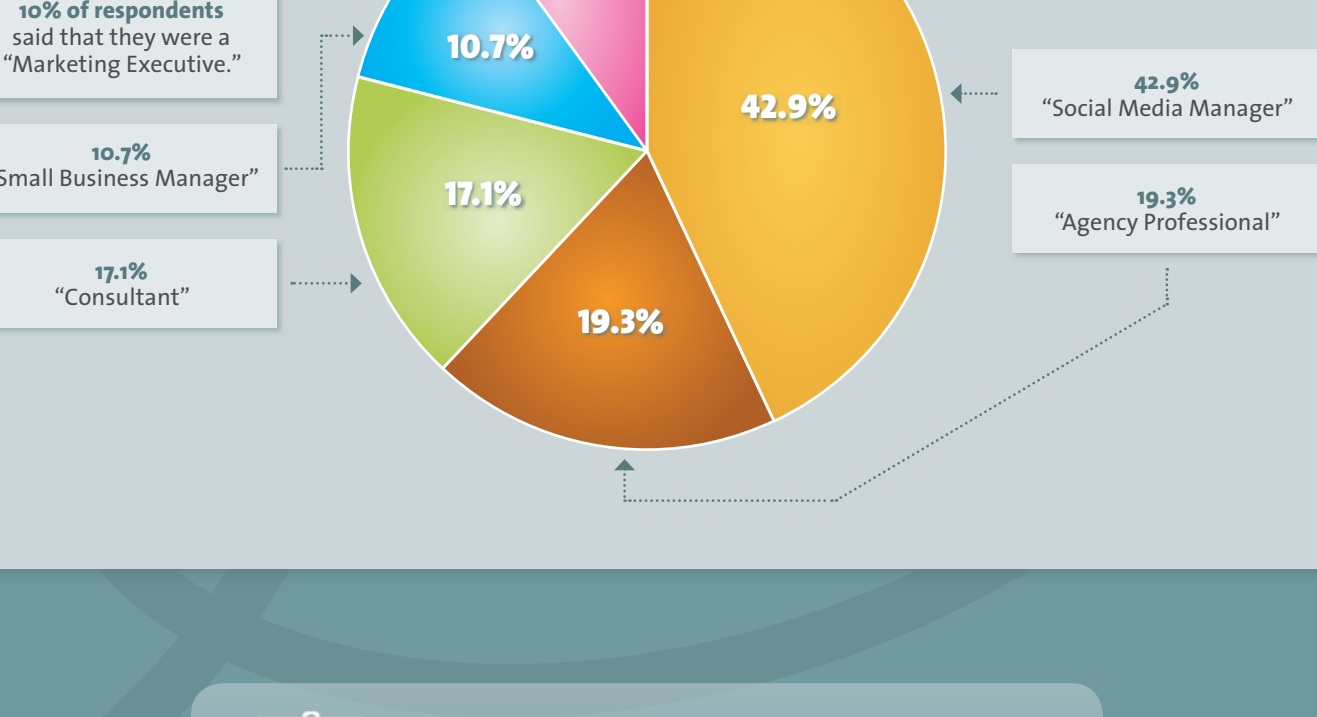
SOCIAL MEDIA MONITORING TOOLS

The explosion of social media has led to a growing and bustling market for social media monitoring tools (SMM). These tools crawl blogs and social networks for brand mentions and enable companies to build communities and engage with their customers. But with hundreds of options for social media monitoring tools out there, the space is cluttered and confusing for professionals investing in the software. What follows is a collection of data from a survey conducted by oneforty that answers questions like "how much do people usually pay for SMM tools?" to "which SMM tool is best?"



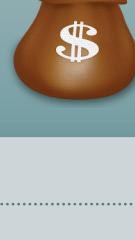
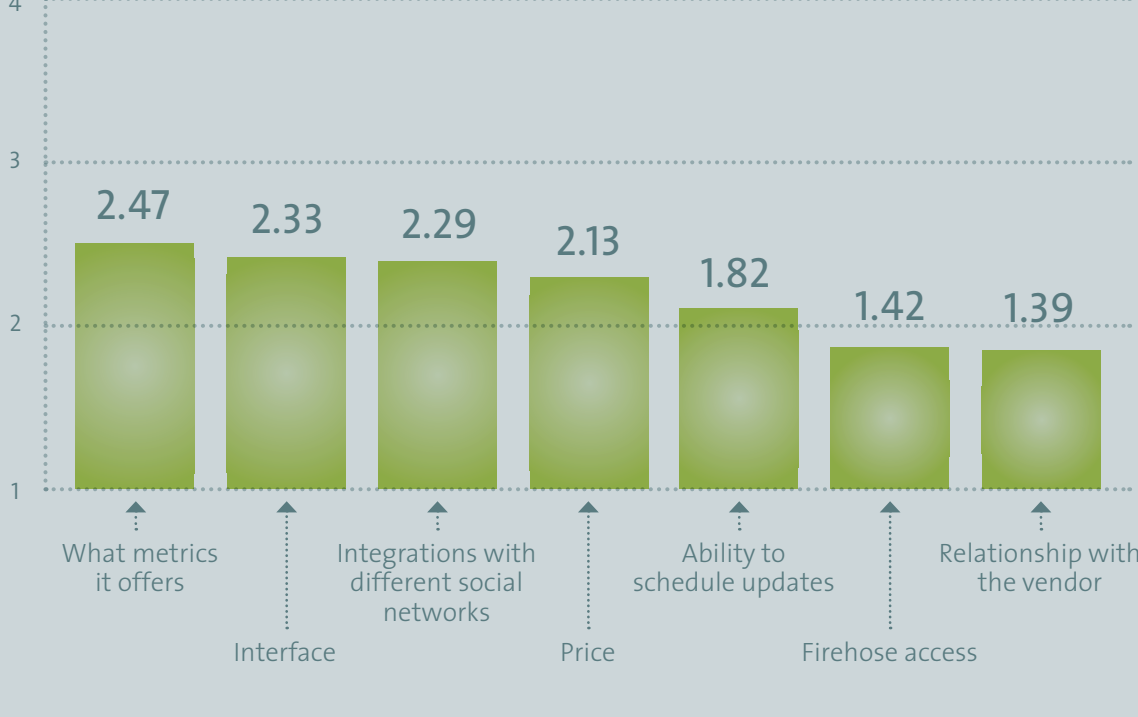
Who is buying SMM tools?

ARRANGED BY JOB TITLE

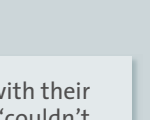
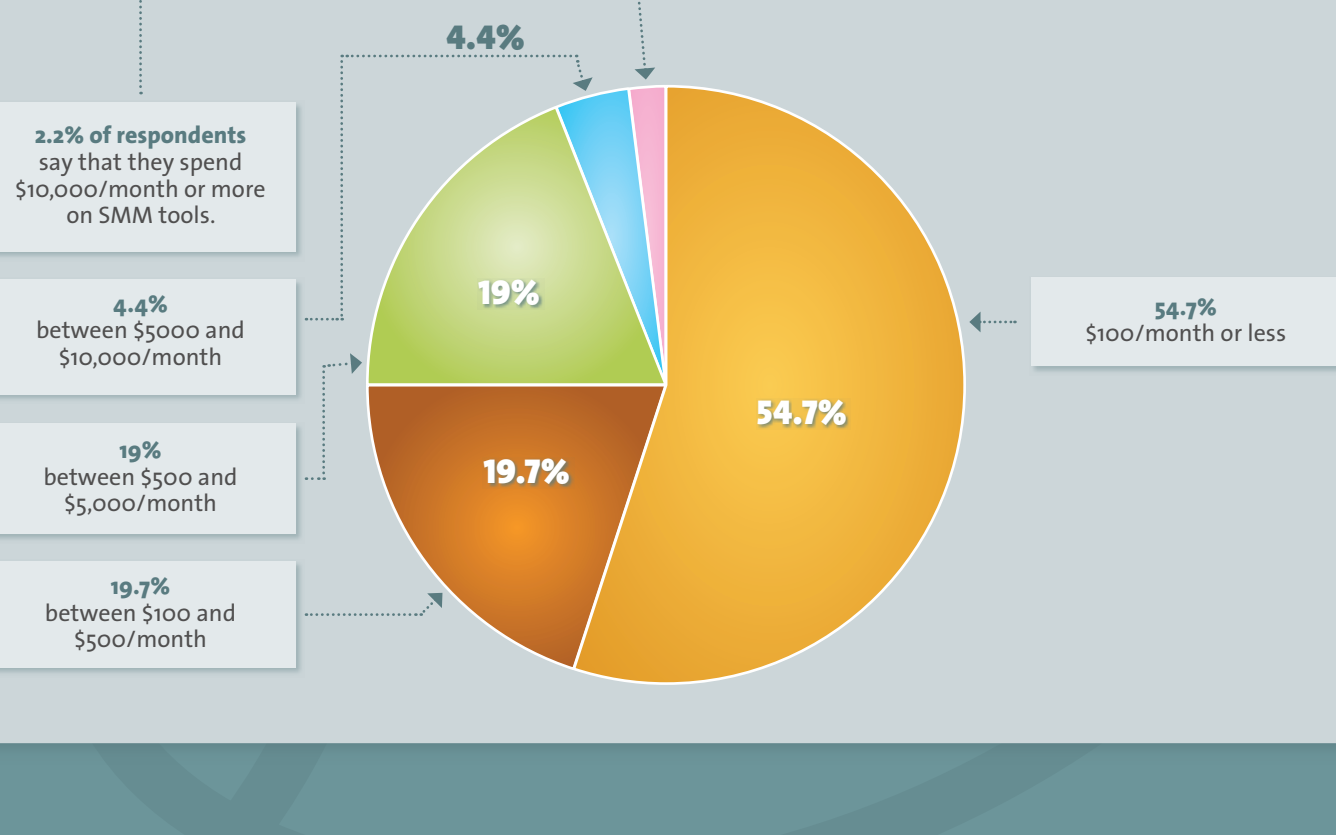


What factors affect the selection of a SMM tool?

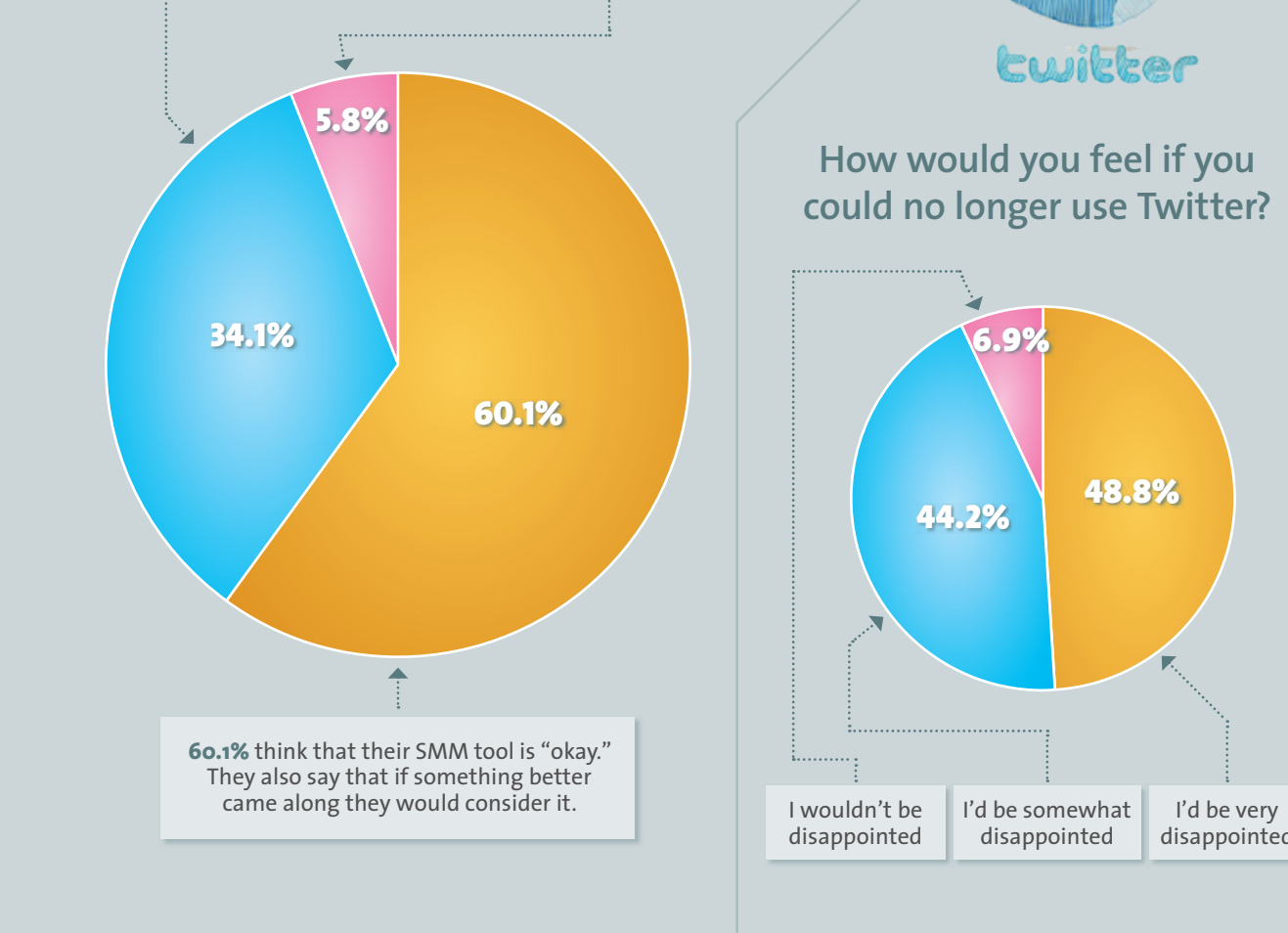
Survey participants were asked to rate different factors according to how important that particular factor affected their selection of a SMM tool. On a scale of 1 to 4, with 4 being the most important factor. The data for each "factor" is presented as an average rating.



How much do people pay for SMM tools?

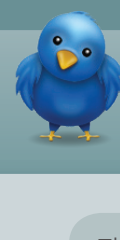


What is the satisfaction level for SMM Tools?



What frustrates you about your SMM tool? (top 3 responses)

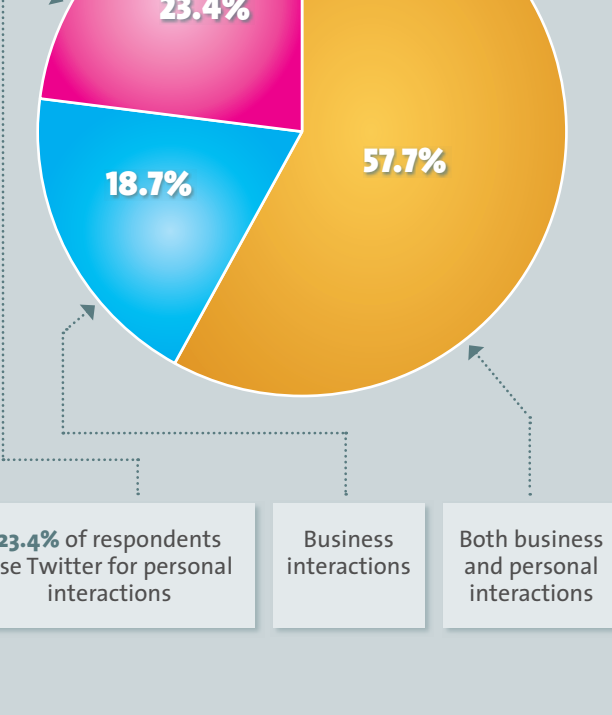
- ✓ The tool has an excessive lag time and fails to provide reliable, accurate data.
- ✓ The tool has an excessive amount of bugs and is confusing to use. Lack of innovation.
- ✓ The tool is too pricey. The features don't justify the expense.



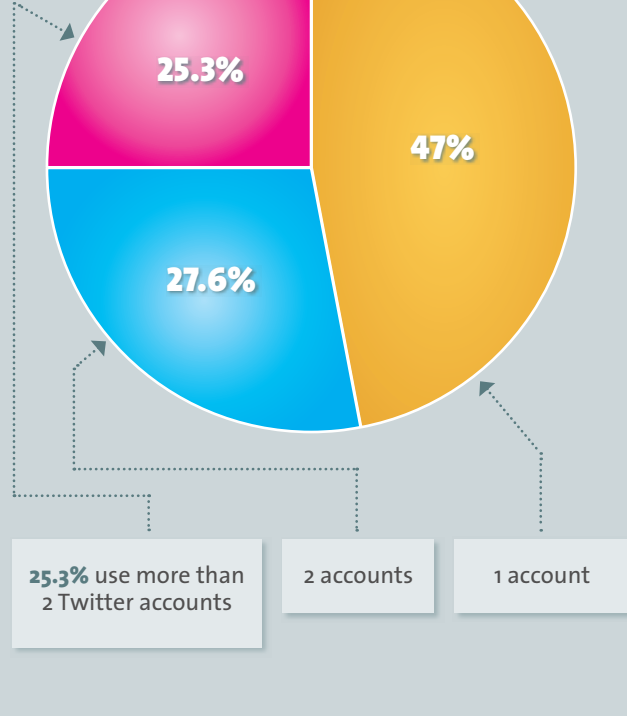
Using Twitter as a SMM tool

The following data was taken from a survey done by Surveyyo.

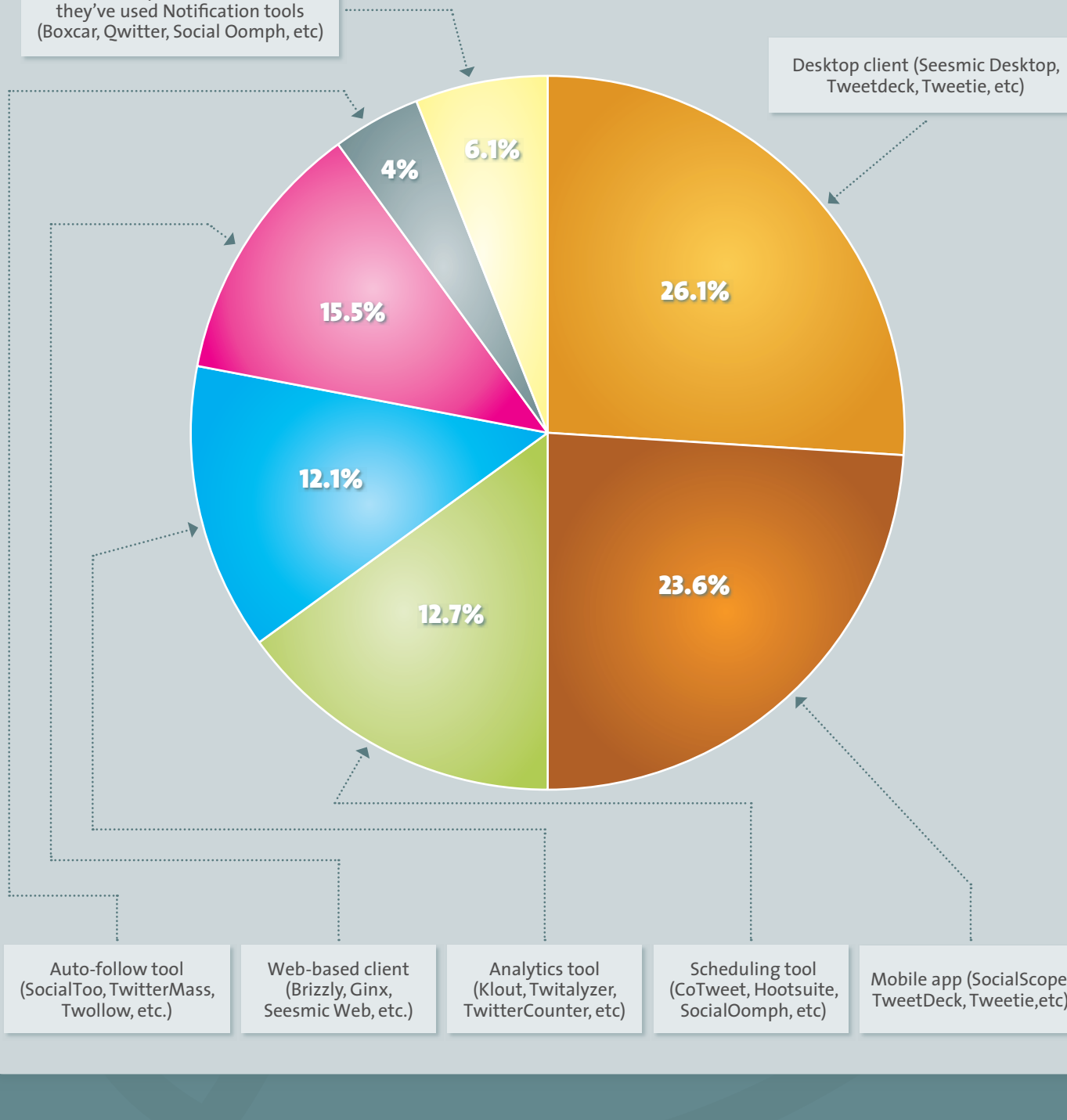
What do you use Twitter for?



How many Twitter accounts do you regularly use?



What kind of Twitter SMM tool have you used or are currently using?



The best SMM tool?

What's the Best Social Media Monitoring Tool? It depends. Below is a brief list of tools at various price levels that may or may not be the best but are certainly among the most popular and capable social media monitoring tools currently available.

Free tools

A TOOL THAT MONITORS SOCIAL CAMPAIGNS <ul style="list-style-type: none"> WildFire's Social Media Monitor 	TOOLS THAT MONITOR SOCIAL NETWORKS & BLOGS <ul style="list-style-type: none"> Social Mention Google Reader BlogPulse AllTop Google Realtime Search 	TOOLS THAT MONITOR TWITTER & FACEBOOK <ul style="list-style-type: none"> Seismic Hootsuite Twitter Advanced Search Facebook Search Twitterverse Web Apps
A TOOL THAT MONITORS UPCOMING EVENTS <ul style="list-style-type: none"> Plancast 	A TOOL THAT MONITORS WEB PAGE CHANGES <ul style="list-style-type: none"> WatchThatPage 	TWITTERVERSE WEB APPS <ul style="list-style-type: none"> Monitter TweetBeep Twazzup PostRank analytics Pulse of the Tweeteers Twitscoop Twilert Sideline CoTweet PeerIndex MyTweeple MentionMap Twitterfall TweetMeme TweetDeck
TOOLS THAT MONITOR WITH ALERTS <ul style="list-style-type: none"> Google Alerts BackType Alerts Yahoo Pipes Northern Light Search 	TOOLS THAT MONITOR WITH SOCIAL SEARCH <ul style="list-style-type: none"> Addict-o-matic Guzzle Social Seek BuzzFeed Buzzoo MonitorThis Alterian SM2 Freemium 	
TOOLS THAT MONITOR COMMENTS & FORUMS <ul style="list-style-type: none"> Comment Sniper coComment Board Reader Google Trends 		

Tools less than \$500 per month	
UberVU	ubervu.com
Trackur	trackur.com
Beevolve	beevolve.com
SproutSocial	sproutsocial.com
SugarCRM	sugarcrm.com
Viral Heat	viralheat.com
HootSuite Pro	hootsuite.com/pro
Awareness Networks	awarenessnetworks.com
Argyle Social	argylesocial.com

Tools more than \$500 per month	
Alterian SM2	socialmedia.alterian.com/products/sm2/
Radian6	radian6.com
Cision	us.cision.com
Vocus	vocus.com
BrandChats	brandchats.com

WHAT IS "FIREHOSE ACCESS"?

When someone is given "firehose access" to a particular product, they are given access to a complete data stream, not just a sampling.

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