

# HOW TO MASTER YOUR SOCIAL MEDIA MARKETING IN MINUTES A DAY

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# 1 INTRODUCTION

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It goes without saying that time is precious. However, if you stretch yourself too thin, you may find it overwhelming to “find the time.” So, the key here is to make time for your priorities. When it comes to business, it is crucial to utilize each and every moment to its fullest. A quarter of an hour might not seem like enough time, but it actually is. Monitoring social media is one activity you can get done meaningfully in no more than 10 minutes every day.



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## CHAPTER 1:

# WHY MONITORING MATTERS

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Social media cannot be shrugged off. Your target audience is talking about you and your competitors on all social media channels. There, candid conversations turn into “threads”, and these threads then develop into discussion forums.

Social media may not be magical fairy dust, but it is a time-consuming endeavor that can help you streamline a lot of your online marketing strategies. After all, you are not only there to holler through the megaphone, but to be considerate and hear or respond to your audience.

Monitoring makes you sensitive enough to know what people want from you or find more relatable. It is an incredibly important activity as it can help you get the chance to jump in and turn the dialogues around. What’s more? It also enables you to craft personalized marketing campaigns, avoid disasters, improve your services, understand conversations, seal more deals, and foster customer satisfaction or relationships. All of these are reasons why you should incorporate social monitoring into your overall online marketing strategy.



CHAPTER 2:

# 10-MINUTE SOCIAL MEDIA MONITORING CHECKLIST

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There are many online tools that you can use to streamline the process of monitoring your social performance. Some of the ones worthy of your consideration include the HubSpot Software, TweetReach, and Klout. Assuming that you have no paid tools, how'd you consume the most valuable information?



# CHAPTER 2: HERE'S A (TENTATIVE) 10-MIN SOCIAL MEDIA MONITORING CHECKLIST:

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**4 Minutes** – Twitter (mentions, searches, questions about brand/ industry, praise, complaint, competition mentions, support requests, etc.)

**2 Minutes** – Facebook (timeline posts, comments, questions, private messages, reviews, etc.)

**2 Minutes** – LinkedIn (company page, group debates, comments, polls, inbox messages, etc.)

**2 Minutes** – Emails, Quora, blog comments, etc.



## CHAPTER 2:

# GOT AROUND FIVE MORE MINUTES? ADD A FEW MORE ITEMS TO YOUR TO-DO LIST:

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- Answer important question/s you noticed being asked on the LinkedIn group
- Comment on a relevant article or blog
- Saw a positive tweet or testimonial? Favorite it!

In the end, make sure that if you decide to spend more time monitoring your brand's social media, the additional work must compare to your success.



# CHAPTER 3: LISTENING & RESPONDING

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Alongside better monitoring comes superior responding abilities as well.

Whether you like it or not; people are talking about you. These conversations are essential to be heard and be responded to.



# CHAPTER 3: TRY THESE FORMULAS TO FURTHER EASE THE LISTENING OR RESPONDING PROCESS AFTER MONITORING: AFTER MONITORING:

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- Listen, where claims are *Negative*
- Respond, where claims are *Positive + False*
- Listen or Respond, where claims are *Positive + True*
- Listen, where claims are *Negative + Troll + Rant/Joke*
- Respond, if it is *Negative or Erroneous Information*
- Respond, if customers' *Unhappy*

The most important people who can help monitor and respond or listen are the *Support Team and Executives*. The marketing and sales teams as well play an essential role in interpreting the monitored information. It is the executives and support services that customers engage most with and who must also be responding to the concerns for better engagement.



# CHAPTER 3.1: SUPPORT

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When a complaint rolls in, someone has to be there to wear the support team hat and take over the situation. One of the biggest mistakes businesses make is ignoring negative comments or concerns – it visibly shows a disconnect.

According to Search Engine Watch, more than 70% of people issuing a complaint on Twitter, the new phone for customers, expect a response within the same hour.

Putting the support team on the thread helps your brand stay out of tricky situations. Support representatives are better able to answer questions people have about the business, address their concerns, and handle both negative and positive feedback.



# CHAPTER 3.2: EXECUTIVES

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Now are the days when administrators stand for the brands they represent. Visibility and accessibility on social media is the need of the hour – executives can no longer hide behind the boardroom doors.

Easily approachable leaders, especially those who're active on social media networks, demonstrate commitment, communicate accountability, stabilize brand's standing, and build trust in the products and services. For them, social media also an unfiltered news platform where updates flash in real-time.

Chief executives can comprehend what people are talking about their teams, competitors, industry, and more. Additionally, as more millennial leaders enter the workforce, transparency expectations are going up higher. Customers too get the opportunity to reach straight to the top with their queries.

Heading over to the final section of this blog...



# CHAPTER 4: SETTING SMART GOALS

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For any business, setting smarter goals is crucial – these keep you motivated and focused. What are **SMART goals** in social media monitoring? It is an acronym that means:

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**ealistic
- **T**ime-bound



# CHAPTER 4:

So your aim must be to set goals that are challenging but realistic, relevant, traceable, and give you a more significant push. Don't go after goals that you will hit someday. Instead, think of specific numerical values, set deadlines, and move forward with firm strategies and honesty.

Also, be aware and ready to face the potential obstacles that may prevent you from turning the numbers into reality. This way, you even increase your odds for success and have a roadmap to get to the metrics.

## **Here's a quick list of a few achievable goals via social media monitoring:**

- Customer satisfaction
- Influencer interaction
- Sentiments/feedback
- Conversations/response rate
- Issues resolved
- Generated leads
- Opportunities won/qualified
- Tracking industry trends, etc.

While setting goals, it is always suggested to align your monitoring goals with the departmental goals and attach the plan with a revenue number for achieving significant results.



# FINAL THOUGHTS

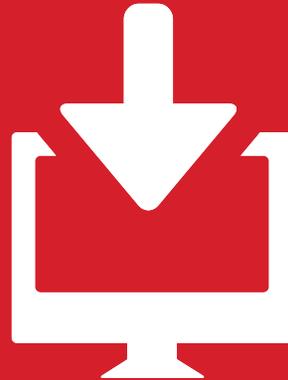
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Ten minutes may not seem a lot to you, but you can make the most of six hundred seconds with a set plan ahead. Well, then, make sure to prioritize the best and the most informative content and respond to it. Bridge the gap between listening and engagement. While you are at it, be sure to have a system in place for measuring your social success, so you know those ten minutes are paying off. Make necessary adjustments to your monitoring plans if necessary, and do not hesitate to experiment to see what works for you.



# ABOUT P3

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