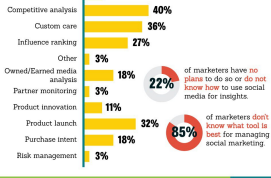


THE DO'S AND DON'TS OF SOCIAL MEDIA MARKET RESEARCH



However, according to Social Media Examiner, 71% of business owners state that **marketplace insight is one of the most valuable benefits of social media.**

Common Marketing Uses For Social Media



Get The Most Out of Your Social Media Market Research

DON'T

Go into a social media market research campaign saying "let's see what we find."

Instead, use it to test a theory or assumption.

DO

Define goals and objectives early.

This will help you separate useful data from useless chatter.

48%

of marketers say that **developing a social media strategy** is one of the most challenging aspects of social media marketing.

A TOOL TO KNOW

Sendible

•Offers free 30-day trial

•Plans starting at \$59/month

A tool for building customized analytics reports, managing social media campaigns, tracking ROI, and more including team collaboration features that make scheduling and strategy more intuitive.

DON'T

Try to measure everything.

Social media provides a multitude of data.

DO

Budget enough time to clean the data collected.

60-80%

of the total time spent in the campaign should consist of data cleaning.

A TOOL TO KNOW

TAPoR

TAPoRware 2.0 is free

TAPoRware 2.0's newest version of the text analysis tools enable users to perform text analysis on HTML, XML and plain text files over the web.

DON'T

Over rely on social media market research and exclude other channels.

Social media may not always be representative of your target audience.

DO

Use social media to complement other methods.

For example, social media can be used to measure the number of mentions of certain brands before a survey, helping to narrow your scope.

About 85%

of Facebook updates are made by 29% of the site's total population.

A TOOL TO KNOW

crowdbooster

•Offers free 30-day trial

•Plans starting at \$9/month

A tool designed to analyze your brand's Twitter and Facebook impact and give data-driven advice for when to post, who to engage with, and inform you of what your most popular content is.

DON'T

Only focus on looking for a "viral" idea.

Doing this can lead you down a narrow path and potentially pass up valuable market insight.

DO

Keep an open mind.

Having access to your audience's thoughts and opinions is an advantage to not be missed!

ONLY 16%

of marketers are using social media for campaign and promotion development.

A TOOL TO KNOW

followerwonk

•Free account option

•Paid plans starting at \$29/month

A tool developed by Moz that allows you boost your next social media campaign with the ability to match your activities to gains and losses in followers.

DON'T

Get discouraged.

Sometimes not seeing results you were hoping for is inevitable.

DO

Refocus.

Move from goals based on gut-feelings to goals that are data-driven.

50%

of marketers say that **tying social activities to business outcomes** is one of the most challenging aspects of social media marketing.

A TOOL TO KNOW

KISSmetrics

2 months free w/ annual billing

Plans starting at \$200/month

Kissmetrics helps track where visitors come from to your site and their activity, allowing you to narrow your marketing focuses to optimized channels and taking the user beyond vanity metrics and into ROI.

How Social Media Impacts Other Forms of Market Research

Narrow Down A Survey's Focus

Social media can be used to measure the number of mentions of phrases before a survey, which can in turn be used to narrow down the number of questions in a survey, lessening respondent fatigue and leading to increased responses.

Easily Divide Demographics

Social media can complement traditional surveys by providing demographic data that can be easily organized to get a clearer picture of your audience.

Evaluating Accuracy of Research

Market research from social media can be compared to traditional survey results to determine where there might be inaccuracies in the research.