

THE TOOLS BEHIND SOCIAL MEDIA SUCCESS

With one in three people following a brand on social media, customers are increasingly relying on social networks to connect and engage with their favorite businesses. In turn, businesses have begun investing in management and monitoring tools to help manage their presence across the vast social landscape. Below, we compare three of the most popular platforms:



HOW IT WORKS



HootSuite helps you listen, engage, and measure all from one interface:

+ Includes a web-based dashboard with multi-column streams on one page to monitor brand mentions, schedule campaign messages, and effectively respond to your audiences in real-time

SOCIAL MEDIA PLATFORMS SUPPORTED

Facebook, Twitter, LinkedIn, YouTube, Google+

ACCESS LEVELS



Under one account you can create multiple teams and add members and social networks, with individual permission settings. This makes it easy to onboard consultants or manage the accounts of multiple social media contributors.

SOCIAL LISTENING ELEMENTS



Daily Digest: Users can opt in to receive a daily digest of recent conversations via email, as well as alerts when comments on posts are received or liked.

MOBILITY

Available on iPhone, iPad, Android, BlackBerry, and keitai.

WHO USES IT



Businesses of all sizes, including those with beginner, power, or advanced social media expertise. For social media consultants, the platform has the most offerings and tools, allowing you access to everything you need.

INSIDER ADVICE

“Listening is the key first step for any business about to join the social space. You want to create streams that follow mentions, hashtags, or keywords and learn what customers are saying about you or your competitors. Join conversations and build a community of clients and followers who, in turn, can become brand advocates for you.”

—Evan LePage, via HootSuite
@evanlepage



HOW IT WORKS



LocalVox's Postling helps you create your story and publish to all social media and blogging accounts with one click:

+ Includes a full publishing platform and an easy-to-use, single column interface to monitor, track reviews, and post through the social inbox and email alerts

SOCIAL MEDIA PLATFORMS SUPPORTED

Facebook, Twitter, LinkedIn, YouTube

ACCESS LEVELS



Varying access levels let you manage groups of accounts for different locations or individuals. This can help businesses with multiple locations delegate responsibility for local engagement and outreach.

SOCIAL LISTENING ELEMENTS



Email Alerts: Users receive alerts when customers engage with their business online. They can respond quickly via email to perform various actions, like replying to a Tweet.

MOBILITY

iOS app with HTML5 browser support.

WHO USES IT



Business owners who manage their own marketing. The platform is ideal for both brick and mortar and online businesses wanting a simple, streamlined platform.

INSIDER ADVICE

“It's no surprise that the more engaged you are, the more success you'll see. Businesses need to continue to publish content and optimize for local search, which is why Postling is integrated with LocalVox for one powerful platform. You're able to publish stories, product deals, or social media updates with one click and have it be everywhere online.”

—Jaime Romero, via LocalVox's Postling
@jaimesay



HOW IT WORKS



Sprout Social helps you find conversations and engage with anyone who is discussing your brand:

+ Includes a full publishing platform and clean one-column interface to schedule any message and get feedback on the best time to deploy

SOCIAL MEDIA PLATFORMS SUPPORTED

Facebook, Twitter, LinkedIn

ACCESS LEVELS



Basic. Messages can be drafted and edited by anyone on your team and you can keep track of who is working on what.

SOCIAL LISTENING ELEMENTS



Smart Inbox: It is designed to create one constant stream for all the messages directed at your business. Keywords can also be applied for social listening and conversations with customers can easily be tracked and saved.

MOBILITY

iPhone app, iPad app, and Android app.

WHO USES IT



Businesses of all sizes and industries who want to deliver a relevant, engaging social media experience.

INSIDER ADVICE

“One of my favorite tools is the Sent Message Report. It shows you every post you've sent and how well it performed. Also, any conversation you have with someone is stored. This platform becomes like a light social CRM tool, which gives you a ton of flexibility to store what you see about your customers.”

— Joshua Sigler via Sprout Social
@joshuasigler

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