

How to Monitor Your Brand with Mention



Welcome

Great to see you've decided to jump on the monitoring bandwagon.

You probably can't wait to start monitoring your brand and see results, so we've made this short guide to help you do that with our tool.

We're going to start from the very beginning. If you already know the basics, feel free to skip ahead.

*Ready to go? **Log in to Mention**, then turn the page for step 1.*

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Introduction: Why monitor your brand

Your brand lives online. People are talking about your company, products, industry, and competitors constantly. Whether you like it or not, these conversations are happening, and affecting the way your brand is perceived, as well as the way customers buy.

Whether it's for preventing PR crises, strengthening brand image, or just serving your customers better, you need to be listening to these conversations, and react when necessary.

Brand monitoring allows you to do just that. You can track conversations, analyze sentiment, and manage your reputation through monitoring keywords relevant to your brand.

5 benefits of monitoring your brand

- Build brand awareness and valuable relationships
- Strengthen your brand's reputation
- Make customers happy by paying attention
- Understand your role in your customers' lives
- Solve problems customers have

Bioderma uses Mention to monitor their brand. They listen for feedback about their products and the beauty industry, to improve their marketing and provide a better product for their customers:

"Mention saves us hours of work daily by presenting all the information in one neat place. All that data is beautifully presented in exportable reports we can share with our stakeholders."



Diogo Pontes
Bioderma

1. Getting started

Ok, so you've decided to join the brand monitoring bandwagon. How and where do you start?

Since your goal here is to monitor your brand, the most important first step is to figure out the keywords to track. What do you need to know about?

To get the right data for your brand monitoring plan, you first need the right keywords. We're talking about the actual words you need to monitor.

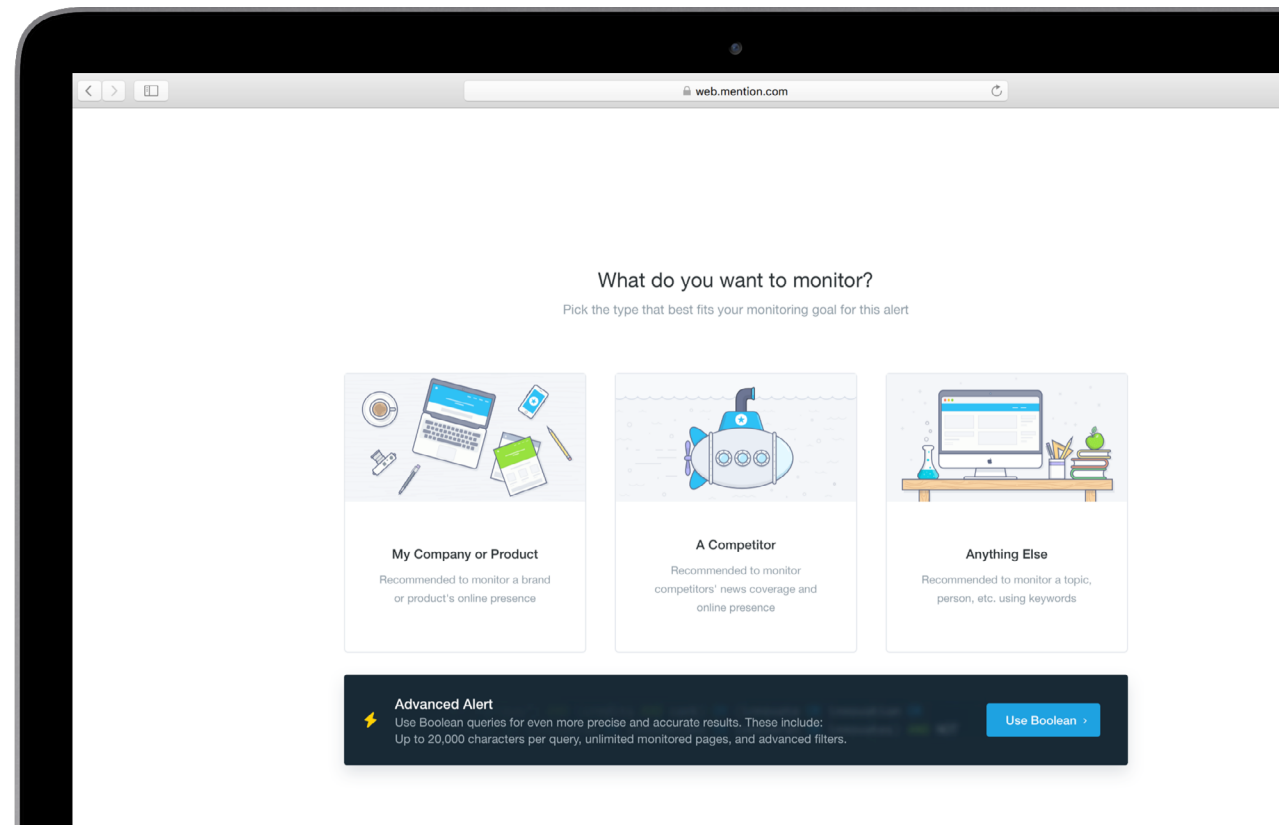
For example, if you're McDonald's, you'd want to monitor the keyword "McDonald's," but also your key products like "Big Mac," or "McNuggets," or "Happy Meals." You might also want to include short forms or common misspellings like "Macs," "mcdonalds," or "macdonalds." The key is to catch all the important conversations about your brand.

Setting up your alerts

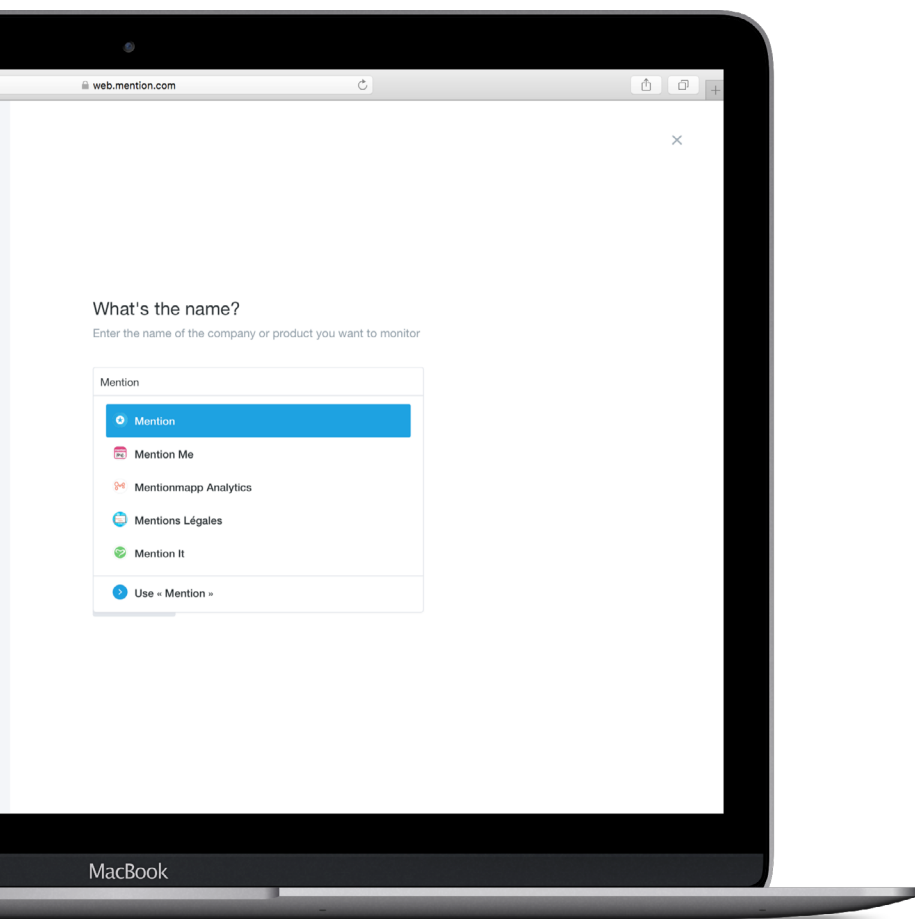
Once you've decided on your keywords, set them up as alerts in Mention. Each alert is a group of keywords you want to monitor for a specific subject. You can have one alert for your brand, with a set of keywords mentioned above, and another alert for your CEO, with another set of keywords that are variations of his name, etc.

Here's how you do it.

First, click "my company or product," since that's what you're going to monitor.



Enter the name of your company, and select it from the drop-down list. Then hit “Next Step.”



If your brand is on the list, we'll automatically add their Twitter and Facebook accounts. If not, add them manually on the next page.

Required, optional, and excluded keywords

If you only put in the brand name in your alert, our tool will track everything that contains your keyword by default. You may not want that if you have a common brand name like “Apple.” Or, you may want to track combinations of keywords. Like “Apple” and “iPhone.”

Go into specifics by fine-tuning your alert with “required,” “optional,” and “excluded” keywords.

Here's how.

First, make sure you use your optional, required, and excluded keywords correctly.

Optional keywords: If any of these keywords is used, you'll receive a mention.

Required keywords: If all of these keywords are used, you'll receive a mention.

Excluded keywords: If any of these keywords are used, you'll not receive a mention.

At Mention, for example, we have a very common word for our brand name. So we exclude the keywords we don't want to catch. We also want to know when people talk about our app, so we included “mentionapp” in optional keywords.

Including our link “mention.com” and “mention.net” helps us track backlinks, even when it's shortened.

This step is critical to ensure the mentions and data you're collecting are relevant to your brand.

If you're unsure about how to proceed, our monitoring coaches will be more than happy to help.

Keywords Settings

Your alert will collect mentions based on the following

Optional Keywords

Your alert will collect mentions that contain any of these keywords, all required keywords.

mention.net × mention.com × mentionapp × @mention

Press 'enter'

Required Keywords

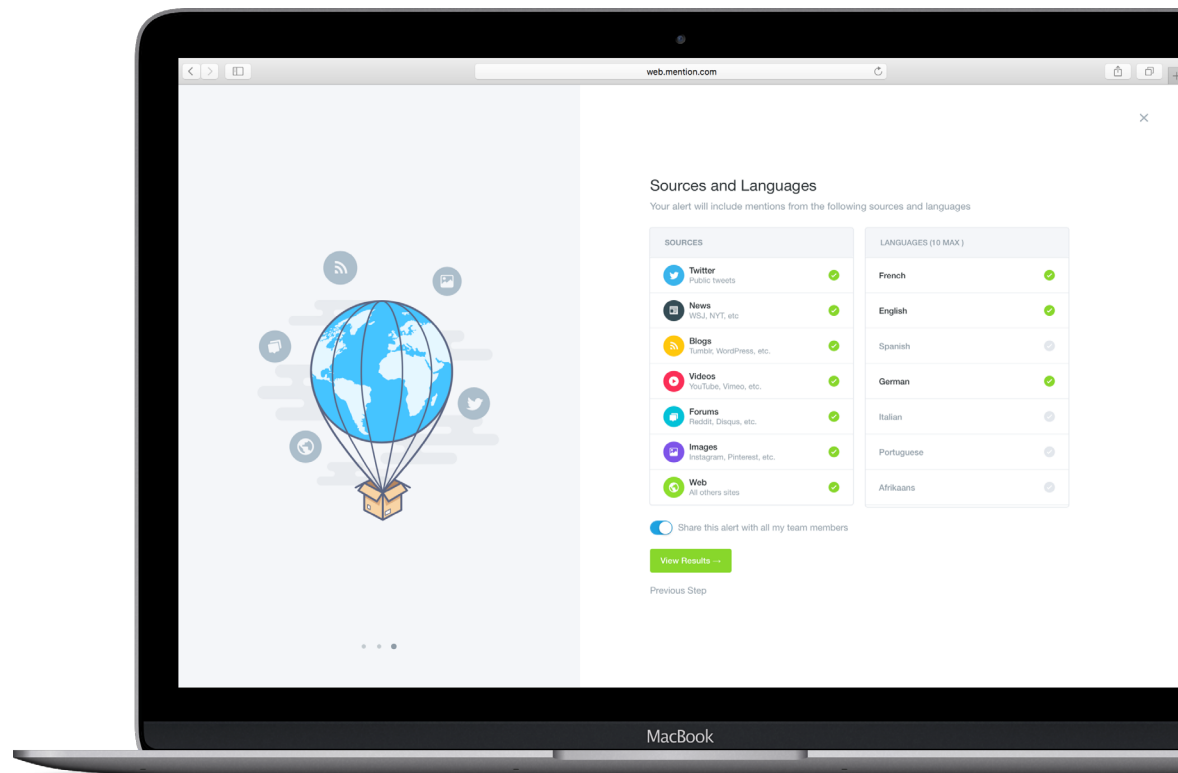
Your alert will collect mentions that contain all of these keywords

mention ×

Sources and languages

Next, choose your sources and languages. That's highly dependent on your brand goals and target markets. Do you want to monitor only social media? Or only news? Are your brand only targeting English speaking customers, or you have an international customer base?

For sources, we suggest selecting all for a comprehensive brand monitoring plan. But you can opt out from whatever's irrelevant for your brand.



For languages, select the language(s) that your alerts are in.

If you're monitoring the beer "Asahi", for example, and you put in the english spelling "Asahi", and "朝日," the japanese characters, then you should select English and Japanese to track mentions in both languages.

And you're all set! You'll begin receiving mentions straight away.

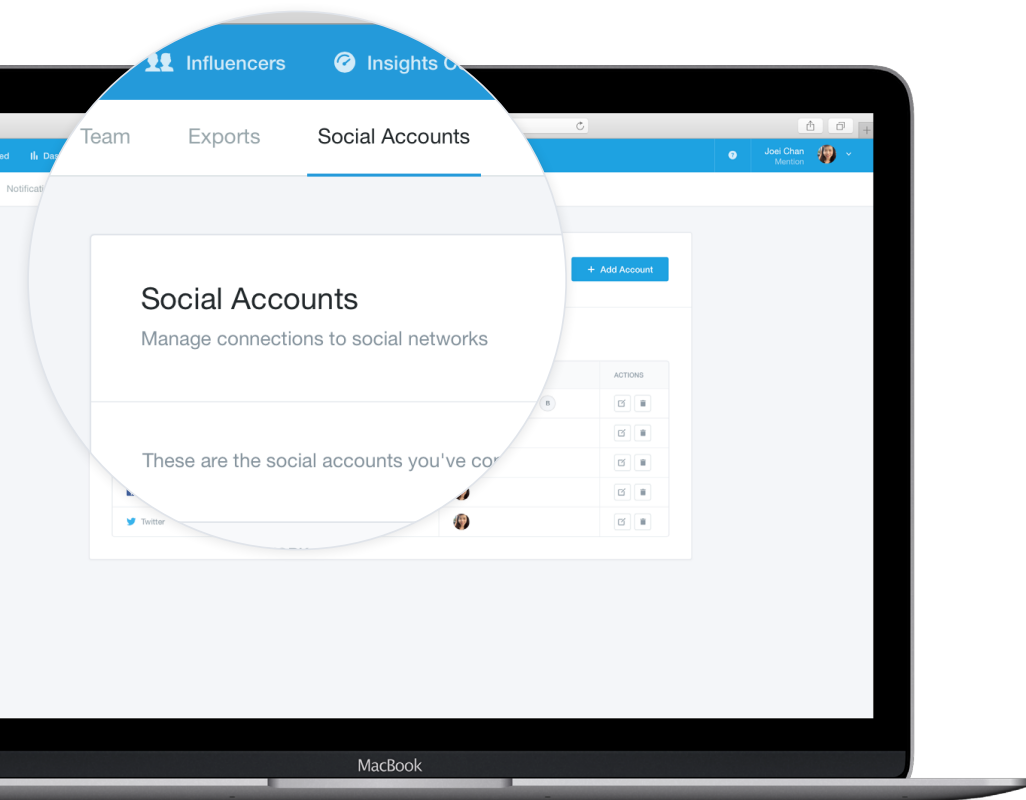
Connecting social accounts

One of the many benefits of using a monitoring tool is that you can gather all social mentions and respond directly from the app as soon as you get a mention.

Whether it's a happy customer praising your tool, or an angry customer that needs help, you'll be able to jump in and react right away without leaving the app.

To do that, you have to first connect your social accounts.

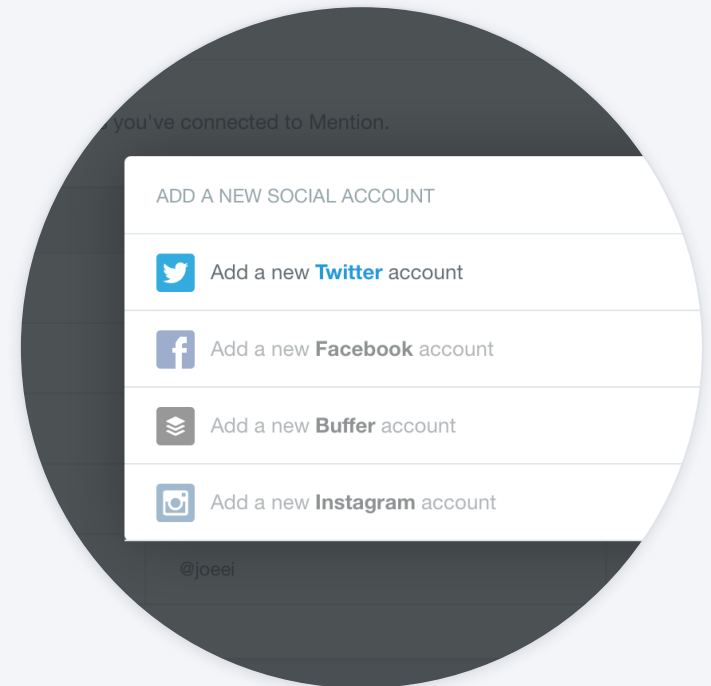
Go to settings, and select "Social Accounts"



Click on "Add Account", and select the type of social account you want to add: Twitter, Facebook, Instagram, or Buffer.

Adding your Twitter account will allow you to see your handle's performance on your Twitter dashboard. We'll talk more about that later.

Keep in mind that you must be the admin of your Facebook page to link it to your Mention account.



2. Start monitoring

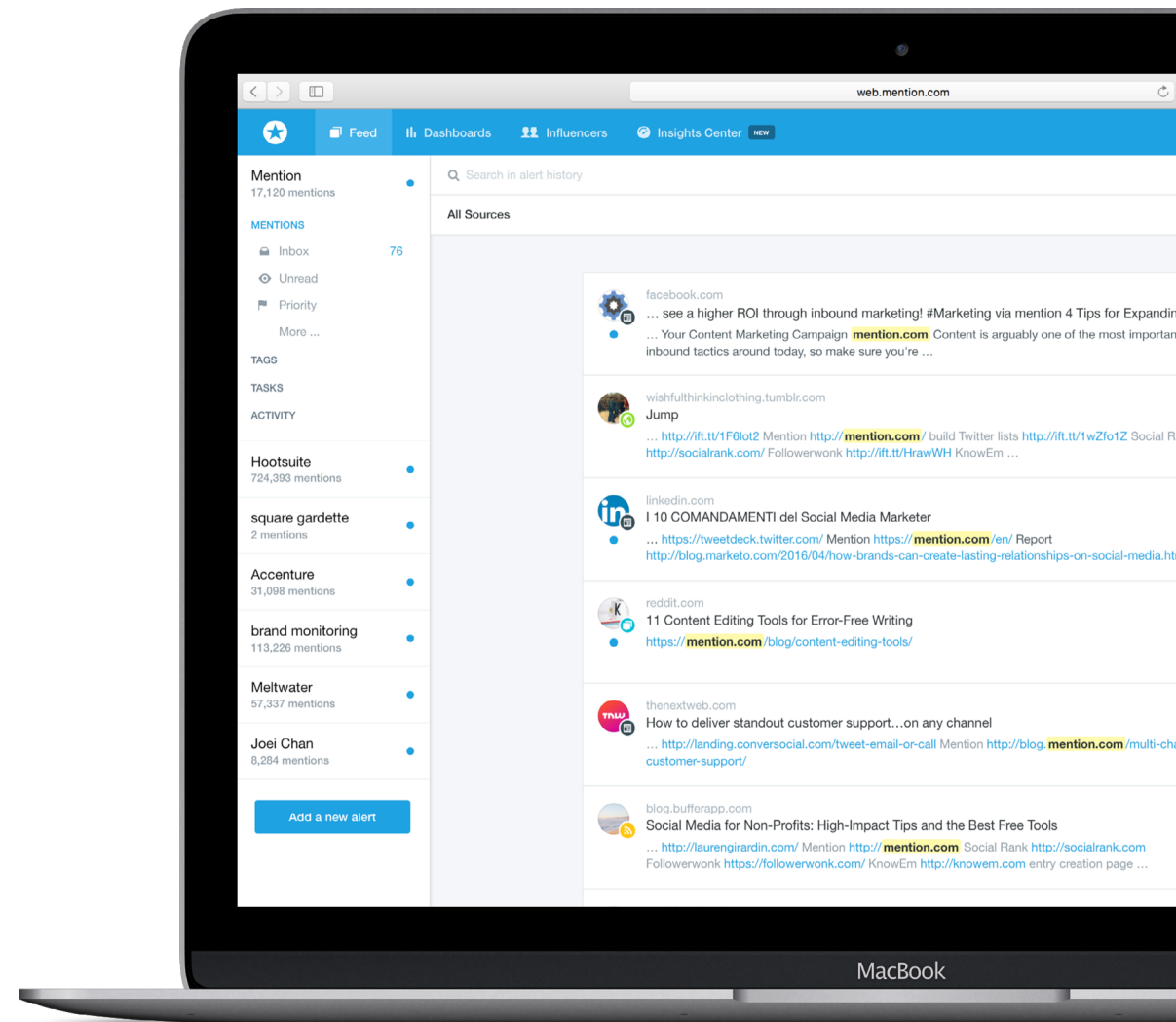
Now that you've got your alerts set up, mentions will start coming in. While it's important to read through what people are saying, there's a lot more you can do to actively protect or improve your brand.

The best place to start is your feed.

Navigating your feed

Here is where you see every single mention of the alerts you're monitoring. Here's where you keep track of everything said about your brand online, and respond if necessary.

First, click “my company or product,” since that’s what you’re going to monitor.



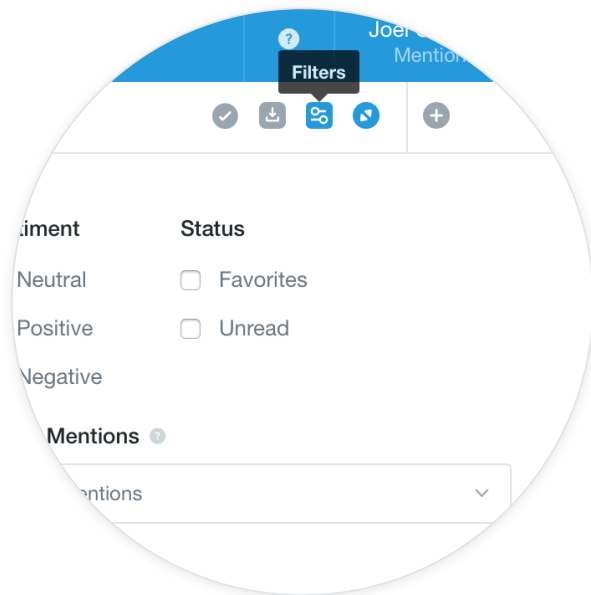
Specifically, you can see:

- Source of the mention (Twitter, image, forum, etc)
- Author of the mention
- When the mention was posted (top right of each mention)
- How influential the author is, ranked on a score of 100

By going through these mentions, you'll get a good idea of what different people are saying about you on different platforms.

By default, your feed shows you every mention of your alert. It can be overwhelming to go through hundreds of mentions, especially if you're a popular brand.

To save time or focus on specific mentions, use advanced filters.



You can filter your mentions by:

- **Time period:** focus on mentions that happened during a specific time to analyze your campaign performance or the impact of a brand crisis.
- **Folders:** show only mentions that are in your inbox, archive, trash, or irrelevant folders.
- **Order:** display mentions from the most influential to the least, or from newest to oldest.
- **Sources:** choose sources that matter to you, from social media, to news, forums, or blogs.
- **Influencer score:** prioritize the big guns by displaying mentions with a specific influencer score.
- **Status:** show only mentions that you favorited or haven't read.
- **Sentiment:** negative, positive, or neutral. Prioritize happy or angry customers first.
- **Languages:** display one or as many languages as you want.
- **Countries:** focus on mentions coming from specific countries you're targeting.
- **Tags:** show only mentions that you tagged and organized.

With these filters, you can find mentions from influencers during your one week's campaign, or spot all the unhappy, japanese-speaking customers on social media - allowing you to focus only on mentions that are relevant for your goal.

When you're happy with your filters, click "Apply Filters." Your feed will be updated immediately.

Engaging: respond, tag, and favorite

Looking and reading your mentions are important to safeguarding your brand. But what's more important is to act on them, especially when it's a call for help or a complaint.

From the feed, you can respond directly to any mentions. You can also tag or favorite important mentions for future references.

Responding to a mention

When you see a negative mention, a quick response can make a big difference to your brand image.

To reply to a mention, you have two options:

- **Click the link.** Every mention has a link to the original post. Click the link and respond on Reddit, Tumblr, or in the comments section of a blog post.
- **Hit “reply.”** If you've connected your Twitter, Facebook, or Instagram account, you can reply directly from Mention. No need to have all your social accounts open on 4 tabs - just one dashboard.

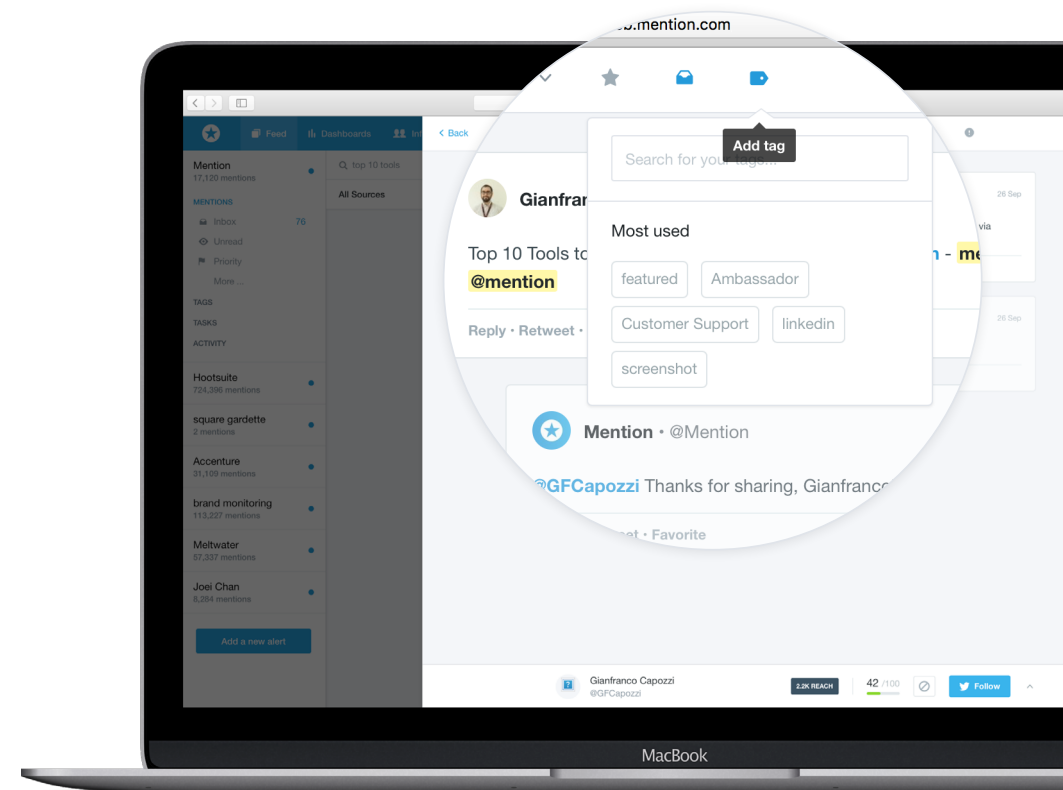
Tagging a mention

Sometimes, the flood of mentions can get overwhelming. Tags are a convenient way to categorize your mentions, like putting them in folders.

You can tag mentions as you read them, and filter by tags in your dashboards to hone in on your brand analysis.

You can tag a mention in 3 steps:

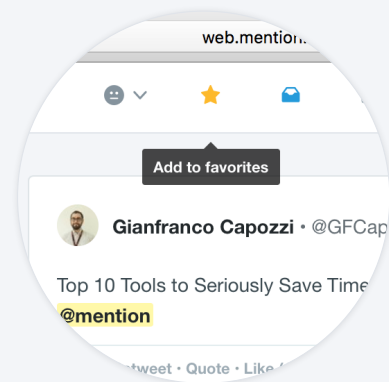
1. In your feed, find a mention you want to follow-up on.
2. Open the mention, then click on the “Add tag” button at the top of the dashboard.
3. Type in the name of the tag, and select. You can also create new tags by hitting “Add tag.”



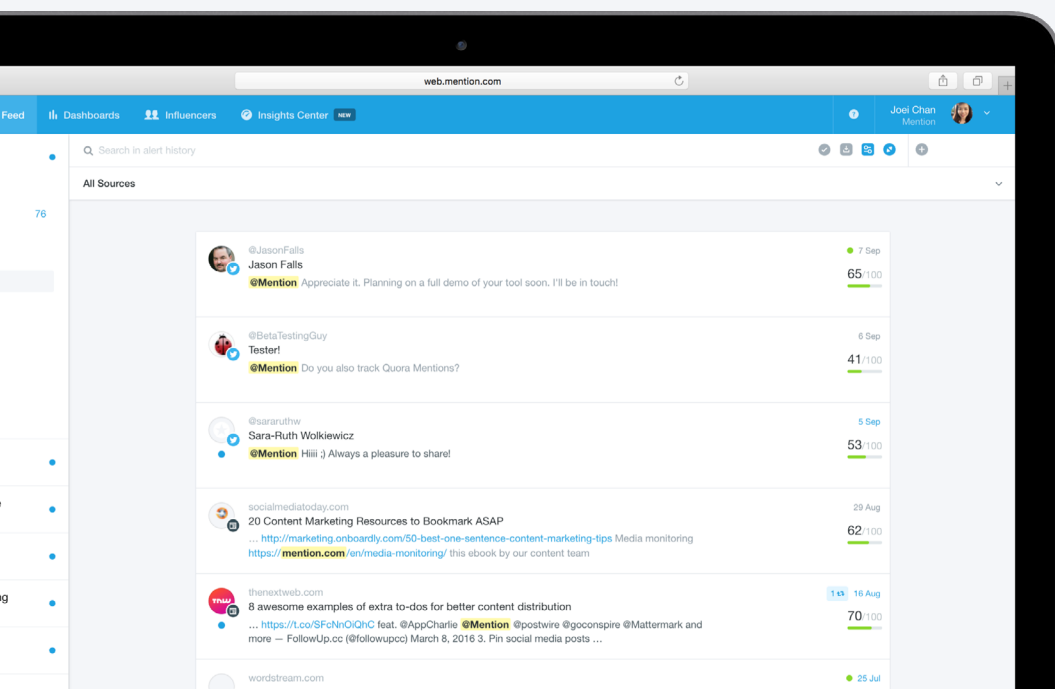
Favorite a mention

Favoriting a mention is another way to help you organize. Keep in mind that when you favorite a mention it's only recorded in Mention, and is not the same as liking a tweet.

To favorite a mention, click on the “add to favorites” button at the top.

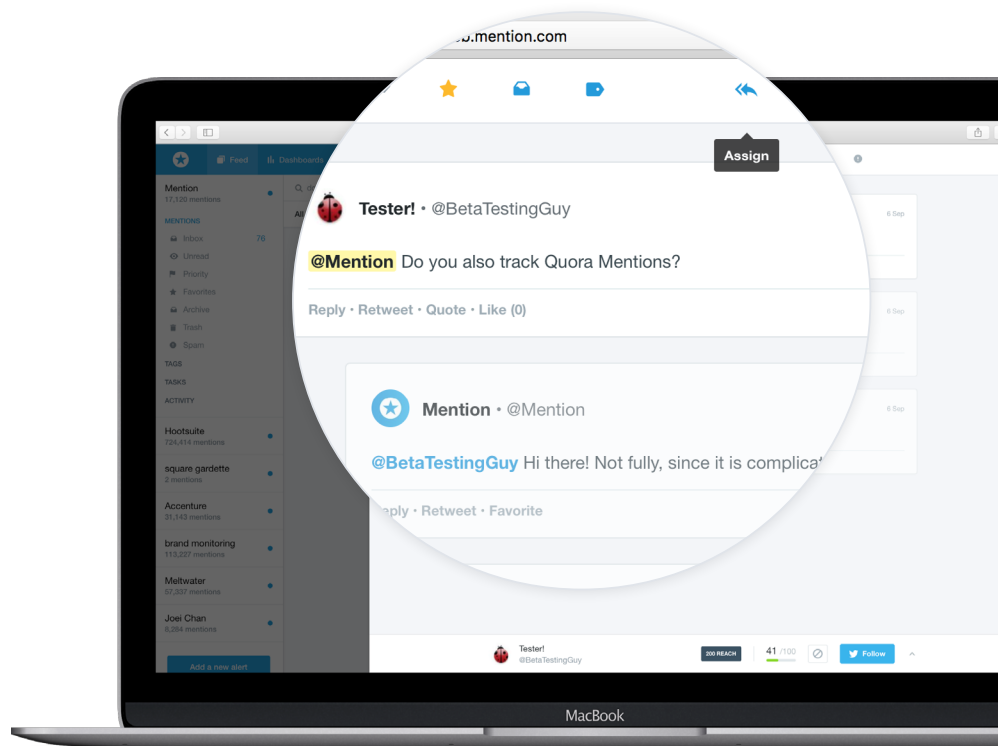


All your favorites will be saved in a folder for easy referencing. As explained earlier, you can also choose it as a filter in your listening dashboard for analysis.



Collaborating: tag your teammates

Brand monitoring is very often a team effort. If you share your Mention account with several people, use our collaborating features for easy coordination.



Sometimes, you may not be the right person to deal with a specific Mention. Or, the customer made a product suggestion that your product manager should look at. Tag a team member to assign her a mention.

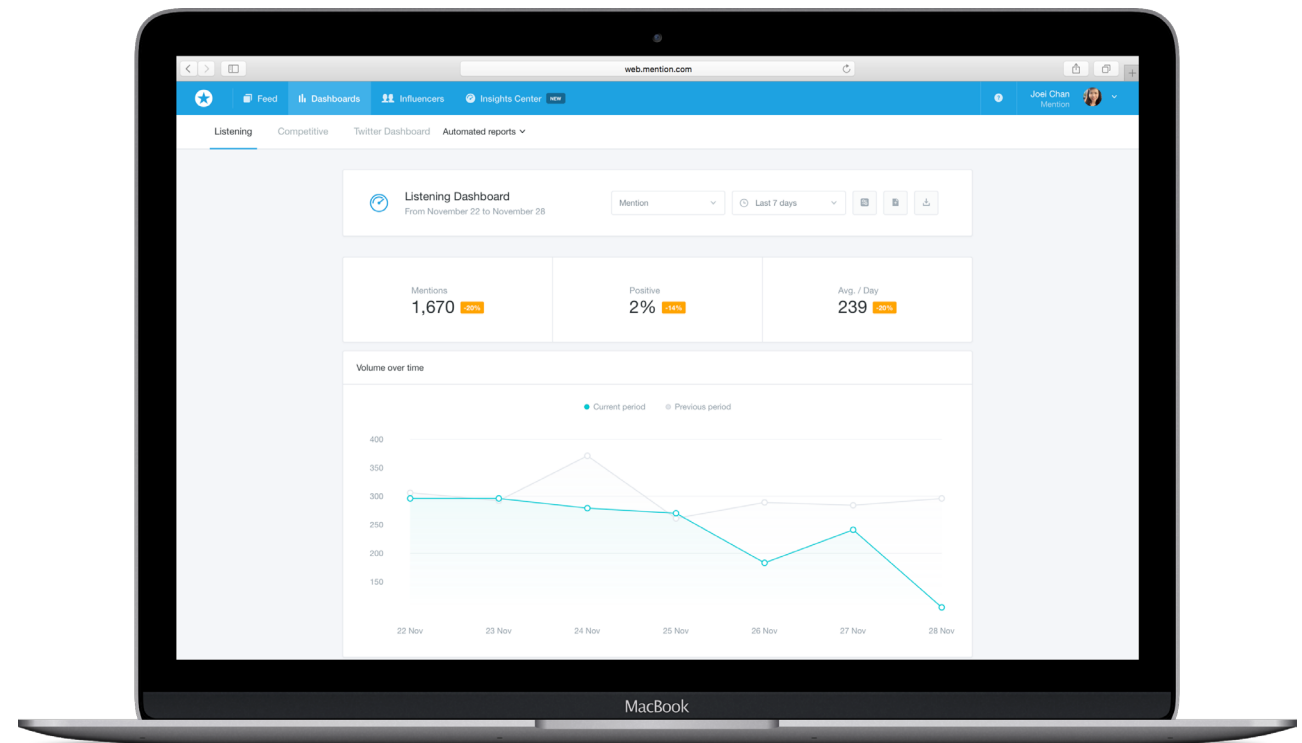
To do so, simply click “Assign” button on top of the feed.

3. Understanding your data

While it's important to go through specific mentions and responding when necessary, sometimes you just don't have time to read through hundreds of mentions one by one. You just want the big picture or an analysis of how your brand is doing.

That's where the dashboards come in handy. Here, we're not dealing with individual mentions anymore. Instead, we're drawing conclusions from a week, a month, or a year of online activity. All this data is presented in interactive graphs and charts. And they can be easily exported into reports, which we'll go into later.

To access all this data, click on “dashboards.”

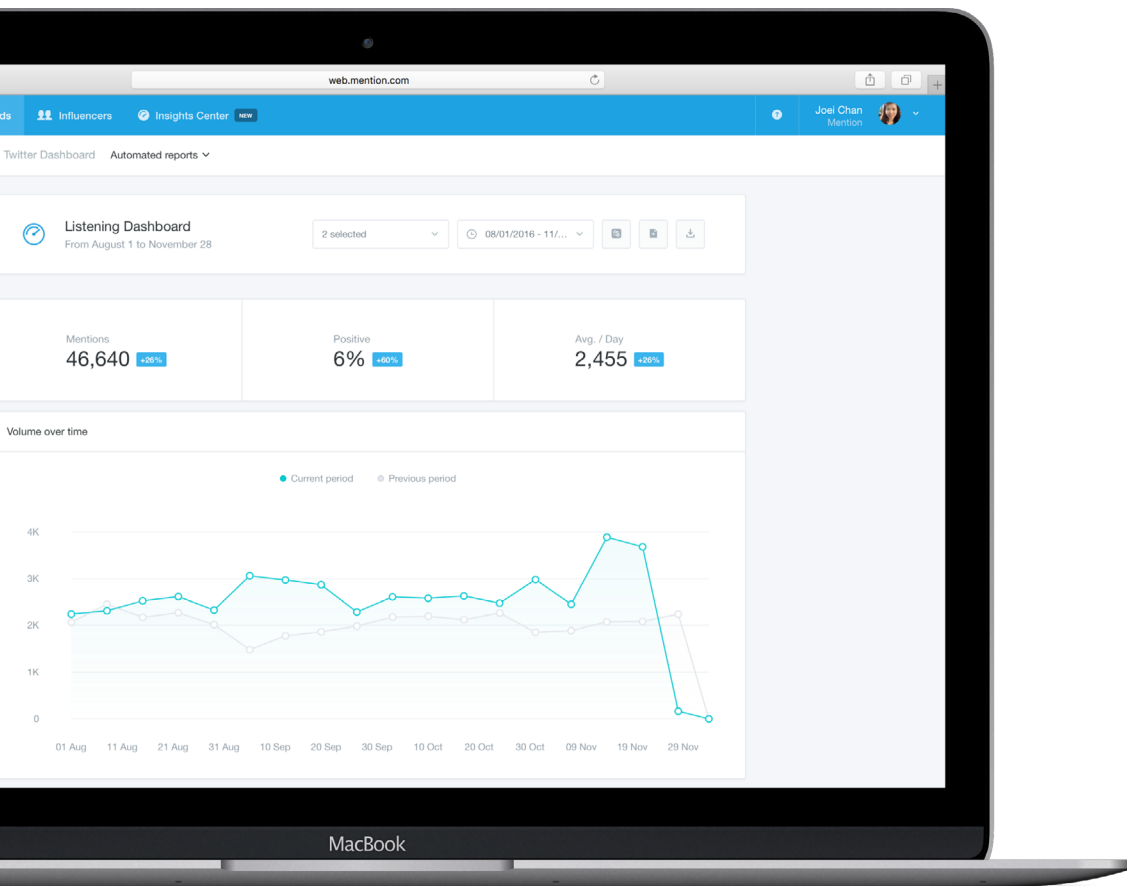


You'll see that under dashboards we have “Listening,” “Competitive,” “Twitter Dashboard,” and “Automated reports.” We'll go into them one by one.

Listening dashboard

This is where the magic happens. The listening dashboard helps you make sense of the thousands of mentions you've collected, so you'll know what actions to take to improve your brand strategy.

What are your top sources? In which countries are you most popular? These are questions you can get answered here.



With the listening dashboard, you can:

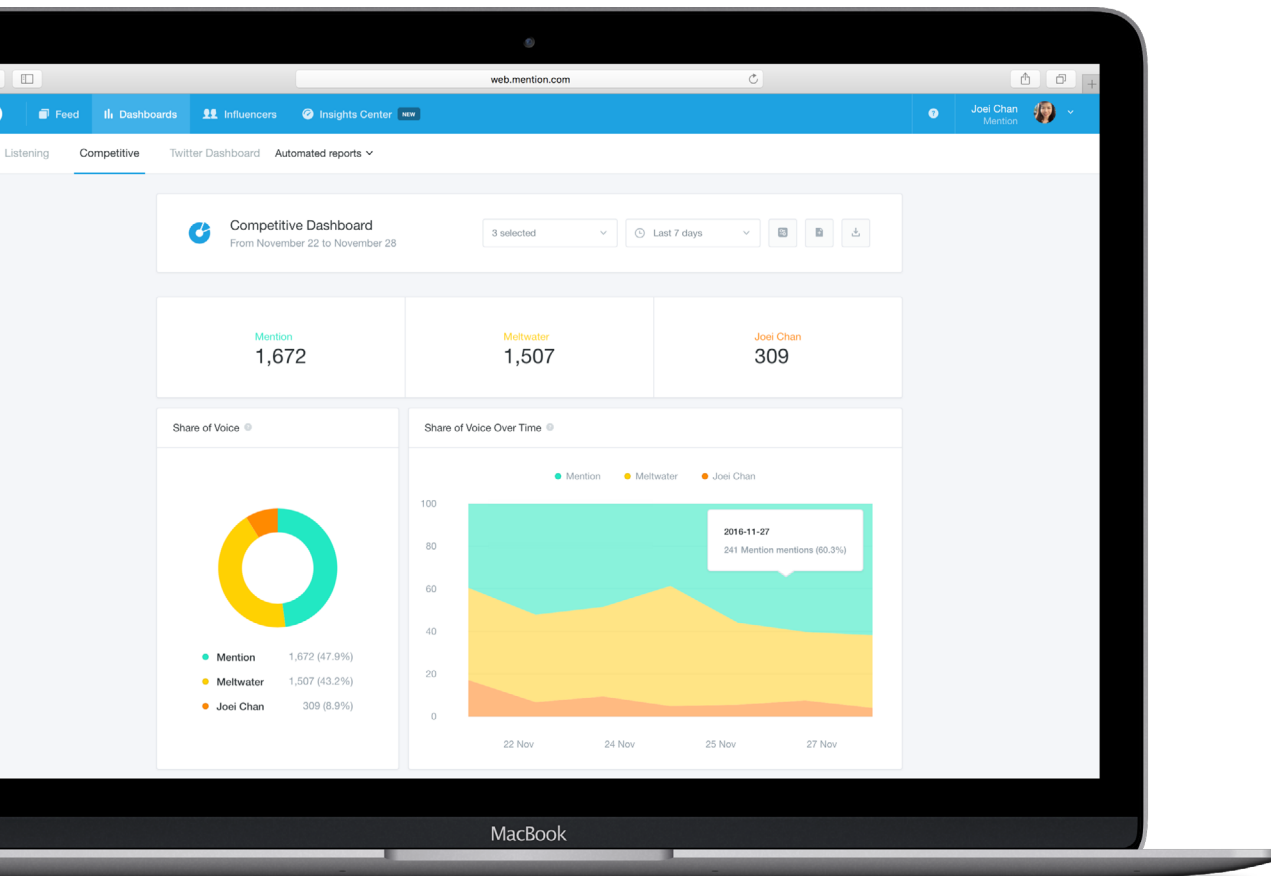
- View mentions, sentiment, average mentions/day, and more.
- Identify the top sources of your mentions.
- Zoom in on your map to view mention numbers by country – in the U.S., you can even drill down by state.
- See top stories ranked by influencer score.
- Find related topics and keywords included in mentions.
- Select multiple alerts to see combined data.

Competitive dashboard

The competitive dashboard is made to help you compare different mentions.

You can use it to compare different campaigns or products you've set up an alert for, or more often, to compare your brand against your competitors.

Benchmarking against brands that are also targeting your audience will help you evaluate your own brand performance. Spying on your competitors also gives you new marketing ideas, PR outreach opportunities, and sometimes even new leads.



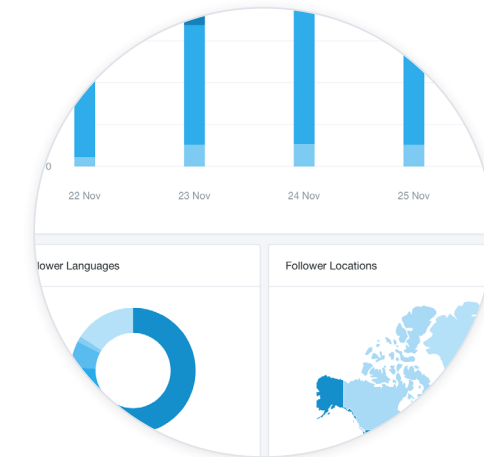
With the competitive dashboard, you can:

- Select two or more alerts to compare their online presences.
- View share of voice and sentiment charts to analyze your market.
- See activity charts to identify mention patterns and trends.
- Map your share of voice by country – also by states for the U.S.

For a complete guide on how to build a competitive analysis strategy with Mention, click here.

Twitter dashboard

Most of you are dedicated Twitter users, so we made a dashboard just for monitoring Twitter.



The Twitter dashboard allows you to get analytics based on how your Twitter handle is performing online. Make sure your Twitter account is connected in “Settings” > “Social Accounts.”

Once that’s done, visit it to:

- View followers growth over time.
- Look at engagement and break it down by different activity types.
- See the location distribution of your followers.
- See your most engaging tweets.

These analytics will show you areas of improvement to make sure you’re getting the most out of your Twitter marketing.

Influencer dashboards

The influencer dashboards show you the most influential websites, as well as Twitter and Instagram users mentioning your keywords.

It's a great place to discover brand ambassadors and loyal customers, to engage and build relationships, or partner up with them for your marketing and PR campaigns.

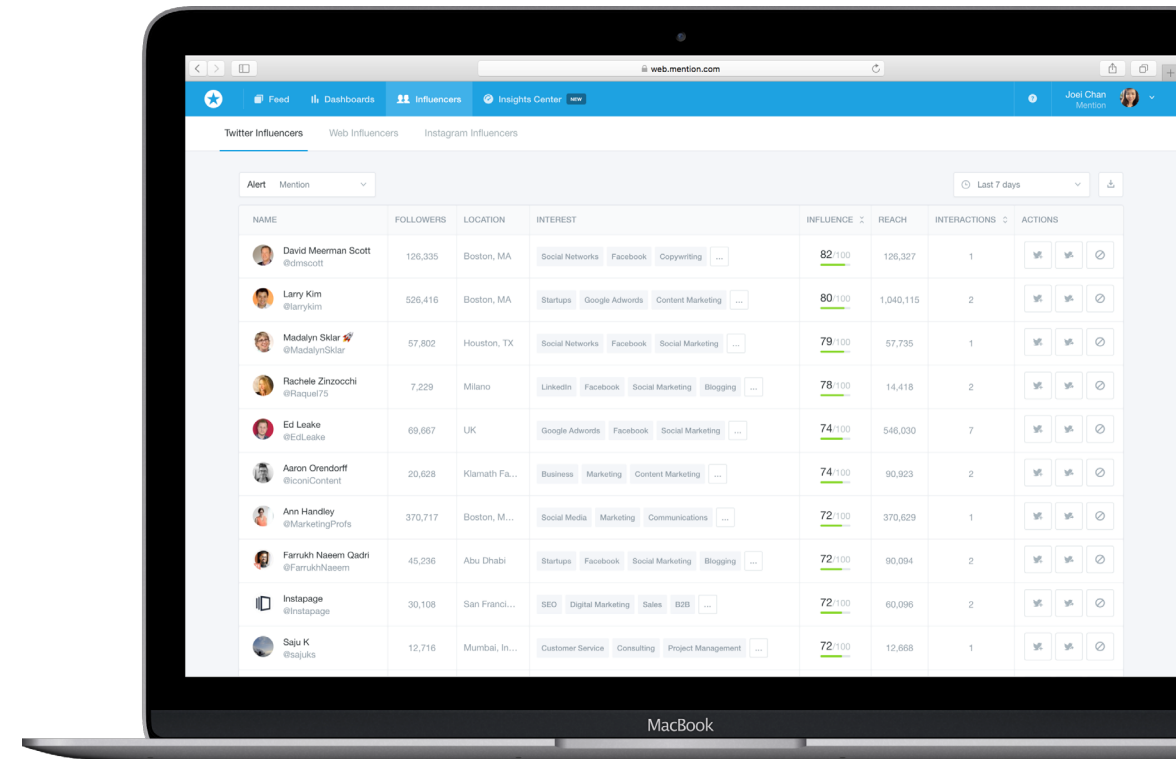
To see the influencers talking about your brand, select "Influencers" at the top of your feed:

There are three influencer dashboards. One for Twitter, one for Instagram, and one for web.

For all three dashboards, remember to select the alert you want to monitor, and the timeframe you're interested in.

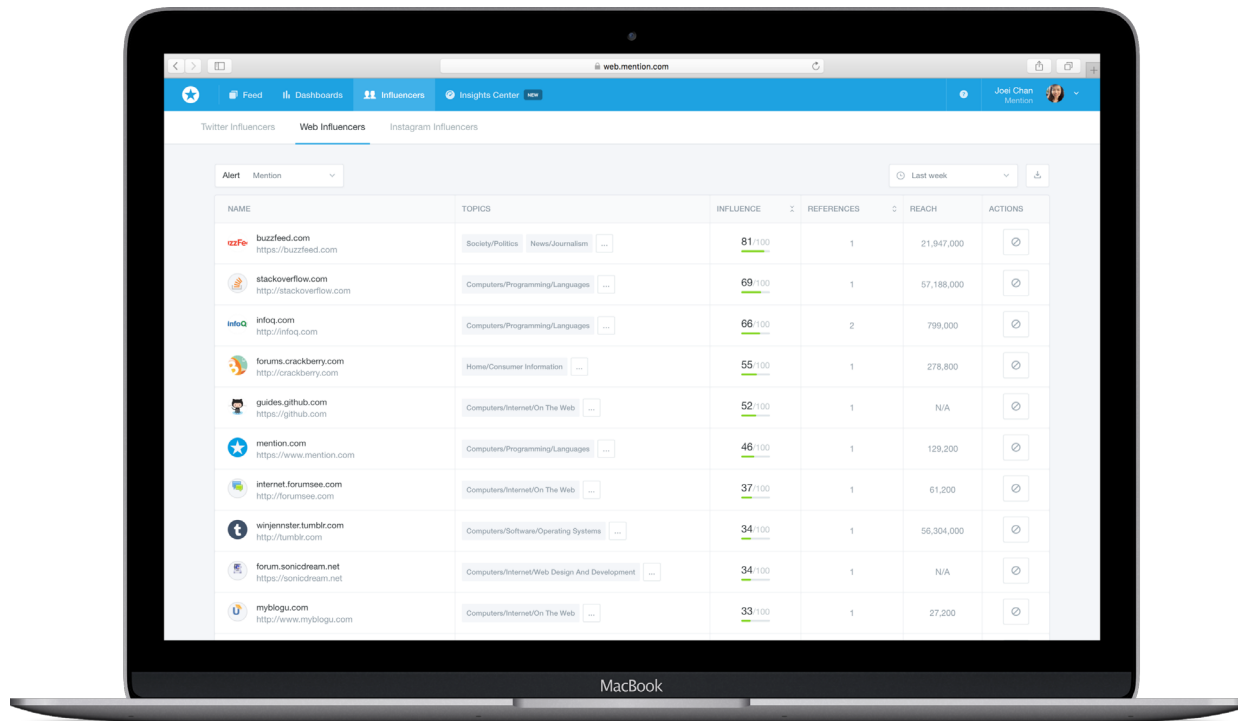
For Twitter/Instagram influencer dashboards, you'll see:

- Name and Twitter or Instagram handle
- Number of followers and location
- What topics they're influential in
- Their influencer score
- How many times they've mentioned your keywords during a specific time frame
- Quick buttons to follow or send a tweet to the influencer on the Twitter influencer dashboard, or block an influencer on the Instagram influencer dashboard



Our clients use these dashboards to keep up with all the big shots mentioning their brand, and make sure that they're engaging and building a relationship with them. It can also be used as a PR outreach list to contact for your next marketing campaign.

Now, for influential websites, your dashboard is a little different.



You see:

- Website URL
- What topics it's influential in
- The website's influencer score
- How many times it's mentioned your keywords during the time frame you're looking at

A great tip from Head of SEO at HubSpot, Matthew Barby: he uses the web influencer dashboard to track websites mentioning his brand without linking to him, and ask them for a backlink.

More ways to use your Mention influencers dashboards

Here are a few ideas to make the most of your influencers dashboards to improve your brand:

- Identify influential websites for upcoming PR campaigns and future press coverage. Start building those relationships now so your pitch will get accepted later.
- Find PR and backlink opportunities. See which important publications are talking about your competitors instead of you. Reach out to see if they'll feature you as well.
- Increase the reach of your next marketing launch by finding influencers on social to help you spread the word about the campaign.
- No time to engage with everyone in your community right now? No problem, but make sure the influencers get a response!

The best part? Your influencers dashboards are exportable if you're on our company plan.

If you need more help with using the influencers dashboards, our monitoring coaches will be happy to help!

4. Show off the data and reports

Once you've collected all this data and analyzed the trends, you'll probably want to share your results.

For agencies, that might be with a client. For marketers, that might mean reporting to a superior, or keeping your team informed.

You can do that easily with exports and automated reports.

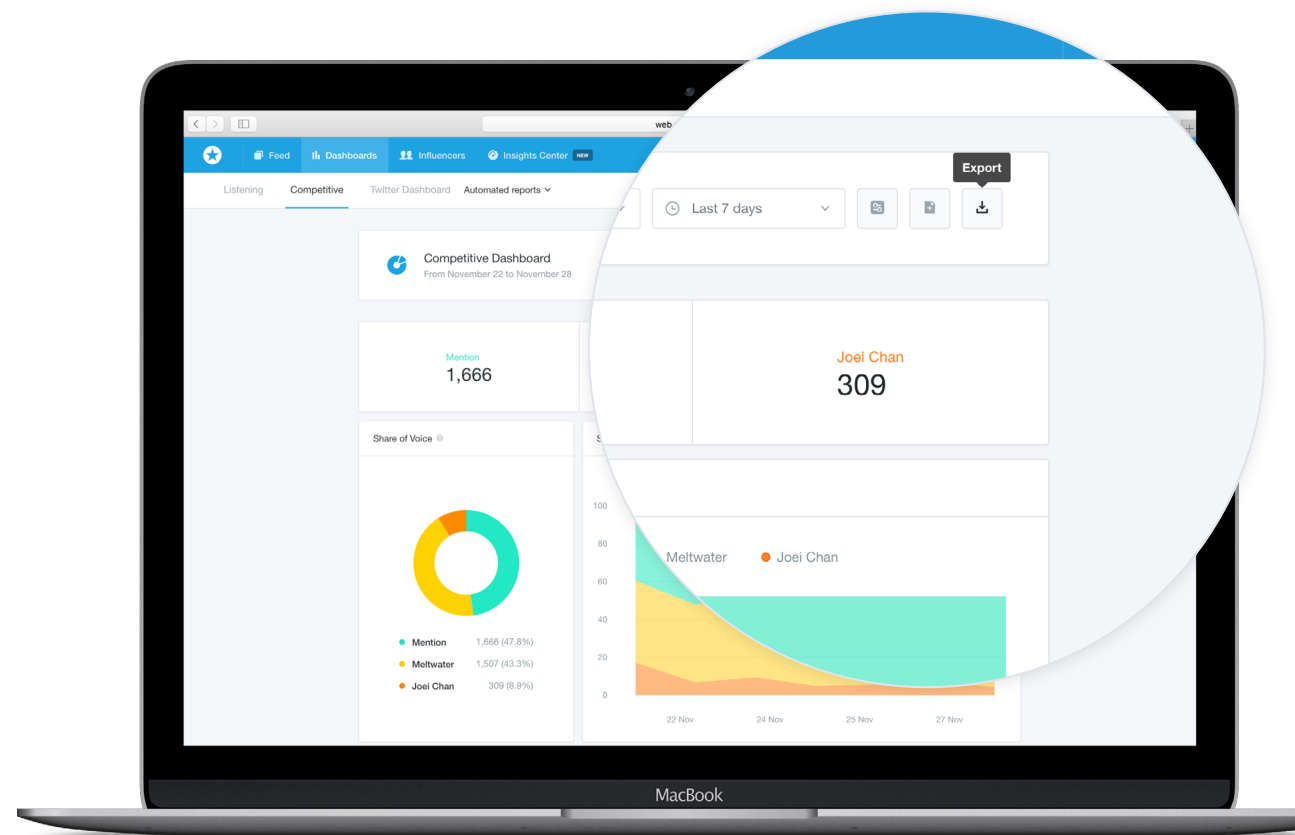
Export

You can export any of your dashboards or a complete list of your mentions to share your results.

Here's how you can do both.

Exporting a dashboard

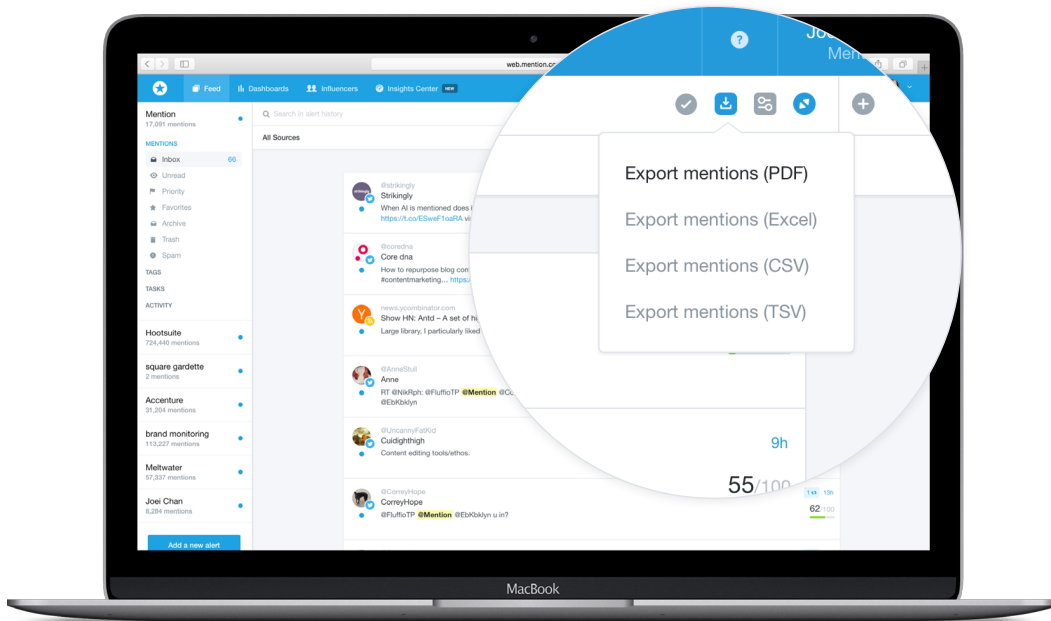
To export any mention dashboard, simply hit "Export" at the top right. You'll immediately download a PDF version of that dashboard.



Exporting all your mentions

You can also export a complete list of your mentions. Agencies typically use this to document mentions of a specific marketing campaign for their clients.

1. Go to your feed, select an alert
2. Set the filters you prefer
3. Hit the “Export” button
4. Choose your preferred format, from PDF, excel, CSV, or TSV



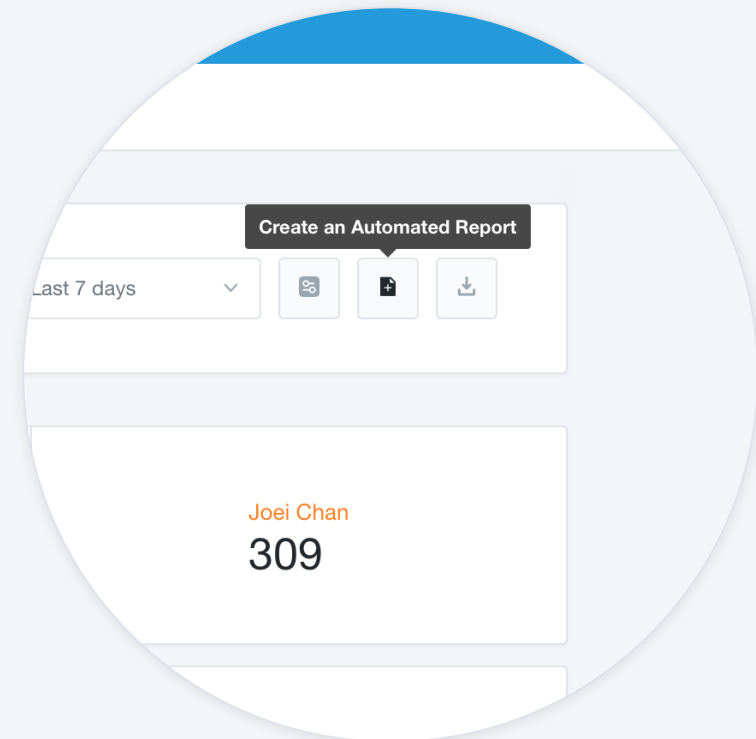
The list will be emailed to your connected address.

Automated reports

We know you're busy people, we all are. So we figured if you don't have time to log in to your dashboards, we'll bring the dashboards to you.

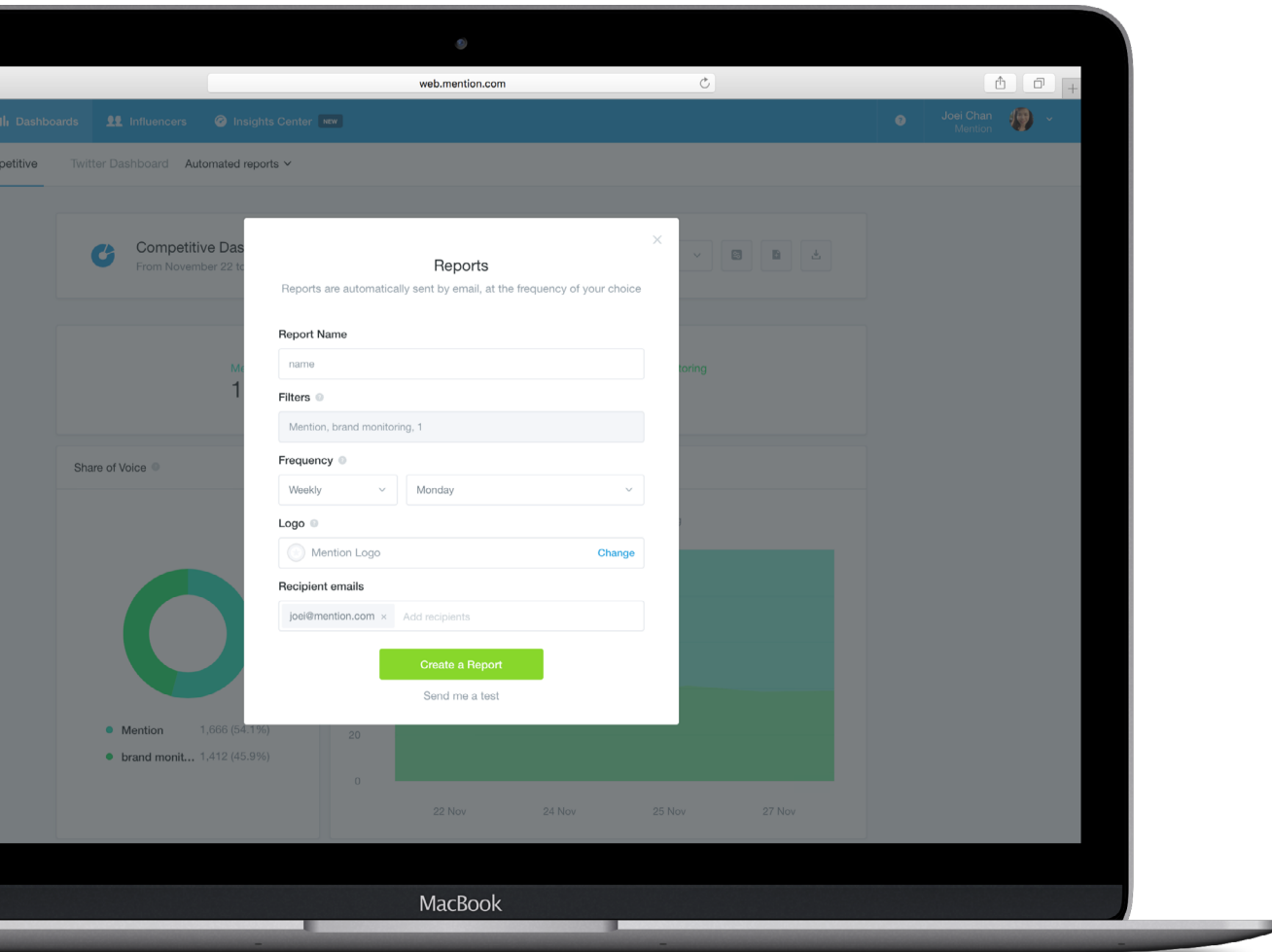
Meet the automated reports.

Daily, weekly, or monthly, you can choose how often you want to receive a copy of your dashboard or mentions in your inbox.



Setting these automated reports up is simple. Just select the dashboard you want to export (including any filters and the time period), and hit the button.

Next, you'll give the report a name, and choose how often you want to receive it.



Note: The frequency is not related to the time period you selected earlier. You could choose a report covering the last seven days, but only receive this once per month.

You can also personalize your reports by uploading your own logo - great if you're an agency monitoring for your clients.

Finally, select up to 10 email addresses you'd like to deliver the report to. They can be sent straight to any email you like. That means clients, colleagues, or stakeholders.

If you're happy, click "Create Report."

To see what the report looks like, try "Send me a test" (just below the big green button). The test will only be sent to the email address associated with your Mention account.

There's a lot more Mention can do for you

We've shown you how to catch conversations around your brand, categorize and analyze your brand performance on a macro level, and use the data to improve your business strategy.

Just so you know, this is just the intro to brand monitoring.

There's a lot more you can do with a monitoring tool: perform competitive analysis, plan your influencer marketing strategy, find content ideas, prevent and manage brand crises, just to name a few.

Check out our resources page to discover more ways to make the most of your monitoring tool.

We have plenty of other resources to help make your monitoring stupendous.

They're all free to download from our website:

Get the Rest