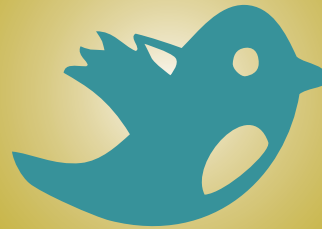


# A BUYER'S GUIDE

TO SOCIAL MEDIA MANAGEMENT SOFTWARE



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# Introduction

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**In many ways social media has made a marketer's life better.** Customers are actively telling you what they want directly on their social channels, you can directly and publicly interact with your customers, and the cost of social media campaigns is far cheaper than so-called “traditional” marketing.

**Unfortunately, better doesn't always mean easier.** Social media management could best be described as herding cats – there are so many channels to manage, and within each of them, a wealth of comments and data to monitor and react to.



**Enter: social media management software.**

A quick Google search for ‘social media management software’ comes up with **over 250 million results** as of this writing. Of course, there are not 250 million social media management software options (yet), but there are a lot of options and even more opinions on which one is best.

Google search:

“social media management software”

search

**250**

**million  
results**

**Which tool is right for you?** Which features do you really need? If you're confused, you're not alone. That's why we created this buyer's guide to help you cut through the clutter and find the tools that you really need for the results you want.

**The bottom line is this:**

Many social media management tools can save you time (whew!) and give you a single place to manage your social presence, but **there are certain features that can take you from merely managing your social media to leveraging your social media for true success.**

Most of the available social media tools allow you to schedule posts, but you shouldn't let that be a primary consideration when selecting your tool. The point of marketing is building on successes and ditching stuff that doesn't work. Your 12-year old nephew could post and schedule Tweets so why pay for software to do only that?

**Your best bet is to start with a goal -oriented approach,** and thus, you need a tool that makes it easy to run results-focused campaigns. Ideally, this end-to-end campaign management should be run across multiple social media channels.

**Think of it this way:** Social media management software should not be about posting a Tweet or a Facebook entry. This is about driving traffic to your site and boosting sales. Novel concept, right?

Here's what a few social media experts have to say about how important it is to select the right tool:

**Andrea Vahl**

[www.andreavahl.com](http://www.andreavahl.com)



"Using the right tool can make all the difference in your social media work. You can see data a different way, or streamline some of your processes to save time. Not all tools work for each person so it's important to not just take someone else's word for it on which tool to use, but try it out for yourself."

**Ian Cleary**

[www.razorsocial.com](http://www.razorsocial.com)



"We are at a time where the opportunity to communicate directly with our consumers has never been as good. But this opportunity brings with it some challenges. With our consumers spread across so many channels and no longer just interacting with us from 9 to 5 we need new ways of managing this."

Social Media tools to help you manage this interaction is no longer optional. You need the tools to track the relevant conversations, monitor the results of your interactions and share content at the right time and right place. The tools help you optimize your time and deliver better results."

**Nichole Kelly**

[www.socialmediaexplorer.com](http://www.socialmediaexplorer.com)



"Many times when we are looking for the 'right' social media management tool we look for tools that can publish to multiple networks. However, you'll soon realize that's a very small slice of what you really need and you'll be forced to add more tools to get the full breadth of functionality you need. This separates your data into multiple platforms, causing headaches downstream. We recommend that you look for a single tool that can help you with at least 80% of your social media needs. This typically includes keyword monitoring, publishing, campaign management, contact management, team workflows, team collaboration, and robust reporting. If we make it easy to turn every social media engagement into an opportunity to deepen our relationships, sales will follow."

# Part I

## Getting More from Social Media Management Software

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**Before we talk about tools and features, let's briefly review how to succeed with social media marketing. The key to a successful social media campaign is in managing** it from end-to-end (not just finding a cache of great cat videos and well-crafted memes). An end-to-end campaign includes planning, scheduling, implementing, responding, delivering the promised goods, reporting, analyzing, and most importantly—repeating what works.

# End-To-End Campaign Management

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## Step #1: Choose a Goal

Start by choosing a manageable goal -- maybe you want to grow your fan base, get your fans more engaged, collect more email addresses, or you just want to go straight for that sale. Whatever you choose, remember the old adage, "If you can't measure it, you can't manage it," so **be sure that your goal has actual measurable results associated with it.**



## Step #2: Provide a Reason to Engage



You cannot simply will your goal to happen (if that was the case, we'd all be 15 lbs. lighter and independently wealthy). You must provide an incentive or exciting reason for your fans/customers to engage. **Typically, these take the form of sales, discounts, coupons, contests, giveaways, and "first peek" campaigns.**

## Step #3: Create a Viral Booster

You can have the best incentive in the world but if no one reads it or shares it, it's sort of like you offered free hair shirts in August (in other words, it's very unlikely to receive any notice... though hair shirts may be something of a novelty these days). To really spread the word, you need a viral booster.

Aside from just asking people to share your contest, **threshold triggers are a great tool for boosting the virality of a post.** For example, if you're an online clothing store, you could set a threshold trigger of "If 50 people 'like' this post, winter coats will go on sale for 15% for a full week."

## Step #4: Schedule a Series of Posts

**You can't just post your promotion once and expect it to get the attention you want it to** (sort of like the online dating profile we created once -- *for research purposes only, natch*). A successful promotion requires more than a single post on a single channel. Share your promotion across multiple social media channels. Then, schedule reminders regularly for the future. Successful social media campaigns feature repetition and urgency.

Monday	Tuesday	Wednesday	Thursday	Friday
Post Discount!	Post Great Deal!	Post Special!	Post 1 Day Left!	Post Last Day!



## Step #5: Manage Responses



Whether it's contest entries or questions, **you must follow through on the engagement your campaign receives:** deliver coupon codes, notify winners, log contact history, actually put that coat on sale, etc...

Beyond that, though, you'll also want to engage with people who have entered your promotion to 'stir the pot,' in order to ensure the "pot doesn't boil over." By participating in conversations, you can also encourage sharing and engage new entrants.

## Step #6: Find Out What Worked (and What Didn't)

Congratulations! Your campaign is over. But it's not time to put your feet up and have an adult beverage (soon, though, very soon). Next you need to analyze the results of the entire campaign. You're looking to see things like the number of entries, shares and likes of your posts, retweets, online traffic and even sales. **By looking at this data, you can compare your results to previous campaigns and tweak future campaigns for increased success.**

## Step #7: Use the Right Tool

It's not really a 'step,' but finding a tool that lets you handle steps 1-6 **easily** is a critical part of building repeatable social media campaign success. You can surely do all of those steps by hand, but you'll exhaust yourself, miss opportunities and generally find yourself craving more and more of those adult beverages.



# Part II

## Key Features For End-to-End Social Media Campaign Management

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**So now that you know what you should expect from your social media marketing efforts, how do you actually get it done?** There are several key features that some (but not all) social media management software tools include.

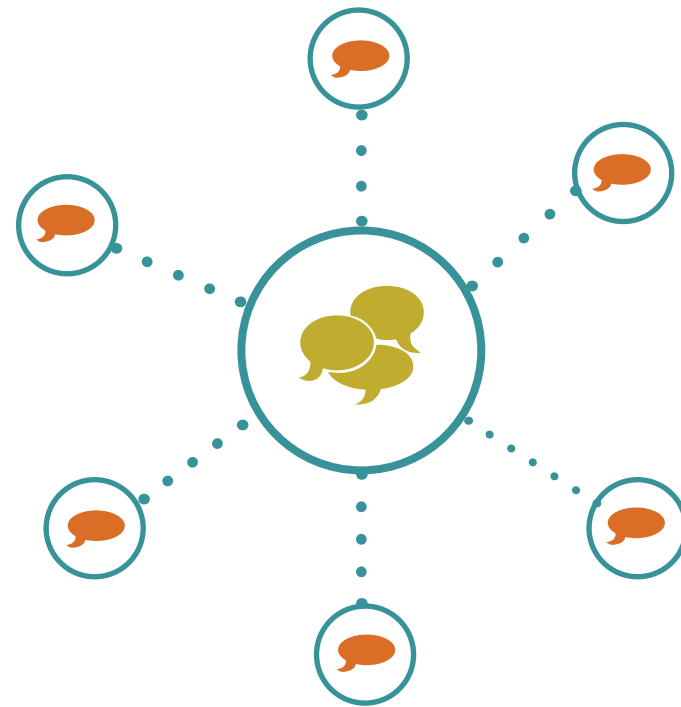
**To ensure you have everything you need to manage end-to-end campaigns, be sure that your tool of choice includes:**

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## Multi Post Scheduling Across Multiple Networks

▶ **We've said it before and we'll say it again (repetition is a key to success):**  
You cannot post something once on one social media platform and hope it will stick. It won't.

For a campaign to gain traction, it must be “mixed and matched” across all social media -- not just on Facebook or Twitter. And not only do you need to mention it on multiple networks, you need to schedule a series of posts that happen throughout that campaign (**getting increasingly urgent as the campaign deadline approaches**).





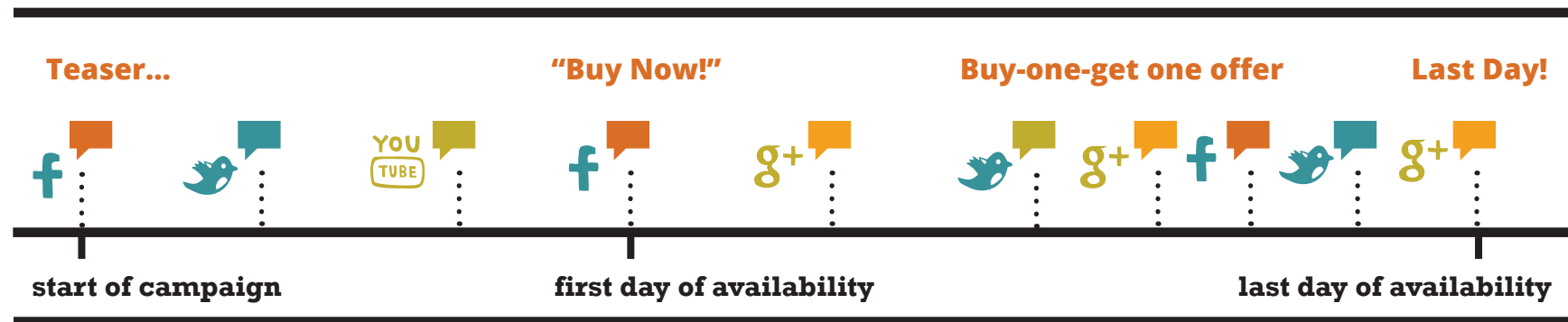
## AmpCase Study

**Remember AmpCase?** Our hypothetical cellphone case e-tailer is back at the reigns of social media success by managing end-to-end campaigns with their social media management software. They have a new 'luxé' version of their most popular case (featuring leather and metallic inlays) coming out soon and have planned a social media campaign to release it to the world.

**First, they drop teaser images to give a hint of what's to come and to build excitement** and curiosity about exactly how blinged out the new case will be.

Then on the first day of availability, they feature the new case in all its glory with a link to **"buy now!"**

As buzz and demand for the case builds, they plan a few more posts to promote a buy-one-get-one offer (each one growing slightly more in urgency as the campaign nears its end). Finally, on the last day, they have a few, very urgent **"get it now or else"** messages go out to catch those laggard sales opportunities.



Did we mention that AmpCase set this all up before their product was even released? A few moments spent planning and scheduling and their entire social campaign ran on auto-pilot, across both Facebook and Twitter.

## Entry and Participant Collection & Verification

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It's all well and good to plan a social contest or promotion, but without a way to record entries automatically, you're going to spend a LOT of time tracking who's eligible for the prize (and the worst part is – the more successful your promotion is, the more work it will be). **That's why it's critical that your social media management solution have a system for collecting and verifying participants.**

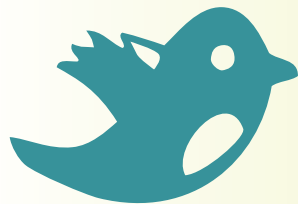
Beyond the basics of entry collecting, though, **look for a system that also offers advanced mechanisms for entry.** A great way to spur engagement with your followers (and potential customers) is to require them to do something in order to get something. Your grandmother was right -- you don't want to give away the milk for free (unless you're selling chocolate sandwich cookies, in which case free milk is an excellent promotion).

**A good social media management tool will handle entries based on social actions for you automatically. Look for a tool that can automatically respond/enter folks into your promotion based on:**

- **A comment on a specific Facebook post**
- **A like of a specific Facebook post**
- **A follow on Twitter**
- **A Like of a Facebook page**
- **Photo submissions**
- **A retweet of a specific post**
- **A reply to a specific post**
- **A tweet with a specific hashtag**

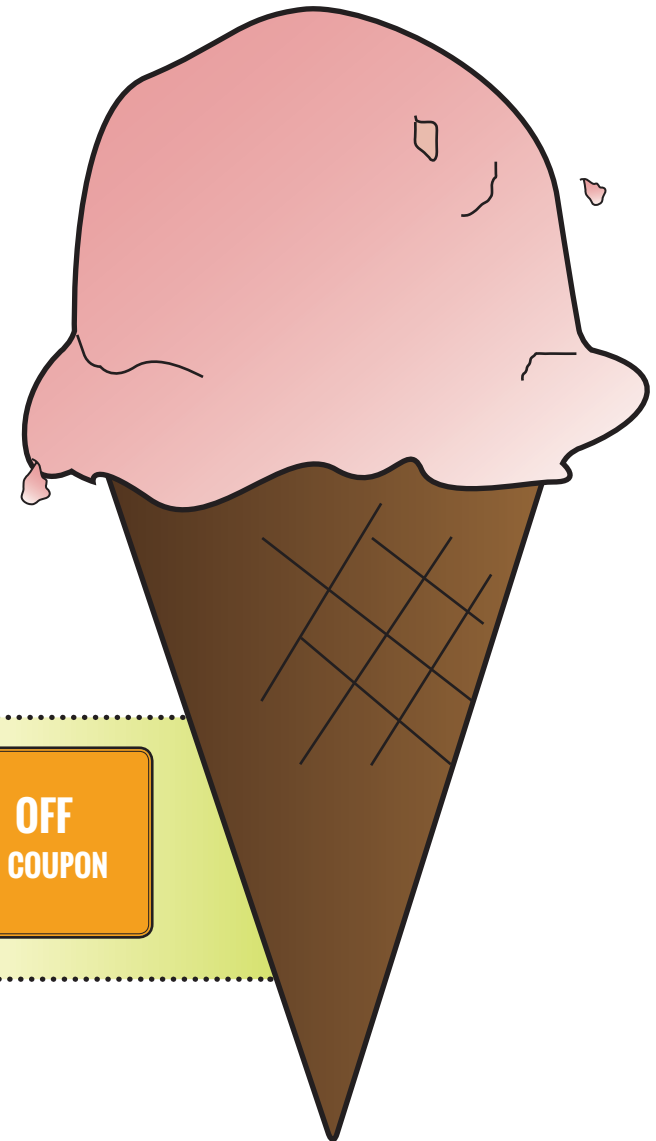
## Hashtag Promotions

In many cases, you might want to require the use of a #hashtag to enter. ("Follow us and Tweet your favorite ice cream flavor with the hashtag #LuvMyTubOfLuv to get a \$5 off coupon"). **Your social media management tool should have the ability to collect all public posts with your hashtag from multiple social networks into a single stream for you to review, engage, and deliver your coupon code.**



STRAWBERRY  
**#LuvMyTubOfLuv**

**\$5** OFF  
COUPON



## Winner Selection and Notification

The best part of entering a promotion is the winning, and frankly, awarding your followers with a prize is pretty sweet too. Your social media management solution should make sure it stays that way.

**CONGRATULATIONS,  
YOU'RE THE WINNER!**



Depending on your promotion's rules, selecting a winner may be as easy as drawing several random entries or as complex as tallying votes. Some promotions may even require you to review and verify that each entrant is valid (photo contests, for example, may require that a human reviews each entry to be sure it met the promotional guidelines – computers aren't quite that smart – yet).

You don't want to forget who won and your chosen management solution should be able to help there too. **Look for a system that keeps a record of who entered each campaign** (it'll also help to identify your brand advocates – a real boon when focusing your efforts on your VIP).

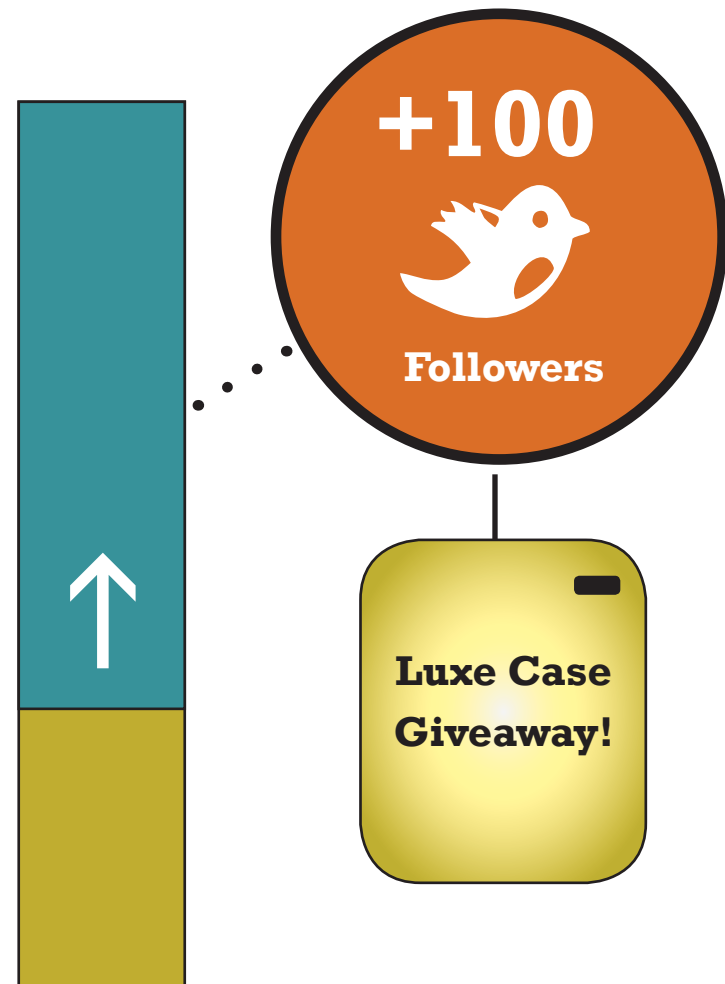
Don't stop there, though. **Your social media management software should also help you notify and announce the winner based on communication preferences.** Be sure you have the option to notify the winner publicly or privately, and even to either manually or automatically post the winner.



## AmpCase Study

AmpCase is always working to grow their community, and they use their social media management tool to help them. In this case, they're running a promotion where, for one week only, every 100 Twitter followers they gain will prompt them to give away a new Luxe case to one of those new followers.

Their management tool allows them to run this promotion and randomly select a winner for every 100 new follows. All AmpCase has to do is watch their following grow and ship the cases!





## Threshold or Trigger Based Detection

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**One of the best ways to create a viral booster is through a threshold or trigger.** In plain human language, it just means that when something happens that you want to acknowledge, your social media system recognizes it and automatically acknowledges it.

**Your social media management system should be able to handle triggers like:**

- A select number of new followers on Twitter
- A number of comments/likes on a Facebook post
- A number of tweets with a specific hashtag



**Being able to set thresholds or goals for your social media campaigns is a great way to ensure your campaigns are delivering real business results.**

## Campaign Level Analytics

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**All of the above features are important**, to be sure, but ultimately they won't help you improve your marketing campaigns if you can't also learn what worked and what didn't. That's why it's essential that your chosen social media management tool also have campaign level analytics.

**Look for a tool that allows you to specify your campaign goals at the beginning and that helps you track your progress towards those goals.**

**At the minimum, your solution should be able to tell you:**

- **Percentage of goal reached**
- **If your threshold was reached**
- **Number of entrants/participants**
- **Daily activity towards your goal**

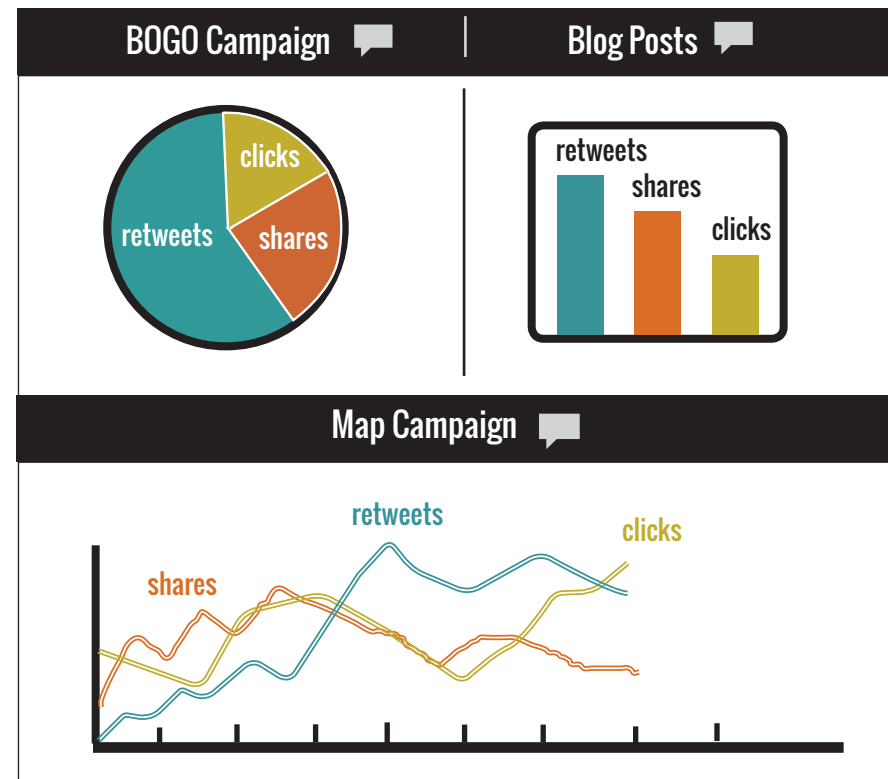
You'll also want to be sure you have the ability to **aggregate statistics and results across all posts and channels into a campaign-level summary** (having to manually gather that from each channel is a real headache).



## AmpCase Study

AmpCase just completed a nifty downloadable map that shows areas of the country with the weakest cellphone signal (remember, their cases have the special ability to boost cellphone signals). **Now they want to drive people to download it to collect email addresses of people in their target market.** Their promotion included a series of posts on their Facebook and Twitter feeds, but also included in-person marketing, a scanable QR code and an email campaign.

While they wanted to know how successful the social media portion of the campaign was, there was a small problem: during the promotion of the downloadable map AmpCase also ran a BOGO campaign, as well as shares of their regular blog posts. Sorting through all those interspersed posts to get the results could have kept their marketers up all night. **Fortunately** for them, they were able to use their social media management tool to look at the number of clicks, shares and retweets for all the posts for just the map promotional campaign separately from their BOGO campaign, and their regular blog shares. Campaign level analytics helped them comb through the noise and find exactly what they wanted to know about each campaign—independently and by comparison.



# Part III

## Day to Day Social Media Management Basics

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**Promotions and campaigns are the results-driving part of your social media marketing, but they're just that: only part of your effort.** If your management tools can't also help you with your day to day social media management, then you're not using the right tools.

## Finding Customers And Keeping Them Happy

It (almost) goes without saying that the most basic service your social media management software should provide is general posting and scheduling on multiple social networks.



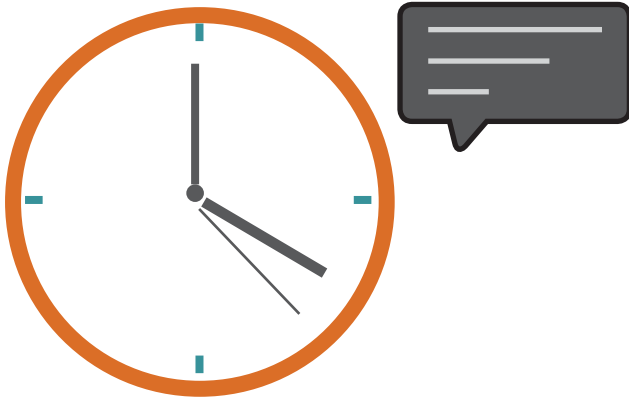
**From there, though, you need to be able to monitor conversations.** Who's talking about you? What are they saying? Who's talking about your competitors? What are THEY saying? Can we ask five rhetorical questions in a row?

**Your social media management solution should allow you to monitor your own community, sure, but it should also let you actively monitor conversations for specific search terms (for example, AmpCase is always monitoring for "I need a new phone case"). This is how you'll find those opportunities to proactively reach out and offer your own product or services when people need them.**

Going one step further, you want to be able to **build a "watch list" of influencers (people with lots of followers) and VIPs** (really good customers) that will enable you to create, curate and nurture a network of advocates for your brand. These are the people who will recommend your product to a whole new audience of potential customers, so engaging with them regularly is decidedly to your advantage.



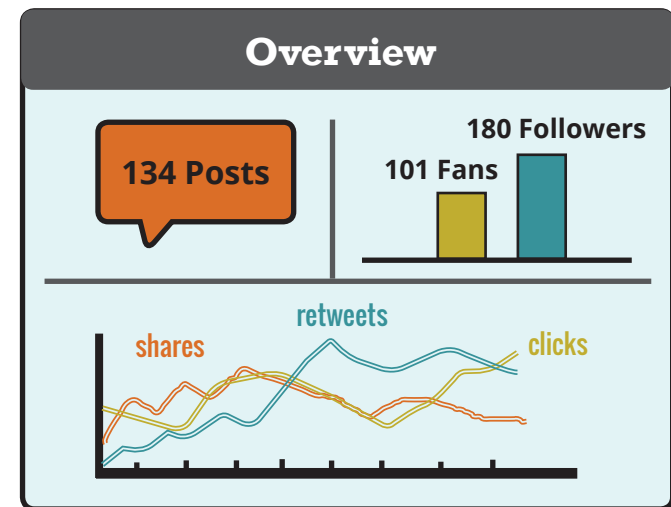
## Scheduling Posts at Optimal Times



Social media can be competitive, making it hard to get air time. Everyone's talking over each other so your posts can easily go unnoticed. You need to time your posts to publish when your audience is most receptive. Your social media management tool should help you schedule posts at your most opportune times to help you maximize the reach and boost results.

## Daily Analytics

Sometimes all you want is a quick status update on your social media presence. That's what daily analytics are for. Your management tools should allow you to see, at a glance, an overview of your own activities (number of posts, number of followers/fans, growth over time, etc...) as well as those of your audience (number of retweets, shares, clicks, likes, etc...). Since this data is something you'll want to see pretty often, find a solution that makes this data easy to find and customize.



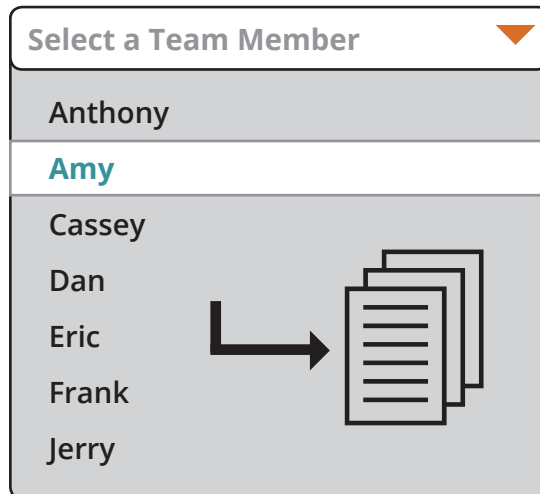
# Part IV

## Working As A Social Team

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If you have a team of people working on your social media, your management tools need to support you. **Specifically, you'll want to look for a tool that allows for multiple user logins to your account (sharing a single login isn't really teamwork, it's more like taking turns).** Once each member of your team has their own login, your tool should also allow you to manage workflows.

## Assignments



In your social media team, and even within your company, you probably have some people who handle certain kinds of issues (Chuck handles shipping concerns while Leslie answers credit card problems). You don't want your tool to require that they log in and find those issues themselves in order to address them. Instead, look for a tool that allows you to give assignments (usually social posts from someone in your audience) to other members of your team. That way, anyone who is checking your social stream can help customers get the answers they need as fast as possible.

## Team Collaboration

Working together isn't just about assigning things to other people on the team, though. Sometimes you'll want a platform for sharing ideas, concerns and even successes. Your social media management software can help in that area too, if you find one that offers team collaboration tools.



### Look for features like:

- Chat capability
- Discussion forums
- Post templates
- Libraries for images/other media





# Summary

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If you're looking to really get your social media marketing rocking (and we're assuming you are – you read this entire eBook, after all), then you can't go it alone. **Whether it's helping you manage/analyze a specific campaign or promotion, facilitating your day to day social activities or helping your human team members work more efficiently together, the right tool is a critical part of your social media team.** Finding the right solution for you requires a bit of work (or does it? Have a look at how Rignite stacks up below), but ultimately you'll have the answer to getting better results in less time.



## How Does Rignite Stack Up?

While most of the features mentioned in this ebook are easily found in some tool or another, it's rare to find them all under one roof. That leaves you bouncing around between disconnected tools to get even the simplest tasks done, making it hard to focus on the activities that actually get results.

Rignite is the **only** software solution that does it all:



**Simplifies running end-to-end social media campaigns** across multiple channels with a guided workflow that is designed to deliver real results for your business goals.



**Saves you time on your daily social engagements** with features to make it fast and easy to post, schedule, and engage with influencers, VIP, your community, and beyond.



**Streamlines your efforts with team collaboration** features that help you stay on top of your social presence and respond quickly and effectively to social engagements.



Use our [Evaluation Tool on the next page](#) to compare Rignite to other software vendors you are considering to help you manage your social media marketing.



## Section I

### End-to-End Social Media Campaign Management

#### Guided Campaign Selection Based on Goal and Social Features

Select Campaign goal and be prompted for simple campaign creation steps, designed to help you accomplish your goal with measurable results

Page Reference

7



Rignite

Vendor Comparison

#### Multi Post Scheduling Across Multiple Networks

Schedule a series of related posts to share across multiple networks through the duration of an entire organized campaign

11



#### Entry and Participant Collection & Verification

Verify participation by requiring social actions such as engagement with a specific post (comments and post likes)

13



#### Hashtag Promotions

Require the use of a special hashtag to enter and collect entries accross multiple networks

14



#### Winner Selection and Notification

Select winners and notify them via public announcement

15



#### "Viral" Thresholds and Trigger Based Detection

"Unlock" deals as soon as a specific threshold number of social actions have been taken and automatically message your following to announce the offer is available. (e.g. "If we get 50 "likes" on this picture of our latest coat collection, we'll share a 20% off coupon with everyone")

17



#### Campaign Level Analytics

Aggregate results from all campaign related posts across multiple channels into a campaign-level summary. See progress toward your goal, whether your threshold was met, what posts and channels had the most engagement, number of entrants, and more

18



[Continue to Section II](#) ▼



## Section II

### Day to Day Social Media Management Basics

	Page Reference	Rignite	Vendor Comparison
<b>Posting to Multiple Social Channels</b> Post to all your social accounts from one place	21		
<b>Monitor and Engage on Multiple Networks</b> Monitor all your communities and engage from a single social inbox. Search by keyword across multiple social networks to find relevant conversations that are opportunities for you to engage, and comment,reply, retweet, like, and follow all from one console	21		
<b>Monitor for Sentiment and Influence</b> Monitor the "Sentiment" of posts to easily see positive and negative messages, especially about your brand. Filter to see only posts by influencers			
<b>Create and Monitor Watch Lists</b> Keep a close eye on competitors, VIP, and influencers without having to actually follow them with your social accounts. This helps you filter out the noise and focus on who is most important to you	21		
<b>Schedule Posts to Multiple Social Accounts</b> Keep your social profiles active by scheduling posts in advance	22		
<b>Drag and Drop Post Scheduling Editor</b> View line-up of scheduled posts and easily drag and drop in a calendar view to change posting date/time			
<b>Daily Analytics</b> Get a snapshot of your social media growth and engagement activity, including changes over time	22		
<b>Shorten Links and Track Clicks</b> Automatically shorten any link you share and get tracked results on # of clicks broken down by which posts and social networks the clicks came from			



## Section III

### Work as a Team to Manage Social Media

#### Assignments

Assign another member of the team to respond to a social post. Get notified when the case is closed or if it's gone unnoticed

24



#### Team Chat

Chat internally to decide how to respond to tough engagement questions

24



#### Integrated Team Email Inbox

Route important incoming emails to a shared inbox for assignment and follow-up



#### Discussion Forums

Document protocol and best practices for the whole team to follow and reference at any time

24



#### Template Messages

Save and share templated messages for response to common social engagement scenarios

24



#### Content Library

Store marketing collateral for easy access and sharing by team members

24



Page Reference

Rignite

Vendor Comparison



## HOW RIGNITE HELPS

Our software helps your business get results from social marketing. Grow your following, boost engagement, and win sales. Easily. With less hassle.

## WITH RIGNITE YOU CAN

- RUN END-TO-END SOCIAL MEDIA CAMPAIGNS ACROSS MULTIPLE NETWORKS
- GET CAMPAIGN LEVEL REPORTING TO KNOW WHAT'S WORKING
- MONITOR AND ENGAGE FROM A SINGLE DASHBOARD FOR ALL YOUR SOCIAL ACCOUNTS
- SCHEDULE POSTS-INDIVIDUALLY, OR AS A SERIES
- STREAMLINE TIME SPENT ON SOCIAL WITH TEAM COLLABORATION FEATURE

NOW YOU CAN TURN SOCIAL ACTIVITY INTO  
REAL MEASURABLE BUSINESS.



**Sign up  
for a free trial!**

Keep Up with Us

