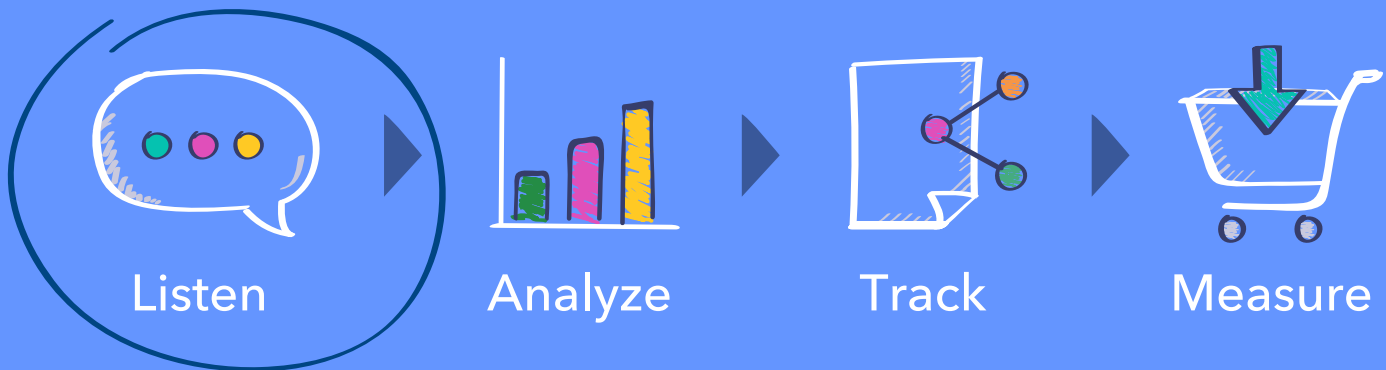


# Listening 101

*A Beginner's Guide*



## Introduction

I don't know where I belong  
But I'll be moving on  
If you don't, if you won't  
- "Listen," Beyoncé

If your social media audience could say anything to you, this is what they would say. There is so much noise out there. It's easy to tune your brand out: to click unfollow, to scroll past your content robotically, to confuse your brand with another that uses similar visuals. If you don't listen to what your audience wants and cares about—how they communicate with one another and interact with major topics, in other words—you won't be able to create the content likely to capture audience interest, and you won't get the most out of social. Your audience will move on.

This guide defines listening, and explains how to use listening to increase your brand awareness. You'll walk away from this guide knowing how listening can impact and improve your business.

# What Is Listening?

Listening is the measurement of awareness by mentions, sentiment, and reach on social media. Listening helps you discover which topics, media types, people, and demographic segments are having the greatest impact on brand awareness.

It is your secret weapon for:

- Discovering new audience segments
- Analyzing emerging conversations
- Identifying influencers
- Determining which content to create next

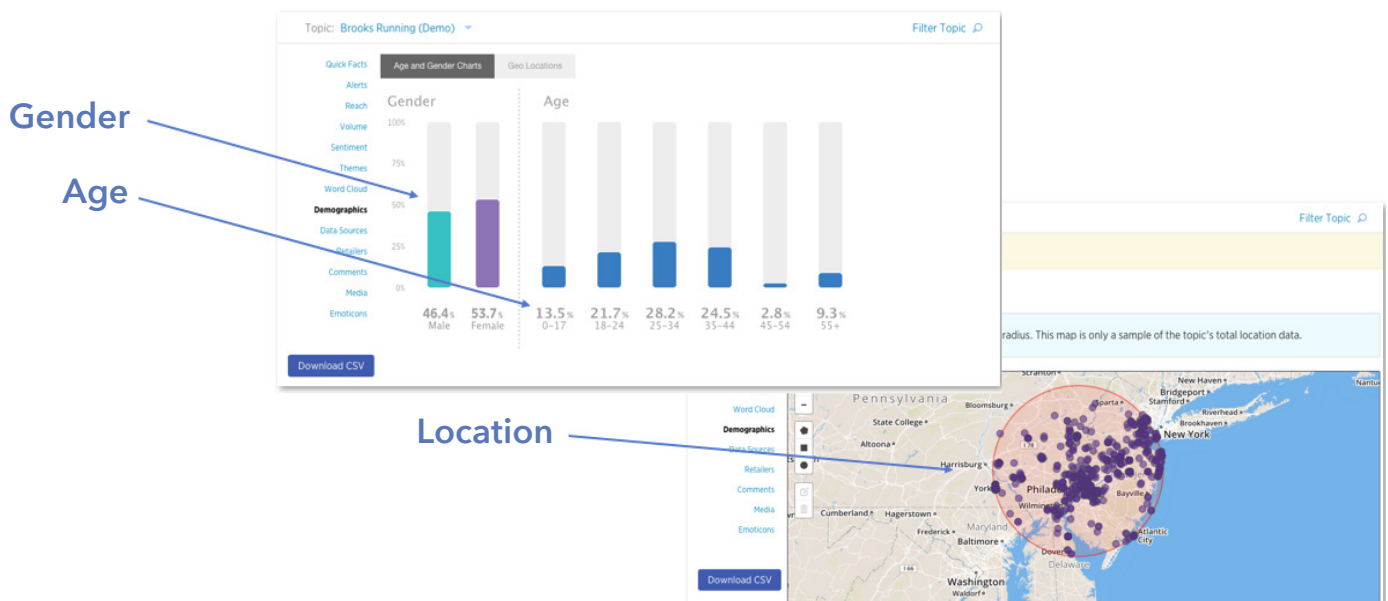


Listening is an invaluable tool if you want to understand your target audience better, listen in on their conversations, and increase brand awareness.

## Discover New Audience Segments

You can use listening to quickly view demographics around age, gender, or location, and determine if your target audience is driving the conversation for your business.

You can also identify new groups you could be targeting to grow your brand's awareness.



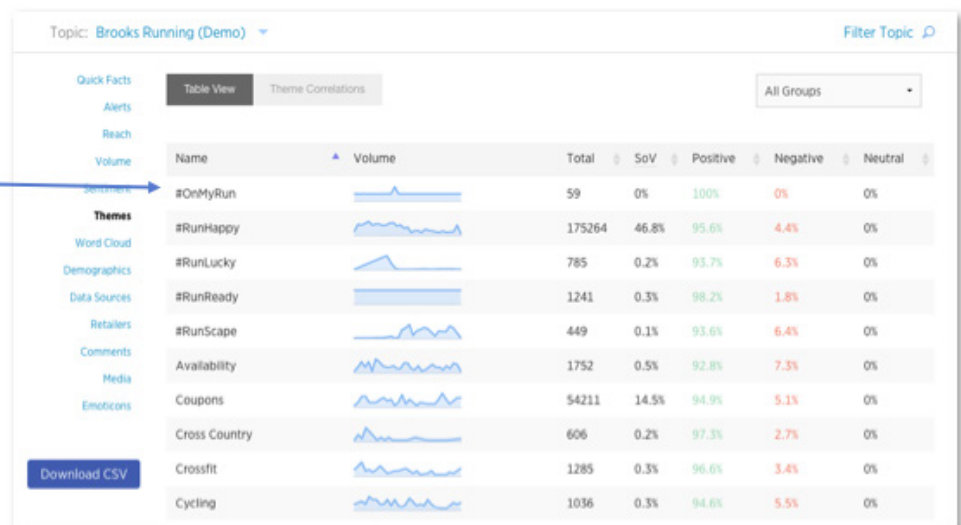
## Analyze Emerging Conversations (And Pivot More Quickly)

Listening helps you understand the themes relevant to your brand and competitors, as well as overall trends. When has your brand experienced the greatest spikes in reach, engagement, and volume? Which tactics and channels have historically worked for you (or your competition), and which have been misses?

Listening also helps you pivot more quickly. Too often, we commit to a campaign and don't pay attention to how it plays into conversations in real time. This prevents us from staying agile and making quick pivots, modifications, and tweaks as needed.

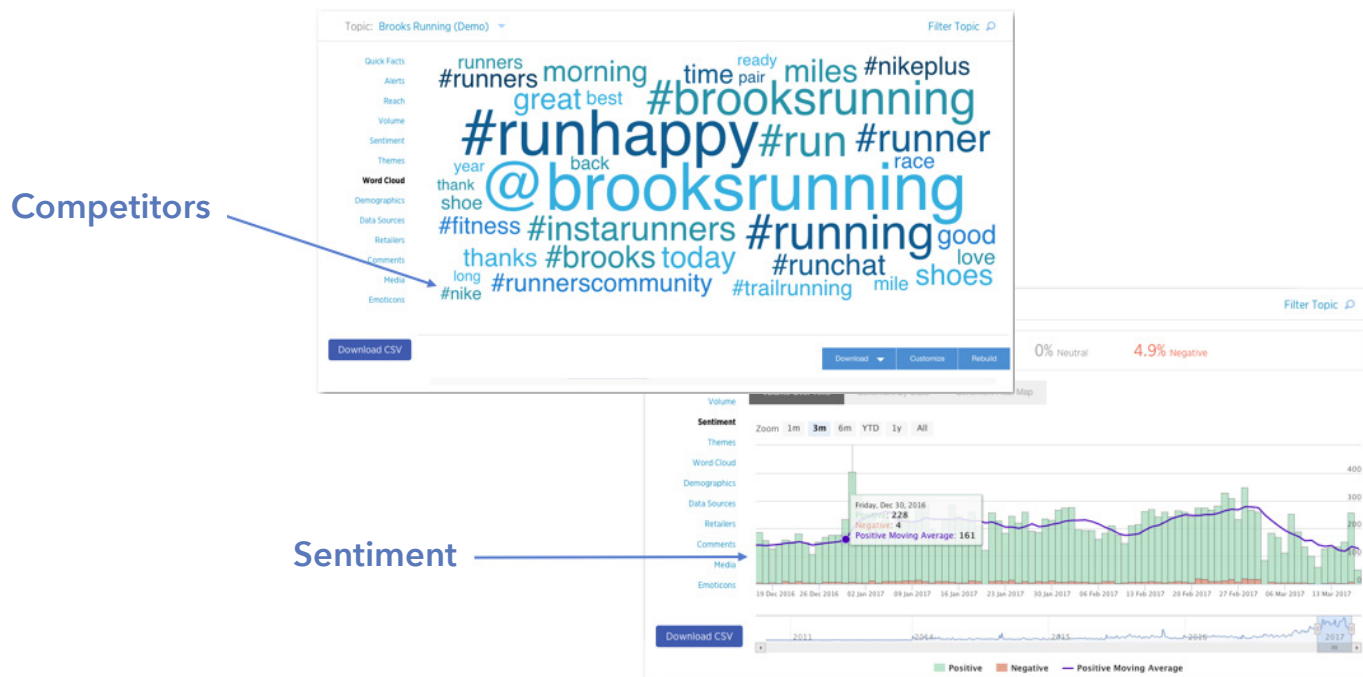
What's worse, we move on too quickly to learn and document valuable lessons for future campaigns. Don't fall into this trap! Use listening as a research tool, and make sure you're truly internalizing the lessons you're learning around relevant topics and your industry landscape, so you can do better next time.

Themes



Word clouds can give you a high-level look at which topics are popping up the most mentions relevant to your brand. They can also show you how you're measuring up against competitors in terms of generating conversation.

When you find something interesting, perhaps conversation around #nike, for example, you can click on the word to run a keyword search and update the word cloud and entire dashboard around that search.



## Identify Influencers

Who can help you increase brand awareness and share of voice? Listening can help you identify influencers.

We all have a circle of influence, but we may only be influential about certain topics. The same is true when it comes to social media, and identifying the people who hold esteem in specific areas can be a challenging task.

Influence boils down to three key factors:

1. Reach
2. Resonance
3. Relevance

## Product, Brand, Industry Conversations

The quickest place to start is by looking at the influential folks who are already engaging with your content and talking about your brand.

Listening allows you to look at your most engaged and most followed users. Surface the users who've engaged with your brand the most regularly, and users who've engaged with your brand that have the most followers.

If you want to focus your search around your brand or product hashtags, you can do that, as well. Listening also shows you the users who are posting the most often with your hashtag, the most-followed users, and those who are generating the most engagement with their posts that use your hashtag. This is a great opportunity to identify folks that are already your brand influencers.

## Get Outside the Building

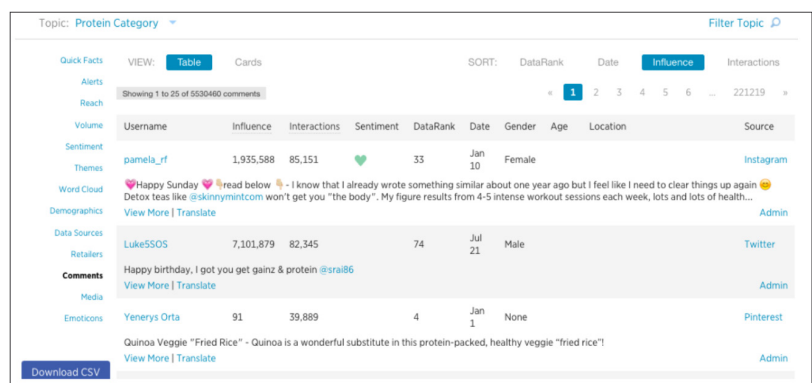
We have a mantra on the Simply Measured marketing team that “the answer isn't in the building.”

This mantra pushes us to validate assumptions by listening to actual humans. This is good advice for anyone looking to identify influencers on social media.

Don't just look for the folks who are tagging your brand in every post and already engaging with all of your content (although, as I mentioned above, you may find some valid opportunities there as well). Look for folks who are driving value in conversations that are relevant to your brand, but not ones that necessarily involve your brand.

## Dig into topics and categories:

With listening, you can discover the most influential and engaged people discussing any topic of your choosing.



The screenshot shows a social listening dashboard for the topic "Protein Category". The interface includes a search bar, filters, and a table of results. The table columns are Username, Influence, Interactions, Sentiment, DataRank, Date, Gender, Age, Location, and Source. The results are sorted by Influence.

Username	Influence	Interactions	Sentiment	DataRank	Date	Gender	Age	Location	Source
pamela_rf	1,935,588	85,151	👍	33	Jan 10	Female			Instagram
LukeSSOS	7,101,879	82,345		74	Jul 21	Male			Twitter
Yenerys Orta	91	39,889		4	Jan 1	None			Pinterest

## Filter down to the most relevant people:

Drill down to the specific themes and demographic profiles that will be the most relevant to your audience. This will help you get the clearest picture of the influencers you want to work with.

Topic: Protein Category Filter Topic

Filters: Gender: Female x Theme: Organic, Natural, Or Non-Gmo x

VIEW: Table Cards SORT: DataRank Date Influence Interactions

Showing 1 to 25 of 68463 comments

Username	Influence	Interactions	Sentiment	DataRank	Date	Gender	Age	Location	Source
vicky_gshore	3,033,986	12,563	👍	25	Aug 31	Female			Instagram
I absolutely love these super healthy Mini:Bars. @minivnutrition my 15 second clip video for everything you need to know! Available to buy from minivnutrition.com #miniv #minibars #protein #proteinbars #vegan #vegetarian #sugarfree #glutenfree #dairyfree #nontransfats #nongmo									
<a href="#">View More   Translate</a> <span>Admin</span>									
natalieevamarie	2,637,064	34,187	👍	31	Nov 23	Female			Instagram
My current Macro ratio I've upped my fats so I can eat some lean grilled red meat. Currently I'm doing 150 grams of carbs, with 170 grams of protein and 30 grams of fat each day. I'm also watching my sodium intake and keeping that low. Today on the grill I did: 6oz grass fed sirloin steak 16oz orga...									
<a href="#">View More   Translate</a> <span>Admin</span>									

## Steal from the Competition

One of the biggest benefits of social media is that there is a ton of public data. Who's driving value for other brands that market to customers like yours? How can you mimic these social media influencer programs?

Topic: Brooks Running (Demo) Filter Topic

VIEW: Table Cards SORT: DataRank Date Influence Interactions

Showing 1 to 25 of 374516 comments

Username	Influence	Interactions	Sentiment	DataRank	Date	Gender
kineticrev	8,805	9,840	👍	79	Feb 14	Male
Can you perform this super-simple toe walking exercise in the video SLOWLY to a count of 100 steps? - Don't let your heels touch the ground - Keep in performing this test. If you can't make it to 100 steps, wi...						
<a href="#">View More   Translate</a>						
igdailyrunners	254,917	5,933		33	Mar 13	None
#morning #positive #vibes 🥰👉 follow @igdailyrunners 🏃‍♀️ for daily #running tips & #motivation @igdailyrunners 🏃‍♀️ @igdailyrunners 🏃‍♀️ #seenonmyrun #runhappy #ootd #time2run #instafit #happyrunner #marathon #runners #sou...						
<a href="#">View More   Translate</a>						
kineticrev	8,828	5,627		79	Feb 15	Male
Great stability exercise for runners! Can you do 3 X 15 each side? ⚡️ Double-tap and Tag a #runner 🏃‍♀️ •• #instarunners #run #runnerscommunity #runhappy #time2run #instafit #happyrunner #marathon #runnerslife #...						
<a href="#">View More   Translate</a>						
womensrunningcommunity	117,919	5,623		44	Feb 25	None
So what you ladies doing this weekend? 🏃‍♀️ who's racing this weekend? Long-run? Short-run? Cross-training? #womensrunningcommunity #run #runlikeawoman #MomsThatRun						
<a href="#">View More   Translate</a>						

Annotations:

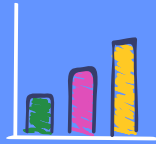
- People/Partners: points to the 'kineticrev' row.
- Reach: points to the 'igdailyrunners' row.
- Engagement: points to the 'kineticrev' row.

Download CSV



## Listen to Social Conversations

Discover emerging topics and influencers to reach new audiences.



## Analyze Social Performance

Explore and report owned and competitor profile performance.



## Track Content Sharing

Analyze what people share on social and in private messaging.



## Measure Social Conversions

Determine the complete impact of social on leads, purchases, and more.

## Conclusion

Simply Measured helps you build engaged communities and turn them into customers by combining insights from:

1. What people talk about on social,
2. What your brand and your competitors do on social,
3. What people share through digital word-of-mouth - including through private messaging, and
4. How content shared from your website results in traffic, leads, and revenue.

We achieve this by taking a full-funnel approach to social analytics. You can use Simply Measured to assess your performance at each stage in the marketing funnel and be intentional about what, when, and where to post in the future to impact each point in your marketing funnel.

**Want to learn how this would play out in your own business?** Click the button below!

[REQUEST A DEMO](#)





## ABOUT SIMPLY MEASURED

Simply Measured is social analytics.

We pioneered the practice of social analytics and we're leading the revolution of data-driven social marketing, helping brand and agency marketers do more with social data. We're passionate about helping marketers improve results by measuring the full funnel so they can gain the insight needed to increase results for their business. Thousands of marketers from countries all over the world trust Simply Measured for full-funnel social analytics. Are you one of them?

Want to try Simply Measured?

[REQUEST A DEMO](#)

