



## Accomplish

- Keyword monitoring & listening
- Single view of all social media channels
- Better engagement across multiple networks

## Measure

- User engagement over time for a specific campaign
- Value of each post as it relates to sales
- Increased activity about your brand/topic
- Your brand against your competition

## Competition

- Interaction with competition
- Is your competition a best practice to follow?
- Identifying keywords/topics they are using
- Competition doesn't matter

## The Budget

- Free Trial
- Paid Service with limited staff
- Paid Service with unlimited staff

## Benefits

Pros

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Cons

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