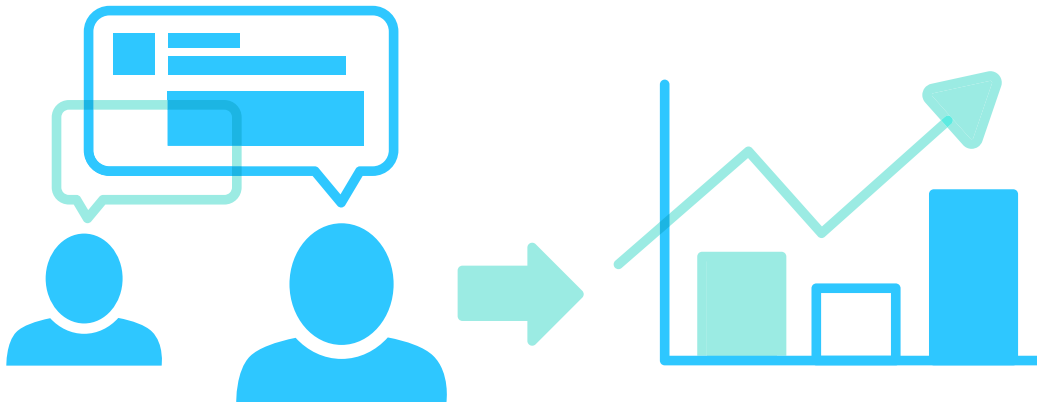


CHECKLIST

3 ways to get sales with social media monitoring

(no tricks, no boring tips)





There's little debate about the branding power of social channels.

But when it comes to drawing a direct line between social media traffic and sales, things get more complex. One of the easiest ways to turn social media traffic into direct sales is to find customers researching products and services on social channels.

[A recent study by Forrester](#), for example, found that 80% of consumers use at least one social channel to research a product or service they are considering buying. In this guide, you learn some simple tools and techniques to help find the right conversations to join.

Note, a lot of this advice involves using Hootsuite as it saves you a lot of time. You don't need Hootsuite to put the advice into action and can do everything manually if you like. If you're new to Hootsuite, [create a free account \(for individuals\) or take a look at our paid plans for businesses and large teams.](#)

1. Find conversations with high purchase intent moments

Most brands monitor social channels for mentions of their products and services. But social media monitoring is even more powerful if you search for high purchase intent moments.

Take [CyberGhost](#), for example. CyberGhost is an online privacy tool. People use CyberGhost to anonymize their online activity and get around government censorship.

CyberGhost used Hootsuite to identify countries and regions experiencing internet censorship. Using social media geo-targeting, CyberGhost engaged people in those areas—increasing product signups and helping people get around government censorship issues.

In particular, they used Hootsuite's real-time data (called "Signals") to locate users with an immediate need for their product.

"Signals are a tremendous help in identifying hot conversations around—in our case—censorship, bans, and privacy violation," says CyberGhost's Social Media Manager Oana Ciobotea.

This listening approach has led to some big wins. One initiative led to 30,000 new free users (CyberGhost often offers free accounts to regions affected by unjust government internet restriction) — 25% of whom eventually became paying users of CyberGhost.

How to set this up:

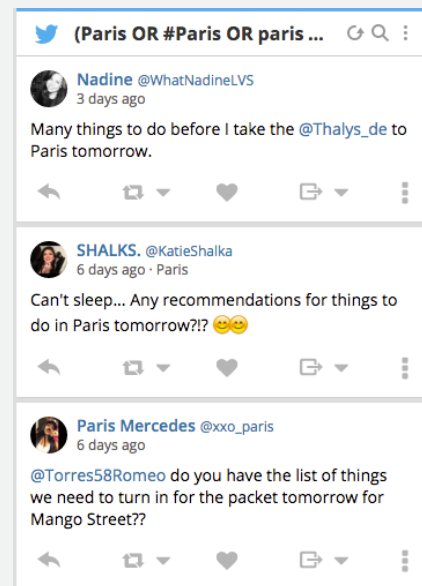
- 1. Think of when people really need your product.** Make a list of the types of questions and keywords they'll use on social media in that moment. For example, a hotel brand could target and engage with consumers getting ready for a last-minute vacation.
- 2. Add your keywords to a new Hootsuite search stream.** You can also geo-target your searches if you're trying to reach a specific market. You can master geo-targeting [in our free Hootsuite Academy course \(go to module 2.3\)](#).
- 3. Make listening and joining conversations a routine.** With Hootsuite, [you can create a templated response](#) (such as a link to a special landing page and offer for new customers) to save time when responding to people.
- 4. Use the example search stream below.** Just fill in your own keywords and add this to a new Hootsuite search stream.

Add this search string to Hootsuite (or your other social media management solution if you enjoy seeing us weep).

Open [Hootsuite](#). Click "Add Stream." Select your social profile. Put the search string below in the "Enter Search Stream" box.

Add this to a new Hootsuite search stream:

(Paris OR #Paris OR paris OR "parris" AND things to do OR going to OR hotels OR leaving tomorrow OR "what should I do" OR ideas) -RT -filter:links lang:en



You'll now find real people talking about real problems your brand can help solve. The string captures @mentions, hashtag mentions, misspellings, and removes any Tweets with links in them (thus removing most marketing and brands so that you can find actual humans talking to each other). It also keeps Tweets in English (for the most part).

Make sure you swap out our keywords for your own brand, product, and market keywords. In the example above, we've focused on the moment of someone about to fly to Paris.

2. Find some Reddit gold

Reddit is filled with vocal, influential, and incredibly smart people. With over 900,000 Subreddits, it's easy to find communities filled with potential advocates and customers.

Reddit is a goldmine of customer conversations. But Reddit is notoriously hard for marketers to crack. As one user (who has cracked the code to generating sales from the network) [explains](#):

"The biggest and most successful boost to my traffic has been posting on the subreddit appropriate to my niche when conversations relevant to my posts arise. . . . It works great, but since it's a community of real people, they don't appreciate being 'sold' to and will downvote if they feel like you're selling to them or shamelessly hawking your wares."



How to do it:

1. **Use the Reddit app for Hootsuite.** You can monitor thousands of Subreddits for keywords related to your business. You can also monitor Reddit manually but it can take up a lot of your time. Not sure where your customers might hang out on Reddit? Use the free search engine, Metareddit.
2. **Monitor keywords related to your product category.** Monitor both keywords directly related to your brand and product (such as your brand name or popular products) as well as general keywords related to your industry or product category. For example, let's say you sell wine online. You'd want to monitor your product names as well as industry conversations such as people talking about "importing and exporting and starting an online business."
3. **Listen for the right moment.** [Go to Hootsuite](#) and check your Reddit streams. Join conversations—but don't try to promote yourself. For example, if someone asks "is there actually money in importing products from France?" you could mention that you work for an online wine retailer and would be happy to share your experience. Let the conversation naturally progress. Chime in if asked. People are smart. If they're interested in your business, they'll visit your site (and thousands of people could find the conversation in Google as Reddit pages are indexed).
4. **A warning about Reddit.** Lots of marketers have successfully turned Reddit traffic into sales. But you really need to respect the audience. Any sales tricks, PR gimmicks, and overt promotion will backfire. Assume Reddit's audience is as smart or smarter than you. Be polite. [As one Reddit user advises](#), "DON'T sell. Give, Give, Give, Ask! Give content and knowledge away. For free. No call to action. No asking for phone calls or appointments. Just offer information that provides value, demonstrates credibility, and generates curiosity."

3. Use YouTube to sell to skeptical buyers

Content marketers love to educate. We're eager to soft-sell, offering tons of useful advice and helping, helping, helping. But we're so busy trying to be nice and friendly that we forget a customer truth: buying a product can be stressful and filled with decisions.

A good salesperson helps a buyer navigate a choice, justifying their selection of one product over another.

We're not saying to stop offering free advice and education on YouTube. But also dedicate some time to helping prospects near the end of their buying journey. They might be confused by a technical feature. Or unsure of the difference between your product and a close competitor.

The key is to create a simple series of videos, explaining features and showing why your product is a good fit for certain customers.

This strategy is particularly effective for any brand with a complex product such as travel agencies, financial services, expensive audio or photography gear, moving companies, real-estate, and intangible products like software and consulting services.



How to set this up:

1. **Add YouTube to Hootsuite.** YouTube integrates directly into Hootsuite. This means you can pull in videos from all your competitors and see them right in Hootsuite. This helps you find new videos, monitor keywords, and find new ways to engage with your YouTube audience.
2. **Look through comments on your competitors' product videos.** Search for questions such as "how does this compare with XXY company" and technical specifications that confuse ordinary buyers.
3. **Make a very detailed product video.** Don't try to be viral. Just think of ways to persuade prospects that your product is the best choice. Be factual. Dramatize the key benefits of your product. Take a look at this [compelling product demo video](#) from the smartphone screen protector brand ZAGG. They claim targeted videos like this led to a 75% rise in conversions.
4. **You're not selling.** You're justifying their decision. Remember, at this stage in their purchase journey, your buyer has likely narrowed their decision to a few products. It's your job to justify your product over all others. Facts, details, and specifics are what sells.
5. **Use topic and keyword targeting.** Use YouTube's advertising platform to boost traffic to your video. Because you want to reach people in the consideration phase, experiment with [topic targeting, keywords, and in-market audiences](#).
6. **Upload to Facebook Video and Instagram.** Hootsuite also integrates with Facebook Video and Instagram, making it easy to promote your video. [Experiment with Facebook retargeting](#), showing your detailed video to prospects who recently visited the relevant product page.

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[Take a class \(it's free\)](#)