5 Core Capabilities You Need to Build Stronger Customer Connections

Unite your social data with Hootsuite Analytics Suite
As marketers increase their spend on social media, they’re under constant scrutiny to display ROI from their campaigns.
Yet according to the CMO Survey, 70% of CMOs are still unable to show any impact—or only have a qualitative sense of impact but no quantitative measurement—from their social media investments.

With hundreds of metrics to track across multiple platforms and channels, it’s easy to get overwhelmed choosing the right ones to measure and prove the effectiveness of your campaigns to leadership.

But measuring and reporting on KPIs is just the beginning. To realize the real benefits of building social data into your strategy, you need to step back from tracking campaign performance and look at the bigger picture.

Master these five core competencies and you’ll be able to apply the analytics mindset at all stages of your social media strategy and connect the dots between the stages of your customers’ journey.
POWER YOUR STRATEGY

with real-time audience insights

What does success look like for your organization?
To know what metrics you need to track, you need to know your audience.

Yesterday’s trends won’t help you predict what today’s customers will do next. Businesses today are seeing seismic shifts among consumers toward online content consumption and digital-first purchase behavior. But to understand what macro trends mean for your industry and business, you need the ability to watch and understand the trends that matter to your audiences in real time.
Hootsuite Insights Powered by Brandwatch

- **Quickly search for** any topic and see results instantly in the Hootsuite dashboard
- **Drill down** to a specific keyword to uncover conversations about a particular product
- **Track trends over time** in your saved searches with 13 months of historical data
- **Find key supporters** of your brand by identifying top authors
- **Filter saved searches** by date, sentiment, emotion, author, platform, language, and location
- **Set up email alerts** to immediately spot threats and peaks in conversation about your brand
- **Analyze** what consumers are saying about your competitors
THINK BIGGER

with a holistic view of paid and organic metrics

The digital customer journey is messy and complicated. The path to purchase winds across channels, networks, platforms, and properties.

Organic and paid campaigns can no longer exist in silos. To understand and improve your campaign performance, it's critical to combine the two across the awareness, consideration, and conversion stages of your customer's journey—and to measure the performance of your paid and organic content across social networks in one place.
With a holistic overview of your social media efforts, you'll gain the insights you need to see how social is driving your business goals—and focus your strategy and spend on the channels and tactics that get the best results.

How to think bigger with Hootsuite Analytics Suite

**THE BASICS**
Track clicks on all social posts
Add Ow.ly links to your posts to track clicks and spot your best performing content

**NEXT STEPS**
Track traffic from social
Add UTM tracking to your links to monitor inbound web traffic from campaigns

**ADVANCED**
Track cross-channel performance
Track conversions and revenue across platforms and campaigns to see how social is contributing to your business goals
WATCH THE RIGHT METRICS

at each stage of the
customer journey

Your audiences aren’t all the same. They engage differently with different types of content, across different channels, at different stages of their journey as they learn, consider, and buy.

Viewing all your metrics in one place is a good start—but to understand what’s working and what isn’t, you need to look deeper and understand how your content is performing at different customer journey stages.
With Hootsuite Analytics Suite, you can benchmark your growth on different platforms over time, track the influence of campaigns on your social accounts, and compare results with both top-of-funnel and bottom-of-funnel metrics. By mapping customer behaviors and content engagement affinity, you'll build a more nuanced understanding not just of what's working, but when it's working.

How to watch the right metrics with Hootsuite Analytics Suite

**THE BASICS**

**Benchmark for success**

Compare your social performance by period to benchmark improvements over time

**NEXT STEPS**

**Build your emotional intelligence**

Track sentiment of your inbound messages to better understand how your audience feels

**ADVANCED**

**Turn data into insights**

Use content recommendations and LinkedIn Audience Discovery to fine-tune your strategy based on your most effective content
TEST. TRACK. OPTIMIZE. REPEAT.

Build social intelligence into your campaign planning

The platforms and tactics that get the best results for you today might not be the ones that work for you tomorrow.

As buying behavior and product consumption continue to undergo massive shifts, it’s critical to test variations on your content and tactics so you can fine-tune your content and allocate your spend for maximum effectiveness.
With Hootsuite Analytics Suite, you can analyze audience engagement data across different channels and journey stages—and turn social data into clear insights to inform your campaigns.

How to build social intelligence with Hootsuite Analytics Suite

**THE BASICS**
Go wide or deep
Analyze multiple accounts or deep dive into the health of single accounts.

**NEXT STEPS**
Get cross-network insights
Evaluate post-level level data to better understand which posts and content perform best on each network and channel.

**ADVANCED**
Connect the dots between paid and organic
Filter and analyze metrics by post type, dark posts, boosted content, and more to understand how paid influences your organic social engagement.
SHOW WHAT’S POSSIBLE
by telling a clearer story with your social data

According to the CMO Survey, CMOs rank marketing analytics as one of the top marketing capabilities—second only to brand strategy.

But with expanding responsibilities, CMOs are under pressure to do more with less—which means social marketers are facing more scrutiny and less patience for social metrics with unclear links to show that social strategies are driving real business outcomes.
To divert budget from web and paid media and justify investments in social, leaders don’t just need better data—they need to hear a clearer story about what’s behind it.

Use Hootsuite Analytics to make sense of your social data by bringing it together in flexible, easy-to-understand visualizations that connect social metrics to the business outcomes that matter to your organization.

How to report on what matters with Hootsuite Analytics Suite

**THE BASICS**

- **Build reports quickly**
  - Start with report templates to create presentation-ready reports without spending hours

**NEXT STEPS**

- **Tell a clearer story with smart visualizations**
  - Customizable tiles for each metric make it easy to visualize the performance data that matters most to your team

**ADVANCED**

- **Shine a spotlight on your campaign success**
  - Filter campaign metrics to drill down and capture your most successful projects
Hootsuite Analytics Suite gives you one place to analyze your performance across all your social networks and create custom reports to show the impact on your brand and your bottom line.

To learn more about how Hootsuite Analytics Suite helps you succeed with social, visit hootsuite.com/platform/analytics