

GUIDE

# The Social Media Data Cookbook

11 Ways to Actually Use Social Media Data to Make Your Marketing Smarter



---

# Table of Contents

|   |    |
|---|----|
| 1. Enhance your persona research with social media data .....           | 4  |
| 2. Measure digital share of voice (SOV) .....                           | 6  |
| 3. Do social media contests actually drive new sales? .....             | 7  |
| 4. Get more SEO traffic with conversation clusters .....                | 9  |
| 5. Invite loyal customers to shape your product roadmap .....           | 11 |
| 6. Quickly find the right influencers and journalists .....             | 13 |
| 7. See real-time opportunities before competitors .....                 | 15 |
| 8. Close more deals by locating buying signals .....                    | 16 |
| 9. Create a better customer experience at events .....                  | 18 |
| 10. Use a test to measure the direct ROI of social media messages ..... | 20 |
| 11. Build social data into your editorial calendar .....                | 22 |

# The Social Media Data Cookbook

## 11 Ways to Actually Use Social Media Data to Make Your Marketing Smarter

From YouTube comments to Twitter chatter, your marketing department has no shortage of social media data. This guide offers 11 completely practical ways to use social media data to improve your lead generation, conversions, and sales.

Social media data is plentiful. But while marketers read endless articles on the promise of data-driven marketing initiatives, it's often difficult to move from social media listening to action.

In a [recent global study](#), Hootsuite and Harris Poll surveyed 750+ enterprise organizations. We found that organizations know social media data has direct value to their bottom line. But actually turning the data they collect into something actionable was another story. In fact, 60% of businesses struggle to use social media data to improve company revenue.

"The marketer's biggest challenge today is getting insights from the data that they do have," says Scott Monty, Executive Vice President of Strategy at SHIFT Communications and Ford Motors' former global digital and multimedia communications manager, told [Vision Critical](#).

"Everybody talks about big data, but what most companies need at this point are small insights."

*Scott Monty*

### Why this guide is different

"Only 23% of CMOs say they've been able to show the impact of data to their business," says the most recent CMO Report. Instead of offering ambitious ways to collect and analyze big data, this guide will help you take small steps towards integrating social media data into your marketing campaigns. Every tactic is relatively easy to execute and won't require months of analysis or a data scientist.

### Solutions for Analyzing Social Media Data

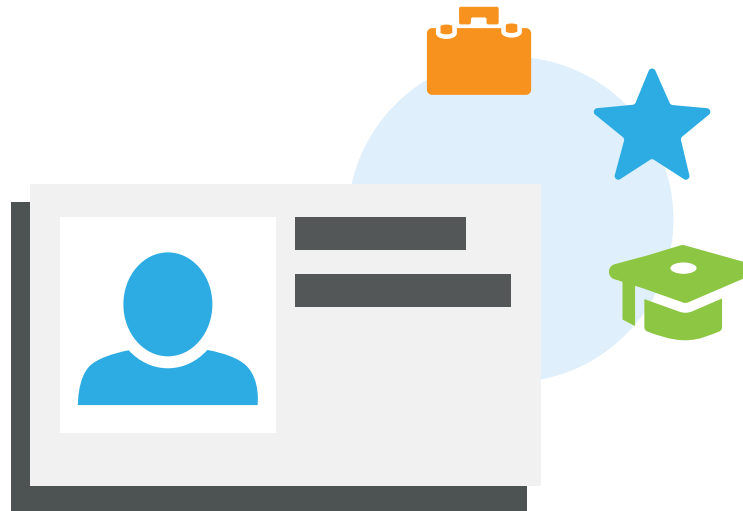
While you are free to use any solutions you like, these are a few of the ones we use.

[Hootsuite Insights](#) - our platform makes it easy to create fast, beautiful reports and dashboards from 100 million data sources, 55+ languages, and 25+ platforms. Quickly find insights with global data collection and conduct real-time analysis including sentiment, conversation mapping, and geo-location.

[Hootsuite Search Streams](#) - many of the tactics in this guide assume your organization is already conducting social media listening. With Hootsuite Search Streams, your teams can monitor different conversations, gather data, and filter by influencer scores, location, and keyword matches.

[Google Analytics Integration](#) - to track the complete customer journey, you'll need to integrate your social media data with other sources of digital data. Ensure that your Social Relationship Platform integrates with your third-party web analytics platform.

[Custom URL Parameters](#) - easily see the impact of social campaigns in your web analytics with Custom URL Parameters.



## 1. Enhance your persona research with social media data

Customer personas can help to boost the effectiveness of your marketing campaigns. The theory is that instead of broad demographic characteristics such as “women 35-50 with household incomes of 70K and above” you paint a human picture of what actually drives your prospect to buy.

While personas are meant to humanize, often they are filled with marketing-focused language. For example, a persona document might say that a small business owner needs to save time and so looks for an expense management software to “accurately track all expenses in a single robust solution.” This might be technically true. But those aren’t the actual words a customer would use to talk about their problem on Twitter.

Social media data offers an excellent source of insights to guide your persona. By using the actual language your ideal customer uses to describe their problems, it’s more likely that your marketing campaigns will resonate and persuade prospects that your product fits their needs.

---

Social media data can help you understand:

- The prospect's level of awareness around your product category. Let's say you want to target construction companies, selling them your invoicing software. Do small construction companies know a lot about accounting? Or do they just send everything to their bookkeeper? Do they call software "the cloud" or do they barely understand the difference between software they install on their desktop and SaaS products?
- Current dissatisfactions with other solutions and competitors. Are they frustrated with invoicing in Excel spreadsheets? Does invoicing eat up their entire Saturday? What are the common daily challenges? Have they tried and been frustrated with other solutions?
- Market perceptions and pressures. Is there urgency and peer pressure to modernize their accounting? Or are they very happy to just do things the old way? What are the hidden buying triggers?

Some excellent sources include:

- Online product reviews (a rare place where your customer speaks naturally about their pains and whether different products solved them)
- Social media comments including blog posts, forums, YouTube, and other online media sites
- Social media updates such as tweets or Facebook statuses

To pull this data, you'll typically need to go beyond @ brand mentions and internal social media analytics. Broad social media listening platforms allow you to access global conversations and collect large volumes of consumer opinion and market trends. It's an extremely valuable way to conduct market research.

## How to do it:

If you've never conducted Customer Persona research, this resource will get you started.

1. Use broad social media listening to conduct general research on a central topic. In the example above, we'd pull raw global social media data on the conversation cluster "billing + construction."
2. From this general data, you can build a map of the most popular customer conversations. For example, you might notice that "Excel" and "Friday billing" are popular topics for your target market. This gives you a starting point and glimpse into your target market's daily life.
3. Clean the data by exporting into a spreadsheet. Or use a solution like Hootsuite Insights which makes it easy to clean the data within the platform. You should remove business promotion—such as tweets containing links and promotion of other invoicing products—and spam language. The result will be clean data containing the social conversations of your target market.
4. Slice and dice the clean data. Some platforms allow you to do this automatically. For example, in Hootsuite Insights you can cross-filter mentions to discard clutter and focus on answering specific questions. This allows you to answer questions such as: how many tweets about "construction invoicing" contained negative sentiment over the two weeks?
5. Create a listening dashboard to regularly monitor discussions. Once you've narrowed in on a specific conversation you want to monitor, create a dashboard. This will regularly pull in social media data around your chosen topic and you can log into your social media analytics every day or week to see new conversations, discover influencers, and understand what types of content resonates with actual prospects and customers.
6. Once you've studied the natural language of your market, include common phrases into your final Customer Personas. This will help copywriters write clearly for your audience, improve your paid search click-through rates, and boost website conversions.



## 2. Measure digital share of voice (SOV)

Global social media data offers a way to compare your brand's performance in real-time, helping to benchmark your success and share of voice.

- See the content or campaigns that are driving traffic for competitors
- Measure category leadership, especially around conversations relevant to your brand (such as an organic cleaning product having presence around questions about natural ways to clean)
- Benchmark share of voice against competitors, tracking spikes and the rise of smaller competitors

### How to do it:

1. Pick five of your major competitors and create a dashboard in your social media analytics to analyze their share of voice.
2. Separate conversations by your different sales regions such as North America, Latin America, Asia Pacific, and Europe. This will help you track entry into new markets and see where competitors are gaining ground.
3. Monitor large spikes in social media activity and set up custom alerts to let you know when a competitor earns a large volume of social mentions. This will help you annotate the data. For example, are competitors exhibiting at events (such as a film festival) that drives a lot of social conversation? What new social channels are competitors earning a lot of traction in?
4. Share this data with different departments.



### 3. Do social media contests actually drive new sales?

Everyone knows that social media contests (such as sweepstakes or give-aways) drive huge spikes in traffic, new followers, and email sign-ups. But do those people eventually become customers or are they just cheap likes?

If you are a retailer, consumer goods brand, software company, or ecommerce brand, it's relatively easy to track the path from new email sign-ups or follower acquisition to purchase.

A proven way to analyze behavior over time is to use a cohort analysis. This tracks a segment of people over a set duration, following their behavior and measuring sales outcomes.

Let's say you launched a contest in October. You could track that cohort of new sign-ups and follow their progress over the course of six months.

This helps you see the true economic impact of your contest. How many of these new sign-ups redeemed a promotion or coupon? Is this group of new sign-ups more or less valuable than the subscribers we gain from our website? How many of the subscribers we gained from the contest actually went on to make a purchase in the last six months?

---

## How to do it:

Cohort analyses are relatively easy to do, especially if your marketing analyst has a good command of Excel and MySQL.

We'll go through the basic steps below. For complete instructions on how to conduct cohort analyses, [here is a helpful resource.](#)

1. Pull raw data from your social media contest entries. To track social media entries back to purchase behavior, you'll want to make sure that you have at minimal a unique customer ID (email address or a unique number) and the date and time of sign-up. This dataset should be given a cohort indicator, for example "October Contest Sign-ups."
2. Decide on a central question you want to answer. Such as: do new email sign-ups from our contest purchase a product within the first three months? Or do people who share our Instagram giveaways eventually buy products from our online store?
3. Once your time frame has passed, you can now see which social media sign-ups eventually became customers and calculate the ROI of your social media contest. This is done by querying your database for purchases over the last three months and comparing with the customers gained by the contest. Let's say your contest generated 25K new email sign-ups. How many of those leads eventually made an ecommerce purchase or redeemed an offer sent via email at a physical store?
4. Summarize the findings noting key patterns. For example, you might notice that the majority of purchases occurred 10-15 days after initial acquisition. This gives you a valuable view into the typical buying journey of your customer and shows that perhaps social teams need to build immediate incentives to drive new social media followers towards purchase.





#### 4. Get more SEO traffic with conversation clusters

Popular blog posts offer a lot of social data to analyze, especially for crafting a more profitable content strategy and gaining a sharper view of what your target audience actually cares about.

Here's one way to use data from popular blog posts. Begin by picking a keyword phrase—such as “green household”—and then use broad social media listening platforms (such as Hootsuite Insights) to pull thousands of posts that mention your topic. You can then build a conversation map to better understand the top concerns and language used by your target audience.

With some sorting, you can divide into different categories and build campaigns or content around those themes. You can also drill down into less obvious clusters to find topics and themes that your competitors have likely missed. This helps you build an audience-first SEO strategy and quickly discover new content themes that you should be targeting.

---

## How to do it:

1. Pick a central topic to research. Let's say we want to better reach freelance graphic designers. Use [Hootsuite Insights](#) to quickly pull up comprehensive social media mentions around "fonts."
2. Look for clusters and relationships that your audience is interested in. In the "fonts" example, there are lots of different themes and areas of interest for our audience. We analyzed this topic in Hootsuite Insights. One cluster that we found interesting was "dull, overused, and replace"—suggesting that the audience is interested in content that helps them find replacements for boring fonts. "Typography terms + infographic" was also popular.
3. Create content and campaigns based on this data. For example, a toolkit for designers helping them replace boring and overused fonts with more modern counterparts would likely resonate. Or create an advertising campaign around the idea of boring and overused fonts, personifying them.

After doing this initial research, we looked for examples of content that addressed these concerns.

This [viral piece of content](#) defended one of the most overused and hated of all fonts, Comic Sans. The content piece received 195,307 Facebook shares including 82,514 Likes and 54,653 Comments.

[This infographic about how to replace dull boring fonts with modern ones](#) has been widely shared and reposted.

This digital agency created a ["shoot Comic Sans" game](#).



## 5. Invite loyal customers to shape your product roadmap

Social media data can be used to discover the major frustrations customers have with your product. Once you find out what customers want improved, you can answer these objections in your marketing campaigns.

Let's say a video game company has a very popular game franchise. Millions of fans play their game every day and they've released a new game in the series every few years. Recently, they've noticed sales slumping and suspect that fans need a change in the next release. They know that fans don't want the same old formula but if they change too much, will it alienate their core audience?

In this example, the video game company uses broad social media listening to monitor global conversations about the game. They find that the most common frustration of fans is that game levels have become too complex and large. The game used to have smaller levels, which loyal fans refer to as "classic" levels.

While social conversations about "levels" have negative sentiment, fans do love some new aspects that have developed over the years, often praising the additions of vehicles such as helicopters and motorcycles.

Social media data can help marketing teams understand the core audience you are trying to reach. Is it just hardcore gamers who want these old "classic" features, as they are nostalgic about earlier versions? Or, do these loyalists only represent a small yet loud group of voices, which means that making too radical of a shift will alienate the majority of other players?

Broad social media listening can help answer these questions and shape your product development roadmap.

---

## How to do it:

Here are the basic steps involved. We've used the example of a video game company trying to better understand their core audience.

[**Bonus resource:** we wrote an entire guide for using social media data in product development. [Click here](#) for the exact steps to follow.]

1. In your social media analytics platform, set-up these searches: product name(s); specific product features without brand names; competitor products features.
2. Once you've gathered the data, filter out the obvious topics (such as your exact product name) and drill down into specific conversations. Look for discussions about specific features and strong opinions (such as some customers loving one feature; others being frustrated with another aspect of your product).
3. Create a list of features that elicit strong reactions from your audience. For example, if you are a videogame company then you might have a list of things people love such as popular levels and features that people complain about such as difficult levels or new game elements.
4. Armed with this social media data, run a campaign asking your customers to vote on the features they want to "kill or keep." This can be done via social media channels, email, and paid media. This will help to validate the findings from social media data.
5. Conduct focus groups and traditional market research to further validate the data gathered from social media.
6. With a combination of global social media data, customer feedback, and traditional market research, your brand will have a good understanding of how the product and brand needs to develop. You'll also have lots of insights and research to use in future marketing campaigns. For example, if a common complaint was that new video games don't have those "classic" levels, your marketing team can build a nostalgic campaign and position your game's new release as a return to "classic" gaming.



## 6. Quickly find the right influencers and journalists

When launching a new product or campaign, you'll need to build traction and reach influencers. For niche products, it's fairly easy to find influencers. But for consumer brands and mass-market products, there's a lot of social volume to sort through.

You can use social media data to find influencers talking about topics that you are monitoring. This helps your team locate influential journalists that might have

covered your topic in the past as well as bloggers, YouTube stars, and other media that might have access to the audience you are trying to reach.

---

## How to do it:

1. Use broad social media listening to uncover conversation clusters that are relevant to your products or campaign. This gives you a global snapshot of the major trends and topics shaping your market.
2. Take the topic keywords you located with broad social media listening and create search streams in your Social Relationship Platform.
3. Now, that you are monitoring keywords you can filter these by Klout Scores, quickly finding journalists and influencers talking about your content. This helps to reduce thousands of mentions and random bits of conversations into an actionable list of influencers to engage with. [Here is a step-by-step video to set this up in Hootsuite Enterprise.](#)
4. Once you complete your outreach and get influencers engaging or contributing to your campaign, you can use your social media analytics to monitor your brand's share of voice in the conversation cluster. For example, if GoPro was launching a new 3D sports camera they'd want to own a share of the social conversation around 3D cameras.
5. Set up automatic alerts for different topics and keywords. That way, if a new influencer or media publication writes about a topic close to your product you can pitch them related story ideas or connect.



## 7. See real-time opportunities before competitors

Competitive intelligence is an incredible asset for refining positioning and uncovering new selling points to use against competitors.

With social media listening, you can spot emerging threats to competitors and act quickly to turn these into quick tactical wins for your brand. These include fast-moving opportunities such as an evolving PR crisis (for example, comments made on social media by an insensitive CEO that will likely be exposed by major media), product recalls, or early issues with a product launch (such as faulty batteries in a new smartphone).

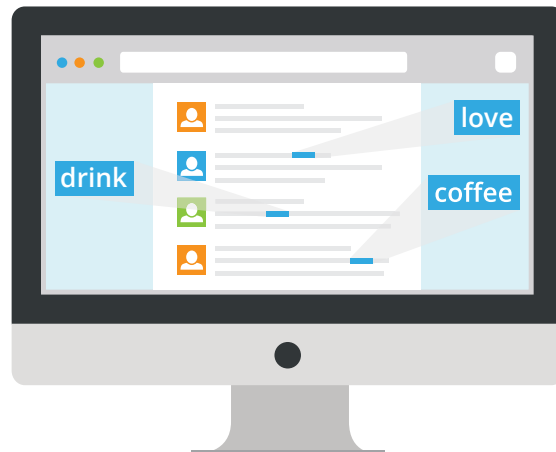
It's a good habit to automatically monitor social conversations around your competitor's products, making sure that you know the latest topics driving consumer interest and seeing real-time opportunities to steal the spotlight.

---

## How to do it:

1. Use your social media analytics platform to monitor these searches: “your brand name” plus “5+ competitor brand names”; “competitor products / services”; “competitor’s brand name” plus “hate, frustrated, stupid”; general searches for your brand category such as “pets” or “dogs.”
2. Set up automatic alerts for sudden spikes in volume. This will alert you to potential crises both in your industry (such as a negative media story) or real-time opportunities (such a positive viral trend that your brand can act early to own).
3. Position against competitors when crises strike. For example, let’s say that a dog food brand faces a product recall after a toxic ingredient is discovered in a recent batch. A competing brand could publish a guide to “why dog food gets recalled,” educating consumers on how product recalls work and how their brand avoids these crises with tighter quality controls and smaller batches.





## 8. Close more deals by locating buying signals

Modern marketing teams, especially in B2B, are tightly integrated with their sales teams. Social media data can be turned into a valuable sales enablement tool, providing better insight into buyers and aiding sales teams with intelligence about new prospects to help them close more deals.

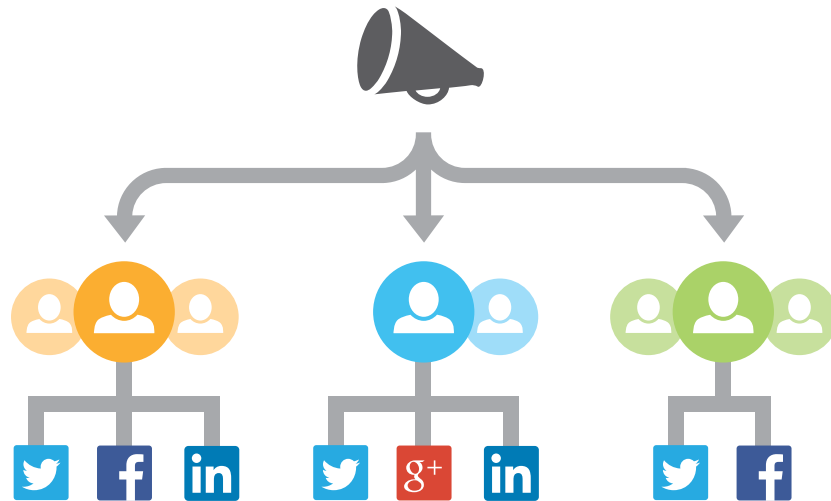
Most organizations miss a lot of intelligence as they only monitor a few keywords around their competitors and focus on analytics on their owned profiles (such as @brand mentions) instead of pulling data from wide sources.

Broad social media listening allows sales and marketing to gather audience data about the language of their buyers, better understand the buying process, and help organizations see which prospects are demonstrating buying interest.

---

## How to do it:

1. Monitor social media chatter about your competitors' products. Look for dissatisfaction and abandonment language. For example, a consumer tired of glitchy software or tweeting "thinking of cancelling my contract."
2. In Hootsuite Insights, you can automatically assign these social media statuses to be followed up by a sales agent. This helps your sales team focus on sales-ready leads.
3. In addition to feeding leads to your sales team, marketing departments can also build content around the common themes they find and then scale their outreach. For example, a common question around picking a mortgage is "should I rent or buy?" A bank could create a video that gives a Home Buying 101 tutorial on basic calculations and the pros and cons of buying a home. You could then reach out to influencers with blog posts around this topic or individual consumers and link to the resource.
4. Analyze the negative sentiment around competitor products and then use those customers perspectives in future A/B tests. For example, if customers complain about their bank's slow and complicated mobile app, emphasize the speed and ease of your mobile banking in new customer acquisition campaigns as this will attract defectors from competitors.



## 9. Create a better customer experience at events

Real-time data can help you make sure that attendees enjoy their experience at events your company holds or sponsors, ensuring loyalty and a high Net Promoter Score.

The massively popular [SXSW Music, Interactive and Film festival](#), which attracts 72,000 attendees and creates a huge amount of social media data (it's filled with tech superstars, social media agencies, and popular artists) uses Hootsuite Analytics to turn the loud volume of conference tweets into meaningful real-time results.

The SXSW team uses individual streams to monitor overall conversations and trending stories. For example, during the band Death from Above 1979's performance, the digital team saw a trend forming on Twitter around keywords such as "hopping fences" and other lineup issues. They quickly acted and sent more security and resources to solve the emerging concern.

This might seem like an operations use of social media data but it also has marketing value as it improves the overall experience of event attendees, making sure that they return the next year and recommend the event to friends.

### Bonus Resource: Watch How Social Media Week Uses Social Data to Create Successful Live Events

With over 70,000 physical attendees joining every year, 5,000 speakers and more than 1 million people connecting through social and mobile, Social Media Week is one of the world's largest social conferences.

[Watch this on-demand webinar](#) and discover:

- The metrics you need to power event teams
- How to prove value to event sponsors with social media data
- How to prioritize real-time conversations during the event

[Watch the on-demand webinar here.](#)



## How to do it:

1. [First watch this on-demand webinar](#) (mentioned above) to get expert advice about picking the right metrics and data to measure.
2. Use your Social Relationship Platform to pull the entire range of conversations and trending topics around your event and conference. This is your raw social data that we will filter later.
3. Set metrics to track such as overall sentiment score and also mentions of known-issues from previous events (for example, if the year before attendees complained about “long line-ups” or “dirty washrooms”). The goal is to monitor the frequency and volume of these negative keywords versus positive sentiment. In other words, people should be tweeting about the experience on the stage, not the washrooms or line-ups.
4. Use a broad social media listening solution to surface important trends from your live social media data. This data can be turned into a text cloud (we call these Conversation Maps in Hootsuite Insights). This will allow you to visualize trends forming around certain artists, exhibitors, and operation issues. You can set up custom alerts for trending conversations.
5. After the event, analyze the overall sentiment, identify progress on key metrics (such as minimal complaints about line-ups), and use the data to refine your understanding of attendees including preferred social media platforms, what speakers or artists resonated, and demographic breakdown.
6. Use the data gathered in the last step to 1) identify new metrics for loyalty and customer satisfaction to improve upon next year 2) refine marketing targeting for the next event by better targeting the top social networks and audience demographics 3) locate the most popular speakers or artists as well as look for emerging trends (such as new acts or exhibitors creating buzz).
7. Create a report based your chosen metrics and include the overall sentiment score of event.



## 10. Use a test to measure the direct ROI of social media messages

Measuring the ROI of social media can require some complex tracking and analysis. But often the most effective way to prove the value of your marketing channels is to run a test. This helps you quickly measure the impact of social media messages on sales revenue.

In this test, you'll be answering a simple question: do social campaigns directly create sales? This will involve tracking specific messages and following them through click to purchase.

This test works best for B2C products (such as travel packages, software sales, hotel bookings). However, you can adjust and measure for B2B lead measurement, although tracking the lead through a complex sales process will require more sophisticated analysis.

## How to do it:

Below is a simple test that a hotel brand could run to see if Twitter campaigns influence room bookings. You can run similar tests for other products so long as they have a relatively short buying journey such as retail products, consumer goods, apps and software.

1. Decide on a timeframe to run the test. We suggest at least two weeks. Also set a goal such as: we want to generate 200 room bookings from Twitter between November 15 - 30th.
2. Create a Giveaway that attracts people with buying intent. For example, a Las Vegas hotel could offer a \$1,000 dinner at a 5-Star restaurant in Vegas. This ensures that you are offering something enticing to people actively planning to visit Vegas during your test.
3. Decide when the contest will take place and add the rules to a specific contest landing page.
4. Decide what participants will need to RT to win. For example, "I want to win a High Roller Dinner in Vegas w/ VIP access @VegasHotel. Join here <http://ow.ly/E4pYP>"
5. On your contest landing page, offer a widget where people can book their package immediately. Include an incentive for booking immediately such as a special insider contest deal (free upgrades or an extra day free).
6. For all links shared via social channels, use Custom URL Parameters. This allows you to create URLs that 3rd party analytics systems (such as Google Analytics or Omniture) can use to measure the effectiveness of your campaign, joining social and web data together. [Here is how to use these in Hootsuite.](#)
7. Promote the contest on social media channels, sharing your Custom Links. A few tactics include using your Hootsuite Dashboard to monitor for keywords and brand mentions relevant to your offer, reaching out to anyone tweeting about "Vegas trips" or leads asking questions to staff on social channels. Hootsuite also offers geo-location tools, making it easy to deliver messages to different regions—for example, LA markets can receive a tweet about a "weekend getaway" while New York can receive a message about "escaping the cold."
8. As you are running a test in a specific timeframe, you'll be able to see how many people redeemed your promotion. This gives you the overall economic impact. The Custom URL Parameters will appear in your third party web analytics, allowing you to see the specific messages that brought the highest sales.
9. Use this data to refine your social strategy. Which messages brought the highest conversions? Was Twitter more effective than Facebook for driving immediate bookings? What was the average time to purchase after discovering your promotion? This can show that perhaps more lead nurture is needed (if people don't convert right away). Or it could show that you have a very small window to convince people to buy before they leave your site and find another offer (often the case with vacation packages).



## 11. Build social data into your editorial calendar

It's a common practice to test headline variations on social channels. The trouble is that most organizations just use their official channels to test what resonates with their audience. This misses a huge reservoir of content insights: the social data created by employees sharing company content.

The Dallas Morning News uses Hootsuite as a command center, monitoring the different responses from reporters sending out social media posts. This gives them a wide variety of social messages, finding the content that is of the highest value to their readers.

As Michael Landauer, their Digital Communities Manager, told Hootsuite, "Now with Hootsuite, we have the visibility to see news coming in from our entire staff and can run a much more comprehensive effort. Hootsuite is set up so we can have a centralized back-at-base approach to reporting, making sure we provide robust content to our flagship Twitter streams . . . We can quickly put other content on hold and let the big story take the lead."

## ✔ How to do it:

Let's say you are an online retail brand and you want to find new styles and content topics that will interest your audience. Here's how to use social media data to fuel your editorial strategy.

As you'll have multiple team members looking for ideas, you'll be able to capture a wider set of topics and themes.

1. Send multiple employees (typically, writers or your editorial team as they will have fairly substantial audiences) to a conference such as a large fashion show or tradeshow. From the floor, get them to post social messages about different styles they like, new trends, and interesting things they find.
2. Filter all of these social messages in your Social Relationship Platform. These streams will act as your command center, showing you how different employee interests and content resonates with their followers. Anything that sees initial promise (such as 5-10 favorites very quickly) can be fed into your official social media accounts and amplified to a larger audience.
3. You can also monitor general conference chatter and set-up search streams for different journalists covering the event to see if they are picking up on the same topics.
4. After the conference, review your internal social media analytics to see which messages drove the most traffic. From this data, you can begin to build the early successes into larger content projects. For example, if an unknown designer seemed to gather a lot of interest, perhaps a series on the "10 new designers turning heads at fashion shows" would also be of interest.
5. You can also use historical social media data to find content ideas at conferences or events you never attended. Find an event you'd like to mine for customer insights and contact your social media analytics provider. They will likely be able to give you access to historical social media data around the event.



## Your Next Steps

Most organizations are already using social media listening to monitor their brand's health and better understand their customers. We hope that this guide has given you some practical ways to start capitalizing on social media data, turning listening into profitable tactics.

For deep social media listening and access to 100+ million data sources, check out [Hootsuite Insights](#).



# About Hootsuite Enterprise

Partner with Hootsuite to accelerate your social transformation



Hootsuite is the most widely used platform for managing social media, loved by over 10 million people around the globe and trusted by more than 800 of the Fortune 1000. Hootsuite Enterprise empowers organizations to execute business strategies for the social media era and scale social media activities across multiple teams, departments, and regions. Our versatile platform supports a thriving ecosystem of social networks complemented by 200+ business applications and integrations, allowing organizations to extend social media into existing systems and programs.

Along with our channel and agency partners, we help organizations build deeper relationships with customers, stay connected to the needs of the market, grow revenue, and draw meaningful insights from social media data. Innovating since day one, we continue to help organizations pioneer the social media landscape and accelerate their success through product training, group training and tailored organizational training, as well as security and compliance services.

Request a custom demo today by visiting [enterprise.hootsuite.com](https://enterprise.hootsuite.com)

## Trusted by over 800 of the Fortune 1000

