

Mention Ebook

The Media Monitoring Guide for Digital Marketing Agencies



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Introduction.

In the US alone, we count about **120,000 marketing agencies** trying to help businesses to make it into the digital world.

120,000 is a lot.

What's more, a survey from **The Manifest** released in 2018 revealed that **41% of businesses say they spend at least \$500,000 on digital marketing — annually —, and 81% say they spend at least \$50,000.**

There is a high demand and a very diverse offer. **This means that the digital marketing agency market is highly competitive.**

And your clients are very much aware of this.

They expect the best service, the best kind of insights and feedback to fuel their marketing strategy. And they expect it fast.

Now, to provide this kind of support, **you — agencies — need knowledge.**

But, in today's world, it's near to impossible to keep track of all key information shared on social media, blogs, forums, review sites, and news outlets. **At least not without help.**

Something **media monitoring** can help with.

In this ebook, we explain what is media monitoring and how it will help your agency to deliver better services, from signing new clients, to keep your existing ones extremely happy.

Chapter 1.

What is media monitoring

And how can you leverage it to protect and grow your brand?

Definition

Media monitoring shows brands what's being said about them, their competition, and market across various mediums such as social media, the press, forums, review sites, and more.

Its purpose is to help demystify the noise generated every day on the internet for marketing and communication professionals.

How we do it at Mention

We love Mention. But it's not the easiest brand to monitor. Just like Apple is, it's a little too generic, making it impossible for us to keep track of the relevant conversations without using our own tool.

See for yourself:



So we've set up an advanced alert using specific conditions to eliminate anything irrelevant:

Boolean Query	Monitored Pages	Blocked Websites
1 ((Mention		
2		
3 NEAR/5		
4		
5 ("media monitoring" OR "social media" OR "media?monitoring" OR "social?listening" OR		
6 "monitoring" OR "listening" OR "influencer" OR "mynewsdesk" OR "startup" OR		
7 "solution?" OR "tool" OR "outil" OR "veille")		
8		
9 OR ("mentionapp" OR "mention solution" OR "mention solutions" OR "mention.com" OR		
10 "@Mention")		
11)		
12		
13 AND		
14 lang: (FR OR ES OR DE OR NL OR EN OR SV OR NO OR DA))		
15		
16 AND NOT ("mentionme" OR "me" OR "mention spéciale" OR "BAC" OR "baccalauréat" OR		
17 "mention of" OR "mentioned" OR "mention on" OR "mention in" OR "mention us on		
"social media" OR "honorable mention" OR "to mention" OR "no mention" OR "mention		
it" OR "mention him" OR "mention his" OR "mention hers" OR "mention her" OR		
"mention them" OR "public mention" OR "fait mention" OR "a mention" OR "never		
mention" OR "will not mention" OR "will mention" OR "wont mention" OR "won't		
mention" OR "didn't mention" OR "did mention" OR "don't mention" OR "did I		
mention" OR "did not mention" OR "doesn't mention" OR "did you mention" OR "did		
we mention" OR "to even mention" OR "don't even mention" OR "you mention" OR "I		
mention" OR "we mention" OR "he mention" OR "she mention" OR "they mention" OR		
"your mention" OR "not one mention" OR "'ll mention" OR "another media mention"		
OR "media mention a" OR "media mention the" OR "@mention us" OR "@mention your"		
OR "did we mention" OR "did I mention" OR "did you mention" OR "Thanks for the		
mention" OR "we can mention" OR "you can mention" OR "mentioning it" OR "rarely		
mention" OR "often mention" OR "mostly mention" OR "Thanks for the @mention" OR		
"does it mention" OR "does she mention" OR "does he mention" OR "does they		
mention" OR "an @mention" OR "who mention" OR "send a @mention" OR "Please		
mention" OR "mention a friend" OR "not to @mention")		
14		
15 AND NOT ("politi*" OR "trump" OR "mainstream media" OR "media outlet" OR "biased		
16 media" OR "paid media" OR "syria" OR "israel" OR "palestine" OR		
17 "@realDonaldTrump" OR "@GOP" OR "@SenateGOP" OR "@HouseGOP" OR "@SenateDems" OR		
"@HouseDemocrats" OR "@POTUS")		
16		
17 AND NOT (url:"mention.com")		

It may look scary, but it's pretty easy to set up.

Side note on advanced search (or boolean queries)

Recently, McCann added Boolean queries to their Mention account. The goal was to perform even more precise social listening. *"Boolean helps us set queries that are more specific and work better for the keywords we want to track. Now we can be as specific as we like, and we don't have a limit of excluded keywords. Boolean helps us provide a better product to our clients."*

Learn more about [Boolean Queries here](#).

Track all relevant conversations in real-time, from one place

Big or small, pure player, or brick and mortar, monitoring is essential for all types of marketing agencies (and all businesses for that matter).

"Media monitoring once was a nice-to-have. Today, it's a must-have. With nearly 3 billion people talking every day on social media, brands can not afford to stay in the dark"

-ANNA WILLEMS, CMO, @MENTION

Now, it's true that you could go from outlet to outlet and social platform to social platform looking for mentions of your institution's name and services.

But there are **two big flaws with this strategy**:

- **First, it's a huge time-suck.** If your agency and clients get mentioned hundreds, or even thousands of times a day - you'll need to find time to filter the noise to see conversations that matter. And frankly, you have better things to do.
- **You will miss important things.** You need to understand that it's impossible to know everything that is being said about the brands


and businesses you work for. At least not without help. There are way too many sources, way too many customers, and simply way too many voices out there. What's more, some of the mentions you'll miss could be complaints from valued customers, or even endorsements from powerful influencers. And that's exactly how your agency can turn a happy customer into a churning customer. We don't want that to happen — at least not because you missed something important.

"We know how hard it is to understand exactly how media monitoring can help your business grow, especially if you can't picture how other agencies already use it today. This is why we decided to segment this ebook from 3 very common agency-based use cases."

- ESTEFANIA SARTI, ACCOUNT MANAGER @MENTION.

Starting with how and why you should conduct market research to gather information about your clients and potential clients.





**THINK
OUTSIDE
THE BOX**

Chapter 2.

Why and how to conduct online market research

What's your key argument when signing a customer? What if you could simplify the whole persuasion/negotiation phase by bringing so much relevant insight to your prospects?

If you do your homework before signing a client, you'll show them more than a promise. **You'll show them proof of your agency's value.**

"To market your services effectively, you need to know who you're marketing to. What are the key companies, trends, products, services, and influencers you should know about?"

-LAMIAE BENNANI, MONITORING EXPERT, @MENTION

People are talking all over the web, all the time about the products they like or dislike, the services they use, and those they'd wish they had. **Use these user insights to supplement your traditional market research.** At the end of the day, the more you know, and **the more you can share, the better.**

Understand their world and audience

Did you know that 72% of marketers struggle to **find their audience online**? As scary as that sounds, this is an incredible opportunity for agencies to seize.

An advanced monitoring tool will not only notify you when your brand, or whatever you are monitoring, is mentioned online, on TV or on the Radio. It should give you the means to dig through the noise and analyze key data such as *customer demographics*.

These will typically include:

- which **country** the mention originated from.
- which **language** was used,
- what **day of the week** and **time of the day** most mentions happen,
- which **platform** (social media, news outlets, blogs, forum, ...) it's coming from,
- and **what's is said**.

"In most situations, our users find that their brand and products are mentioned in regions of the world they are not even operating ... yet. Having this kind of information, agencies can revolutionize their clients' strategies and establish long-term relationships."

-DUNCAN PRATT-STEPHEN, HEAD OF CUSTOMER SUCCESS @MENTION

"For any prospect that is new to media monitoring, this is a "wow" product. It will leave their mouth hanging open. We've seen that reaction from clients, and that was when we realized we needed to include it in our services. It has that "wow" factor. I've seen reactions that I haven't seen in a long time."

-JOSÉ DELGADO, DIRECTOR/FOUNDER @DOMINO





Measure sentiment around their brand and market

Use sentiment analysis as a way to validate your strategy.

If someone says something nice on your Twitter feed, you're doing the right thing. If their comment is negative, you know what you need to fix.

You can also monitor trends in sentiment over time. Maybe you aren't worried about each individual mention of your brand, but a week of increased negative opinions requires attention.

Finally, don't ignore neutral sentiment. Find customers who are interested but not convinced, and do some convincing.

Perhaps there's an opportunity to further state your brand's value.

Identify powerful and relevant keywords

Monitoring keywords gives you a sense of what people are talking about. You'll find common connections between your keywords and other phrases. Use this for SEO and branding keyword research.

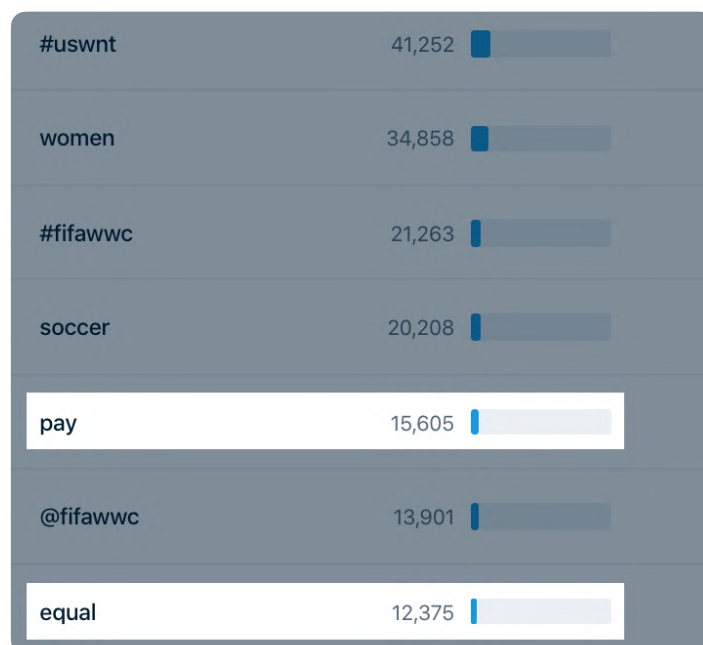
Topic clouds show you words and topics being discussed around your brand name.

The FIFA Women's World Cup France 2019

Here's an example of the keywords trending as of June 26th about the FIFA Women's World Cup France 2019. [See the dashboard here.](#)

If you followed this competition, you know that the pay gap was triggering a lot of conversations.

The term "pay" appeared in thousands of conversations including the official #Hashtag for the competition: #FIFAWWC.



This shows that FIFA should consider rethinking the way they reward professional athletes.

“A best practice to follow what’s said — once you find something to investigate — is to keep an eye on trending hashtags and keywords. This should help you identify relevant insight and eliminate a lot of noise. Make sure you use this information to update your buyer personas and provide feedback to your clients/potential clients.”

-PATRICIA WROBLEWSKI, MONITORING EXPERT @MENTION

Agencies should leverage monitoring to build a clear picture of their clients’ and potential clients’ markets. Doing so, they will be able to pitch in and provide their clients with relevant insight to help in designing efficient campaigns.

This is something **Domino Internet** uses Mention for.



How Domino Internet Signs New Clients with Mention

Domino Internet is an agency specialized in web hosting, website design, search engine optimization, and Google Adwords. Since 2017, they also provide media monitoring and crisis management to clients from various industries.

"It takes time to build a reputation. Today, one mean tweet can destroy years of work in a matter of minutes, if not dealt with within the first hours."

-DUNCAN PRATT-STEPHEN, HEAD OF CUSTOMER SUCCESS @MENTION

Because media monitoring is new to some companies, Domino Internet likes to present a report to show prospects what their service would provide.

"We like surprising them [prospects] with a little study of their own case. As soon as you show them something, they see exactly what this tool is for."

We did one of these pre-meeting studies for a client that wanted to know how good the information from Mention would be. So we analyzed them against a list of sensitive words like 'bad,' 'broken,' 'rotten,' etc. After an hour, we found a tweet from a customer saying that he had found a pigeon feather inside a can of tuna. This client is a food manufacturer, so we opened our presentation with that. We said 'this is what Mention is for.' They didn't want to see anything else."

It was breathtaking."

-JOSÉ DELGADO, DIRECTOR/FOUNDER @DOMINO

Keep an eye on the competition

Competitor monitoring is an essential business practice.

How can you build or recommend a *fail-proof* marketing strategy for your clients if you don't know what other brands are doing? Whether it is for your *own* brand or a client's, you need to be in the know regarding the competition.

Rival companies are active all over the internet. And your clients need and expect you to know what they're up to.

Identify and learn from your clients' competition

Keyword monitoring unearths new brands with similar products. Even if you think you know who the key competition is, it pays to keep an ear to the ground.

Monitoring also lets you study their marketing and make sure you're providing the best strategies to your clients.

There are different types of competitors you should monitor: Let's take an example with a brand that mostly sells lipstick.

- **Direct competitors** are other lipstick brands. They essentially offer the same product.
- **Indirect competitors** could be lip balm and lip gloss makers. They provide slightly different products and services, but overall target the same market.
- **"Available spend" or replacement competitors** could be companies manufacturing eyeliner, eyeshadow, or mascara. Their products and services are not the same, but they help to solve relatively close problems. In this particular situation: makeup.

Use monitoring to avoid “marketing myopia”

Marketing myopia, a term coined by Theodore Levitt in 1960, is when a business focuses on selling a certain product instead of fulfilling a customer’s needs. Rather than asking “what do I sell?”, ask yourself what problem you can help your clients solve.

This is why you — agencies — need to look at indirect and replacement competitors. If you only monitor direct competition, you’ll miss out on thinking outside the box.

A recent example is Coke vs Pepsi. In 2006, Pepsi hired a new CEO and began changing its focus. Recognizing a shift towards healthy eating, it invested heavily in water, fruit juices, and teas. Coca-Cola made similar investments, but on a smaller scale. Seventy-five percent of its market remains in soda.

Coke has undoubtedly won the soda war, but soda’s popularity is waning. Pepsi may be better positioned for the long run.

How to run a competitor profiling

You need to build a picture of who your client’s competitors are. Approach this task just as you’d build buyer personas. Paint a detailed picture of each competitor.

Your profiles should include:

- Basic company information
- Share of voice (or market share)
- Core messaging and value propositions
- Advertising and campaign themes (topics and trends they use)
- Distribution channels (or on which platform their brand is mentioned)
- Geolocation (where on the planet is the competition strong — and where opportunities are)

You can use monitoring to learn from their content marketing, social media, and SEO strategies.

Analyze their content strategy

If your clients hired you to produce relevant content, you need to deliver. They want material that's as least as good as the competition's. **Looking at what they are doing, and how they promote it is one way to do it.**

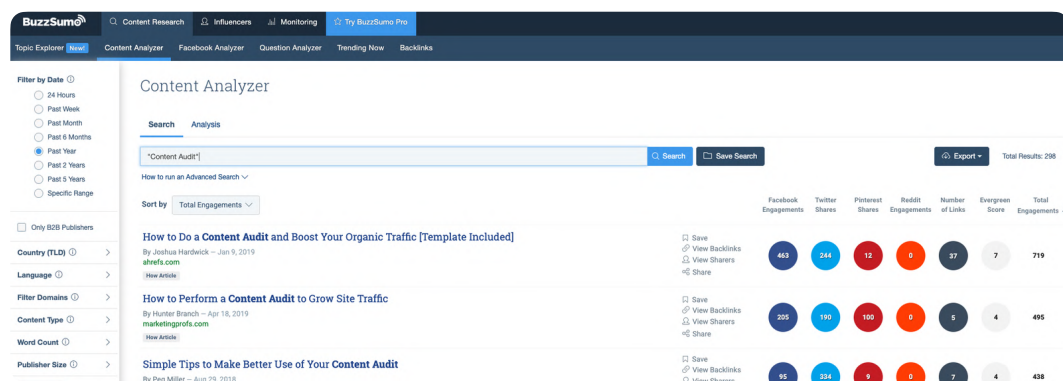
Using a monitoring tool, you'll be alerted each time new content is published, shared, or, better, trending. You don't need to spend hours scouring their blog, looking for news stories.

So what specifically do you need to look at?

Watch what your competitors talk about, and use it to brainstorm relevant topics. If a competitor keeps discussing the same things and triggers engagement, maybe you should consider doing the same thing.

Conversely, if you've found success in another topic, and your competitors aren't discussing it, promote this content as much as you can before they find out and do the same.

You can also use *BuzzSumo* to identify the most successful content pieces out there. Simply enter a keyword or URL, and it will show you the most popular articles featuring it.



It breaks down the articles based on social shares, backlinks, and engagement. If a competitor's piece appears there, check it and try to understand why it is so successful.

To learn more 

Download our **guide to increase engagement with your brand on social media.**

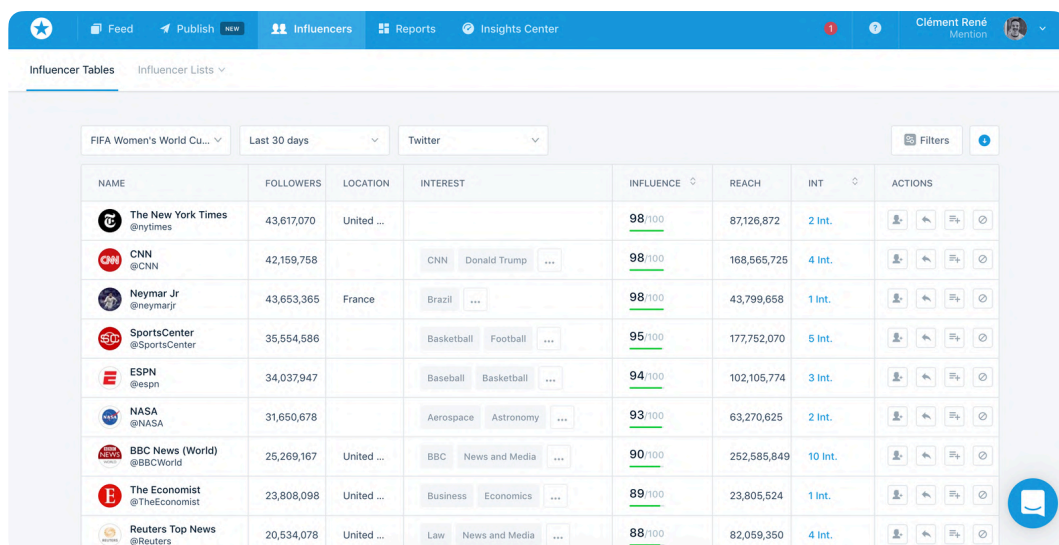
Identify the influencers they work with

Keep an eye out for influencers discussing/working with your competition. These are people with a large online following that can make a big difference to your marketing. They're often journalists, bloggers or reviewers.














































By watching how they work with your competitors, **you'll get a feeling of the type of influencers that could match your clients** and, of course, **get in touch with them.**

Advanced monitoring tools such as Mention will rank the people who mention you and your competitors, making it simple to shortlist the influencers you should get in touch with.

As an example, here are the most influential twitter account mentioning the **FIFA Women's World Cup France 2019** over the last 30 days.



The screenshot shows the 'Influencer Tables' interface on the Mention.com website. The top navigation bar includes links for Feed, Publish, Influencers, Reports, and Insights Center. The main content area displays a table of influential Twitter accounts mentioning 'FIFA Women's World Cup France 2019' over the last 30 days. The table columns are: NAME, FOLLOWERS, LOCATION, INTEREST, INFLUENCE, REACH, INT, and ACTIONS. The accounts listed include The New York Times, CNN, Neymar Jr, SportsCenter, ESPN, NASA, BBC News (World), The Economist, and Reuters Top News.

NAME	FOLLOWERS	LOCATION	INTEREST	INFLUENCE	REACH	INT	ACTIONS
 The New York Times @nytimes	43,817,070	United ...		98/100	87,126,872	2 Int.	   
 CNN @CNN	42,159,758		CNN Donald Trump ...	98/100	168,565,725	4 Int.	   
 Neymar Jr @neymarjr	43,653,365	France	Brazil ...	98/100	43,799,658	1 Int.	   
 SportsCenter @SportsCenter	35,554,586		Basketball Football ...	95/100	177,752,070	5 Int.	   
 ESPN @espn	34,037,947		Baseball Basketball ...	94/100	102,105,774	3 Int.	   
 NASA @NASA	31,650,678		Aerospace Astronomy ...	93/100	63,270,625	2 Int.	   
 BBC News (World) @BBCWorld	25,269,167	United ...	BBC News and Media ...	90/100	252,585,849	10 Int.	   
 The Economist @TheEconomist	23,808,098	United ...	Business Economics ...	89/100	23,805,524	1 Int.	   
 Reuters Top News @Reuters	20,534,078	United ...	Law News and Media ...	88/100	82,059,350	4 Int.	   



How McCann Signs Clients & Monitors Competitors With Mention

McCann Worldgroup is one of the world's largest marketing communications organizations. They help brands in 120 countries build awareness through marketing and advertising.

Today, McCann uses Mention's competitor dashboard to track everything their clients' competition does on social media and the web. And of course, they use it to keep their clients fully informed.

"It gives our customers an 'eyes wide open' perspective of the advantages and opportunities that competitors are letting go, and which spaces we can fill.

When we have a new product or campaign, it's important to see how the increase in our mentions affects our competitors, and also what people say about those other companies.

"We want one single tool that lets us provide many deliverables to our clients. That's Mention."

-ANDREA FALLAS, DIGITAL INTEGRATION DIRECTOR @MCCANN

Chapter 3.

Be the first to know. Build trust and dependency

The keyword here is customer retention. After all, your agency is only as great as your clients are successful and happy. Lose them, and your work has no purpose.

You see where we're going with this. In many ways, media monitoring will help you reduce the inevitable churn your agency has to face.

***"No matter what you do, many clients will churn.
Your job is to keep that number as low as possible"***

-DUNCAN PRATT-STEPHEN, HEAD OF CUSTOMER SUCCESS @MENTION

Today, media monitoring is a first choice tool for agencies because it helps to strengthen the bond with clients.

How so?

It can affect 4 of the root reasons why businesses churn from agencies in the first place.

4 reason why businesses churn form Agencies

1. Fierce competition

Your clients will churn if they believe that competition can make better use of their money. As mentioned in the opening of this document, the competition is fierce in the marketing agency world. There are hundreds, in not thousands, of agencies that can offer an equal, if not better service than yours.

Our advice: you need to stay ahead of your competition to avoid this kind of churn, using the knowledge you get from media monitoring.

2. Fail to deliver

Based on an original agreement: if you made empty promises to sign a customer, you'll probably lose them as soon as your contract with them ends, or even before the end of on-boarding if the contract allows it.

*Our advice: using media monitoring, one of your first arguments will be the **knowledge** you can deliver. Data doesn't lie, and both your work and reports should be strengthened by it, keeping your clients happy.*

3. Bad Service and weakened relationship

Working with a happy client is awesome. Working with an unhappy client can be extremely awkward. They don't want to work with you anymore, but kinda have to make the best of the contract, and it's hard for you to deal with the account. Sometimes, the end of the contract almost feels like a relief!

*Our advice: you can avoid this situation — or at least make sure it happens less often — using monitoring. The simple fact that you can generate and send relevant reports based on the metric they need to track will make a big difference. **Your interaction with the clients will be numerous, relevant, and awaited if you're able to adapt and make recommendations based on the data.***

4. Price

Not so much you can do about this. The only way you can lower the price of your service is if you can deliver the same service in a shortened amount of time.

Our advice: something monitoring can help with again as it is here to replace a manual — and tedious — task, and to do it much better than any human brain. Save time, lower your prices — if needed —, and stay competitive.





How Advertising Agency AirOnAir Impresses and Retains Clients with Mention

Air is Belgium's top independent agency and the exclusive partner of McCann Group in the country. With 120 employees, Air strategizes and executes advertising and digital campaigns for brands worldwide, including BMW, MasterCard, Seat, Inbev, Amnesty International, etc.

One of Air's biggest use case of Mention is understanding a client's brand from the conversations and feedback collected online. They do so by creating alerts of their clients' brands and analyze the different mentions on the web, forum, review sites, and especially on social media, e.g. Facebook, Twitter, Instagram, etc.

More specifically, they're looking to answer questions like:

- What are the recurring keywords around the brand?
- How do people feel about this brand?
- How engaged is the brand's community?
- What specific products are talked about the most?
- Who are the top influencers of this brand or industry?

While Air proposes this kind of online reputation analysis as one of their agency's services, they also run these analyses when pitching to potential clients to give them a snapshot of their online presence.

Chapter 4.

Share knowledge with your clients

Knowledge. It all comes down to knowledge, to what you know about your clients, their struggles, and how to help them to get better results.



As a marketer, my first concern is measurement. *How can I measure the impact of my actions in a way that I can identify what works, what doesn't, and what needs to be improved?* This is exactly the type of insight an advanced monitoring tool will deliver: it's one of the best tools to actively track the performance of your campaigns.

Track Campaign Impact

Let's suppose your goals for the last month revolved around brand awareness and your clients want to see an increase in the volume of conversation about them. Your monitoring tool compiles this information in an automatic process. You'll have ready-to-use charts showing the progress of your campaign. Prove to clients that your campaigns are working: Monitoring will show you:

- The evolution of your clients' brand awareness over time
- Languages and locations where your clients' brands are growing
- The evolution of sentiment around your clients' brands over time
- How they're performing compared to competition over time
- etc.

Or infinite arguments to prove that what you're doing for them works.

“My tip? Break down campaign impact by channel, to see where you’re making the biggest dent.”

-DELPHINE LE PERSON, MONITORING EXPERT @MENTION

All this analysis is available whenever you want it. For individual campaigns, this makes reporting to clients after the fact simple. For ongoing marketing, choose specific times at which to check your progress - for instance, every second Friday.

See how Wine Services works with world-famous vineyards (and keeps them happy) with media monitoring.



How Wine Services Manages World Famous Wines' Online Reputation

Founded in 2010, Wine Services is an agency with more than 90 clients worldwide. It's the business intelligence leader for some of the best-known wines and champagnes in the world. Their service is designed to help clients make better decisions when putting together their brand awareness.

From the start, Wine Services saw a strong need from their customers to understand their press coverage. This was in addition to their core service.

At that time, traditional press monitoring was easy to find, but digital

media monitoring was unfamiliar to wine producers, and certainly not social media.

To answer this need, Wine Services began offering digital press coverage to clients - manually, relying on free tools. They quickly discovered the limitations of these tools. The work was tedious, and they still missed a lot of online mentions.

Naturally, Wine Services began looking for tools that would automate this process and chose Mention in 2012. They found a tool using the latest technology, but still with a human touch. Mention grew as they grew, adding new features as they needed them. Most importantly, Mention understood their needs and worked with them as partners.

During their growth, Guillaume Forcade, Managing Partner, also tested other tools in the media monitoring market. Mention remained the best-performing solution, and the best placed to answer to their specific needs.

Wine Services offers media monitoring results that are usable immediately, customized to their customers' needs. No article is published automatically on the interface. First, they determine the relevance of press coverage.

"There is a lot of noise online around the very famous French vineyards — Château Mouton Rothschild, for example. It's not always relevant to share this information unless we want to swamp our clients. We use Mention's Boolean requests to narrow down our search, and only return results that our clients need. That's what makes us better than other companies, that don't offer this focus on quality."

- KEVIN CHAULET, HEAD OF PRESS INTELLIGENCE @WINE SERVICE

Conclusion.

That's a whole lot of information about monitoring. Great job making it the whole way through.

Now you know how monitoring helps you:

- Conduct market research
- Monitor your brands
- Engage with web and social media users
- Find influencers
- Spy on the competition
- Track your campaign impact

Use this information to provide the best possible service to your clients. The best part is that monitoring saves you time and effort, so you can focus on innovative digital marketing.





Mention is a social media marketing suite enabling brands and agencies to compare and analyze important conversations online, plan and schedule social media posts, create content based on relevant insights, and keep up your social media calendar wherever you are.

Our all-in-one social media management suite offers superior listening capabilities, social media publishing, and community management. We've helped over 4,000 enterprise clients and over 750,000 users worldwide improve their communications and marketing strategies.

Learn more on mention.com

