

# Twitter:

## Increase the chances of engagement:

**Tweethunter** is targeted towards helping growth/sales and automates tweeting, comments on own posts based on engagement etc. Uses a library of viral tweets in the field and AI writing to keep auto-producing content that is likely to get engagement in different scenarios.

**Tweety AI** seems like a more dedicated Twitter version that generates content based on past activity and viral posts.

**JasperAI** can be used in this scenario as well

## Twitter Listening Tools:

These can help in identifying target investors in the industry, tracking the performance of certain keywords, hashtags and how they resonate among them, and discover some new trends that can be leveraged.

**Brandwatch:** They have an official partnership with Twitter, giving them access to all available data, so provides comprehensive monitoring and tracking of keywords, topics, etc. with tracking and reporting on custom audiences.

Somewhat expensive though.

**Brand24:** Better pricing than Brandwatch. Again helps monitor online presence, and can track reach, keywords etc.

**Digimind** in general listens to and analyzes online convos about selected industry topics;

Some more alternatives that are involved in analyzing keywords and hashtags are **Agora**, **Sprout Social** and **Tweetdeck**.

## Content Curation and Scheduling Tools:

May help create some more valuable content for the targeted crypto audience and increase chances of building Twitter relationships with those in the field.

**AgoraPulse:** Can set rules to forward tweets with specific words to specific members and monitor engagement.

**SocialPilot:** Lets one create and schedule hundreds of tweets in bulk, and can read directly from a CSV or RSS feed to do so.

**MeetEdgar:** helps automatically find and share relevant content from other sources and recycles relevant content.

**Buffer:** Helps optimize posting times based on audience behaviour and schedule retweets.

## Trend and hashtag Analysis Tools:

**TrackMyHashtag:** Could use it to figure which hashtag to use - would get live analytics on its impression, reach, engagement etc.

**BrandMentions:** Monitors twitter hashtags in real time and tracks their performance, sentiment, reach etc, also giving reports based on presence.

Twitter Analytics itself could help with this actually.

## Identification Tools and recommendation engines:

There are a lot of tools around to identify potential influencers within the field, but similar methods could be used for finding potential investors' handles, who seem to be very interested in the field.

**Awario** helps with finding handles who already talk about say crypto and related topics.

**Followerwonk** and **BuzzSumo** are more aligned towards influencer identification.

**Socedo**: Based on the hashtags, keywords, and whom people follow (social intent data), it determines what their interests are. So it finds people most likely to respond, and similar to sux-soup, can perform automatic tasks directed to them. It can be set to like tweets, send follow requests etc., and automatically DM when a request is accepted.

## Sentiment Analysis and NLP Tools:

Would help understand how various people within the crypto field are currently feeling about certain concepts or products.

**Awario** again helps with sentiment analysis.

**Hugging Face** is an ML platform where one can plug in API for sentiment analysis of tweets, using pre-trained models.

Some alternatives would be **Social Searcher**, **IntenCheck**

## Social Network Analysis Tools:

Can help better understand the network among various people within the field and if anyone within a reachable group can be used to contact a certain investor perhaps.

**TweepsMap/Fedica:** Provides visualizations of one's Twitter network, with what topics followers are interested in

**SocioViz:** Focussed primarily on twitter network analysis, along with the usual trends and conversation listening.

### Social Media Analytics Platforms:

Broad, general analysis to see how the Twitter map or reach is growing or changing.

**Databox** provides a dashboard with data such as follower growth, engagement rate etc.

Normal twitter analytics would help with this as well as would already mentioned **Hootsuite** and **Sprout Social**.

# LinkedIn:

## LinkedIn's Inbuilt Sales Navigator:

LinkedIn's inbuilt navigator (its paid) lets one filter profiles based on a bunch of features such as title, role, seniority, industry, function etc.

This could be used to search for potential investors besides the DefiLlama database.

This is part of its 'Search for Leads' feature, which is shown in the video.

This would also enable InMail messages, where you can message someone even if you haven't connected with them; and would unlock some other features such as tracking how long someone spent on your content and TeamLink.

<https://business.linkedin.com/sales-solutions/sales-navigator>

<https://www.youtube.com/watch?v=F9IznzY8b9c>

This video illustrates Sales Navigatore and also dux-soup below.

## Dux-Soup:

Its main task is automation.

For instance it has automatic large scale Profile visits, connection requests, direct messages endorsements etc.

So could perform mass actions to a list of potential investors.

Its most useful feature would be that of 'Drip Campaigns', where one can set a series of automated actions to perform to several prospects over a

period of time, such as a pattern of DMs, requests, Inmails etc., where the time period in between can be specified.

<https://www.dux-soup.com/>

## **LinkedIn's Campaign Manager:**

It is a lot like directing advertising on LinkedIn. Has all the finer features of a dedicated advertising campaign. Can choose a target audience and it would show up to them like sponsored content, but price may be an issue.

## **Wordkraft AI LinkedIn Ad Generator:**

Takes target audience and product as input and says it will give a highly targetted and effective wording. It's free upto 1500 words, so if one wants to maybe spread content via comments it could be useful to decide the phrasing and words.

<https://wordkraft.ai/use-cases/linkedin-ad-generator/>

## **LinkedIn's Talent Insights:**

Another subsription that LinkedIn offers, can use real-time LinkedIn data to search for potential investors based on title, skill etc. along with factors like field and location.

## **copy.ai:**

Takes the platform (linkedin, twitter etc.) along with context and generates content, along with keywords that it believes would help generate traffic. So can help choose keywords which would have greater impacting/interaction and messaging.

<https://www.copy.ai/>

## **Crystal Knows:**

Gives some sort of individualized personality insights for a particular LinkedIn and some advice.

Video below illustrates its working.

<https://www.youtube.com/watch?v=XlY519sP8Ps>

Could be useful in a one on one, although not very useful for large scale content targetting.