

## Part C

### Assignment – Report On: SocialRank

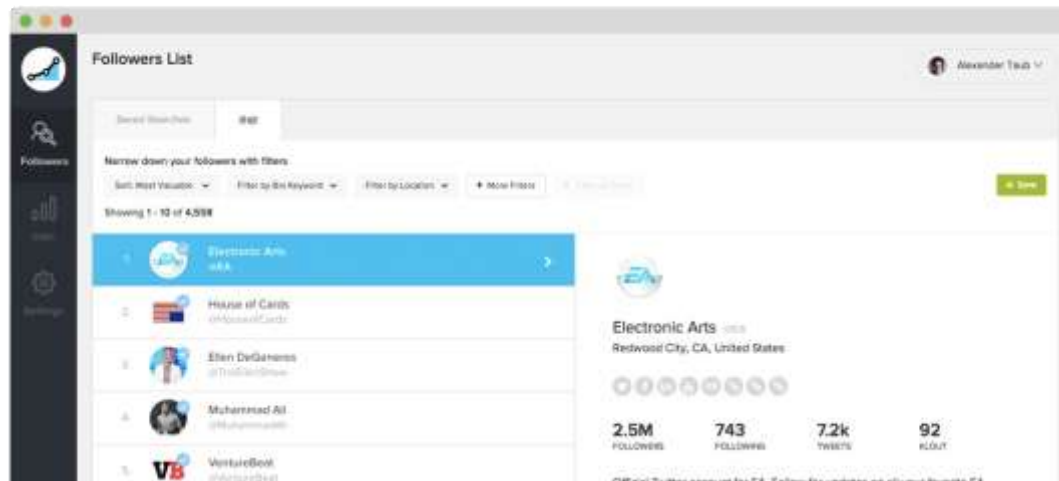
SocialRank provides detailed *audience* metrics for both Instagram and Twitter.

For example, many of the other tools listed above are more focused on hard data or your posts' individual performance metrics.

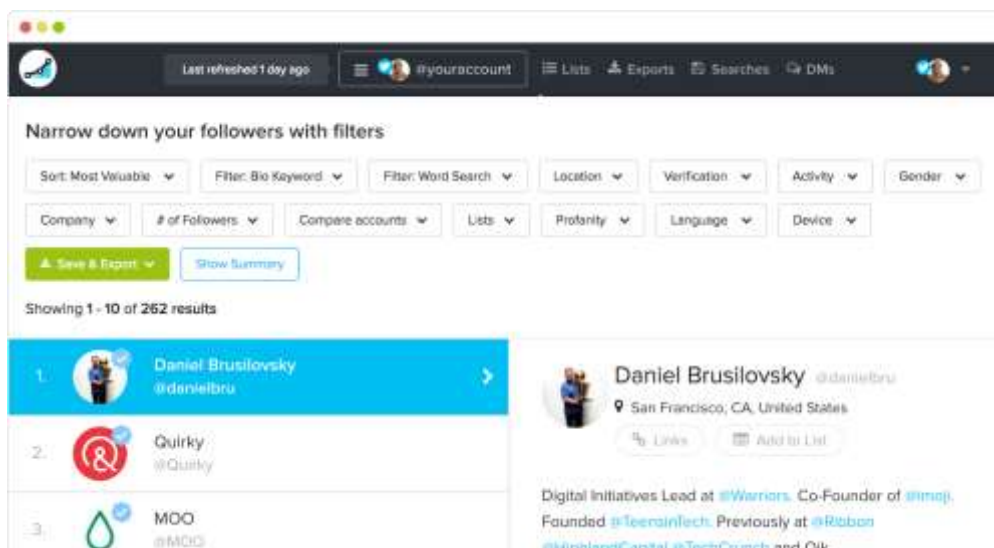
SocialRank will do some of that, but it's more concerned with identifying follower patterns so that you can better tailor your content updates to your audience.

That means it will provide details like the most popular words used in your followers' bios and posts. You can even see the most popular emojis among your target market.

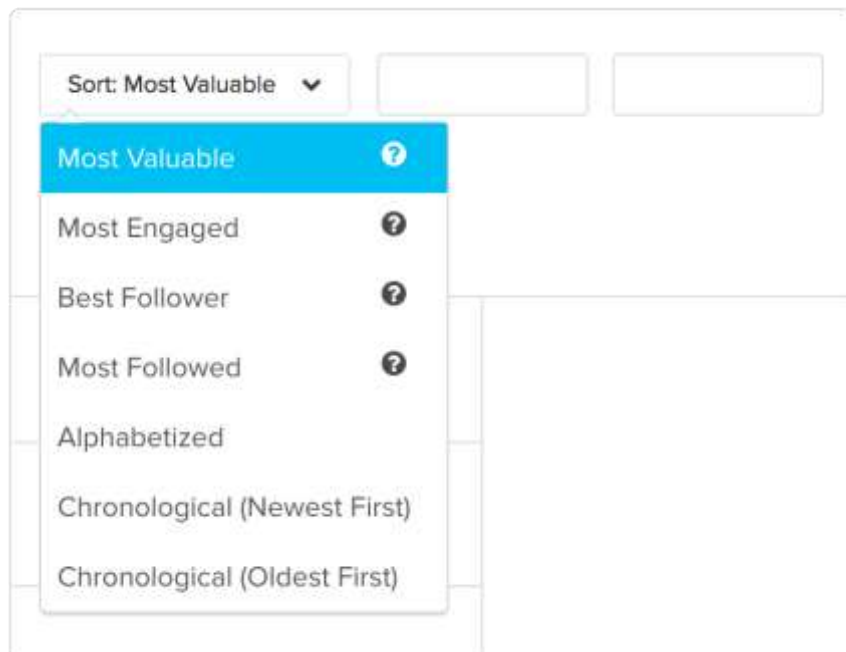
Let's say you're trying to find certain types of people, like bloggers or influencers. You can search prospects' bios based on keywords. You might also use it for local marketing. Filter your target users by location so you can reach out to potential candidates for local live events and other engagements.



Follower filters help you narrow down the audience into small segments based on some criteria, including the number followers they might have, specific companies, gender, and any combination of those.



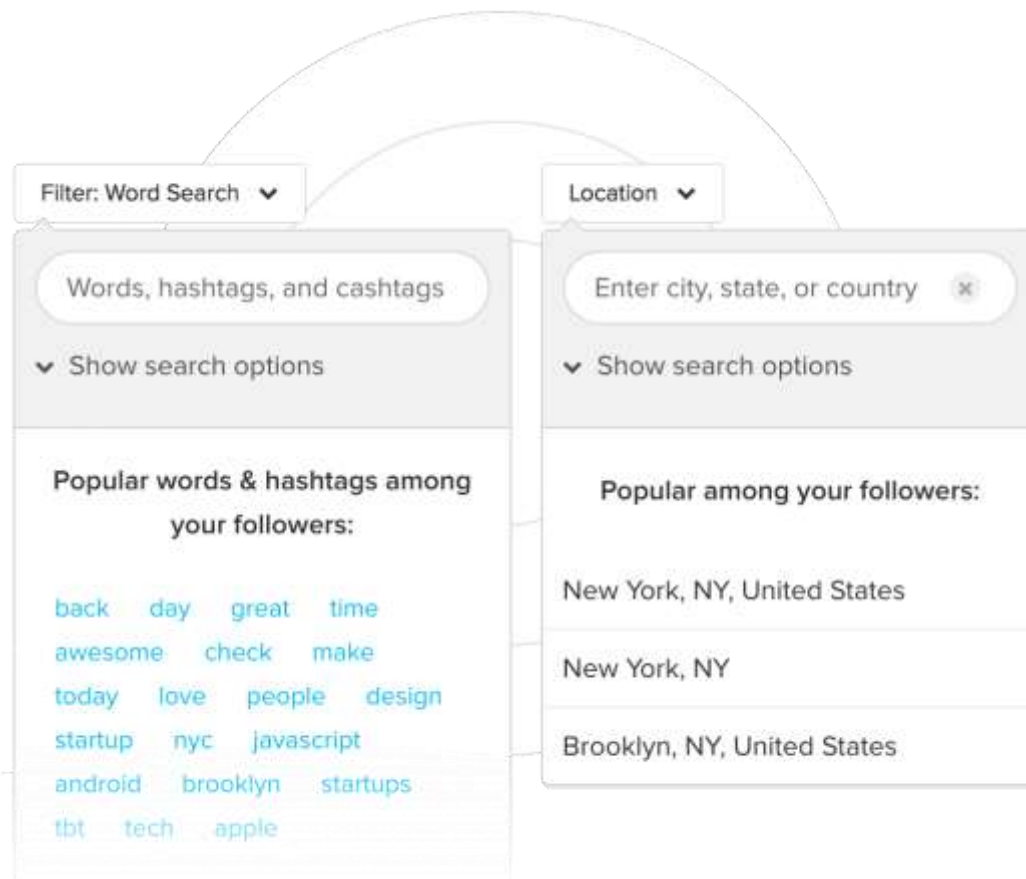
Once you pull up a segment, you can then rank or prioritize these people based on their own engagement with you or their own popularity (by follower count).



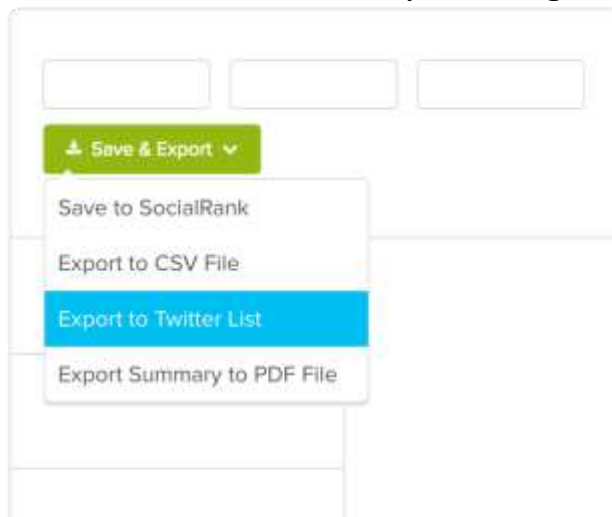
These filters come in handy when you're trying to pull very specific lists of followers.

For example, let's say you're opening a new location in a new city (or simply just visiting a new area for an upcoming conference).

You can overlay these filters together to find people who're using certain hashtags (such as *#craftbeer*) *and* located within a specific city (like San Diego).



Then you can pull these follower lists into an Excel or PDF document for easy sharing with your team.



It's incredibly powerful, but not among the cheaper options listed here. I'd recommend using it for larger influencer or PR campaigns. It works best when you need deep audience insight to build buzz around your latest launch.

## **Conclusion**

Social media is fairly simple at the end of the day.

First, you need to understand what your audience wants and is looking for. The second, you need to give it to them consistently.

In reality, it's a lot tougher than it sounds.

But not if you're using the right tools to that are telling you what your audience is already interested in, talking about publicly, and reacting to online.

Instagram is often used to reach new audiences, increase your brand visibility, and deepen relationships with the people you already know.

Unfortunately, you can't always track those things back to new Goal completions inside Google Analytics.

They're 'soft' goals used to move people along your sales funnel, as opposed to 'hard' goals that result in a new lead or sale.

That doesn't mean they're any less important. It simply means that you need to look for different ways to measure progress and results.

While Instagram's built-in analytics are helpful, the nine tools listed here go far beyond those metrics. You'll be able to quickly identify your target customers, figure out what they're interested in, and learn how to better serve them with new stuff.

After all, that's what analytics are for, anyway. Not long, in-depth reporting that takes you hours to compile. You're often better off

with quick insights so that you can take action, update your marketing campaign, and grow faster.

*What is your favorite Instagram analytics metric to track?*