Overview of Social Media Management (SMM)

While Consumer Research offers you a vast data pool and tools to conduct valuable research about your industry, brand, and consumers, the Social Media Management (SMM) suite helps you manage and analyze the day-to-day operations of your own social accounts. In this article, get familiar with the features available in Social Media Management and learn how they can support your social media efforts.

Publish

Publish provides all of your social media content scheduling needs all in one place. Create and share posts to multiple channels at once, store your brand assets in the Content Pool, and use the Content Calendar to schedule posts in advance and monitor what's going out when. If you have an approval process for your posts, your content creators can submit posts to your team Admins and Editors for approval prior to posting or scheduling. To further facilitate collaboration, Publish also allows you to create labels to organize your posts, leave notes on posts, and even plan campaigns to keep related posts and content together.

Engage

With **Engage**, you can track conversations that your customers are having with your brand on all of your channels. By creating feeds, conversations such as post comments and direct messages will flow into your Engage inbox. Filter your feeds to track the conversations you are interested in, and use timesaving features like response templates and automatic messaging to provide speedy service to your customers. You can also assign conversations to your staff to respond to and leave notes or apply labels to conversations for better collaboration within your team. With Listen feeds, you can use Engage to monitor mentions from your saved searches in Listen.

Advertise

Advertise allows you to connect your ad accounts to Social Media Management and provides an overview of your paid and organic ad activity. Create campaigns with specific marketing objectives, under which you can create ad sets to target different audiences and specify settings for your ads, like budget and run time. In each section of Advertise, you can see real-time metrics for your campaigns, ad sets, and ads respectively to gauge performance and identify successes. By assigning Advertise-specific user roles to your team members, you can give them different levels of access to manage ads, supplementing their main roles in Social Media Management. As soon as you have connected your ad accounts, you can even boost posts that you have already created in Publish to get the most eyes on your content.

Listen

Listen is Social Media Management's social listening tool that allows you to run search queries to gain insights from billions of conversations online. Find mentions of your brand, products, campaigns, competitors, or general topics online that you would like to monitor. Listen analyzes the sentiment in conversations, helping you see what is trending positively or negatively with your audiences. Set alerts, such as for negative mentions of your brand, so your team is always aware and ready to respond. Listen's integration with Engage allows you to import your Listen searches into Engage so your team can stay aware of mentions while managing interactions with your customers.

Audience

Audience works with Engage to create a detailed Audience profile card for a customer or prospect whenever they interact with your brand via post, comment, direct message, or tweet. See drill-down facts about your individual customers, such as their name, gender, location, their other social accounts, what they are talking about online, and how they have interacted with your channels. Conversely, you can also see an overview of your audience as a whole that includes key demographics and their top-trending topics to better inform your social media strategy. Your team can manage profile cards if needed, such as adding labels, merging cards, or uploading your own CSV files of customer data to add more details.

Measure

Measure offers real-time data and metrics about your connected social channels and content via interactive dashboards. Choose from pre-built dashboard templates or build a custom dashboard with the widgets of your choice to gain insights about channel-level and post-level performance. Cross-channel metrics and key performance indicators are also available to help you gauge the success of your brand's strategies as a whole. Measure dashboards can easily be shared out, exported, or scheduled as reports to keep your team or stakeholders up to speed.

Benchmark

Benchmark is an add-on module for Social Media Management that allows you to monitor and compare social metrics from your brands and your competitors' brands. Gain real-time insights about your competitors' social media strategies that can inform the strengths and weaknesses in your own brands. Benchmark allows you to analyze

groups of social channels together as brands and see a cross-network view of social insights for the specific brands you would like to monitor. Pull in real-time metrics for your brands via two dashboards: the Brand Insights dashboard, which offers channel-level metrics, and the Content Analysis dashboard, which offers more detailed, post-level content and metrics.

Interested in our Social Media Management suite? Visit our **product page** to inquire!