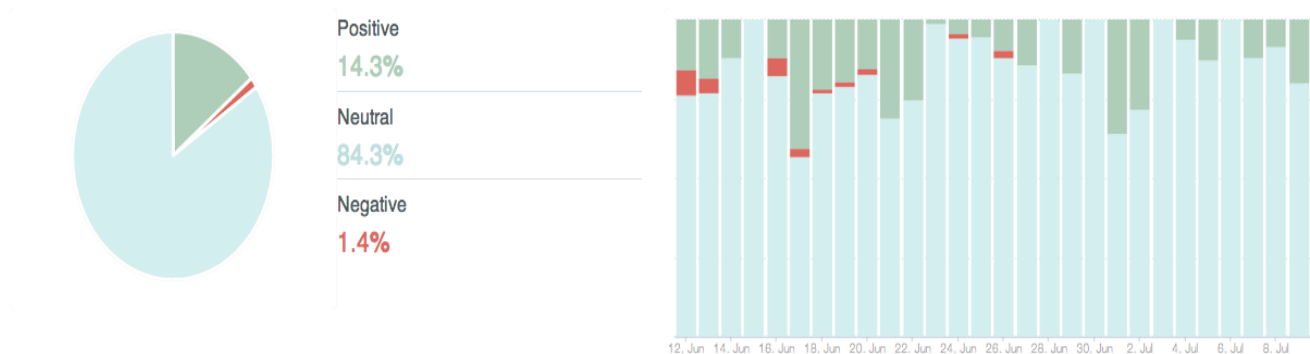# 1. Evolution of Sentiment

Sentiment ⓘ

One of the most triggering challenges businesses face is turning displeased customers into happy customers. How are people talking about your brand on social media? What are the positive and negative comments? While businesses obviously love to hear customers speak on a positive note about their customers, it's the negative feedback that will be most valuable to adjust, for example, your customer service strategy.

The general breakdown of sentiment is extremely important to provide an overall look of the sentiment from customers talking about your brand on social media. In Engagor's sophisticated analytics overview, sentiment is divided into positive, negative, and neutral. Engagor supports automated sentiment analysis for no more than 9 languages: Dutch, English, French, German, Greek, Italian, Spanish, Portuguese and Turkish. Filtering on the sentiment shows the results for certain date ranges to compare how people's tone has changed in the every single mention about your brand.

2. Community Activity vs. Brand Activity

Posts & Engagement by Time of Day ⓘ
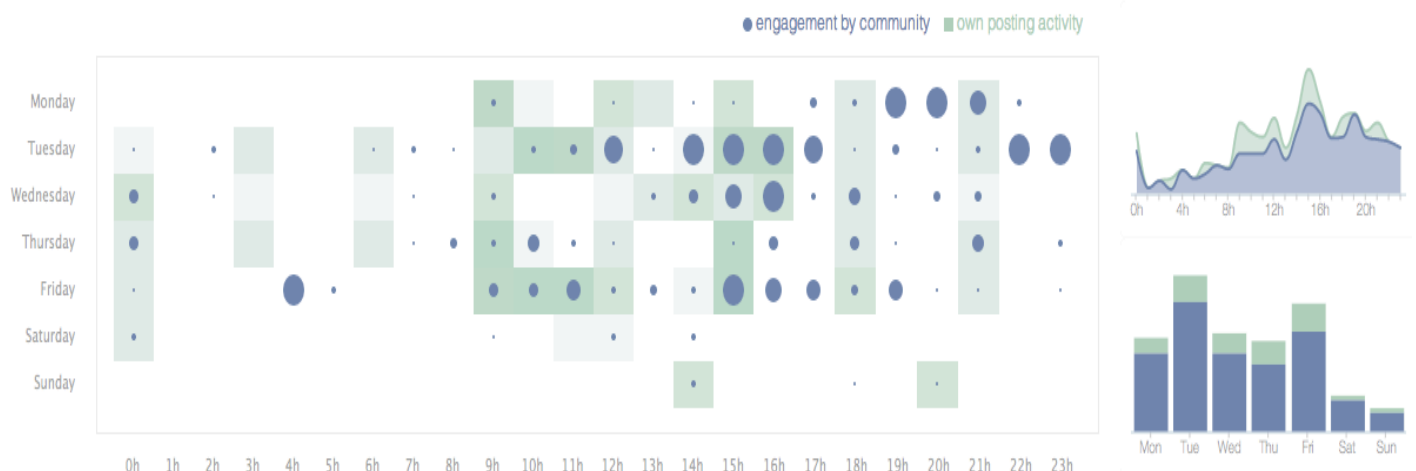
How will you be able to tell your brand's story if there's no one there to watch it? See and be seen: **it's your audience who determines at what times of the day they want to engage with your brand**. Social media efforts are meaningless if you aren't engaging with your community at the right moment. In Engagor's analytics dashboard, 'Post & Engagement by Time of Day' gives you an in-depth look into

when your community is interacting the most with you and when your own posting activity is highest, based on activity per hour of the day and per day of the week.

In order to connect the dots, take an effort to investigate at which moments you are currently tweeting, posting an update on Facebook, pinning new pictures on Pinterest, and see whether that truly is most effective.

Let's take the example travel brands. What's the point in launching a new travel promotion at 8 am when no one is actively looking for it and will automatically tune it out?

3. Social Link Traffic Tracking

How can you determine the success of a strong call to action on social if you don't know how much traffic you're actually driving to your social channels, blog, and more importantly, your company's website and dedicated landing pages?

Adding tracking info to the links you publish with your updates on social media will help you get a detailed view of how much visitors you are able to direct, for example, to your actual blog articles. It isn't just about how many people you bring to your website from your Twitter account, but also about using your social channels to appear higher in the search results, and driving more traffic to your website.

4. Content Downloads

How can you ever be successful on social media if you aren't offering the right content, at the right time, at the right place?

When it comes to offering content on the right place, social media is the perfect channel to curate content.

Linking to relevant content offers is actually one of the most important aspects of growing your business on social media and helps you to increase conversion rate. **Monetize on your website as the central hub for providing valuable, thought leadership content that ties in completely with your customers' needs**.

A simple trick to instantly measure the success of these content offers – and see how many people actually act upon your content – is to keep a close eye on the amount of content downloads (e.g. eBooks) or, for example, webinar registrations. Similar to part 3 in this article, adding trackable links is a good way to start. In order to yield that powerful data, an inbound marketing tool like Hubspot can help you grasp the amount of downloads within a split second.

5. Connectivity & Consistency Are Key

As Pratik Dholakiya explains this tactic: "Connect to niche influencers! Making connections will allow you all to help one another to build a community. You see, industries online are strengthened by collaborations and connections, not weakened by them. Those that try to get ahead of their fellow community members often find themselves ostracized, and success fleeting."

So contact others, offer guest posts, ask for one from them, speak on social media, do collaboration … You will end up in a mutually beneficial relationship that can change everything.

The key is consistency and in the end, what is really going to give you the most success in developing a strong social media presence is consistency. You always have to be posting content, always promoting on social media, always engaging with your audience as it grows.

6. Don't Ever Lose Track of the Real Value of Social Media

Harness the power of social media analytics to measure the amount of conversions throughout the whole social media customer journey. The way you measure and evaluate social media will depend on the specific goals you have set (e.g. increasing awareness, retaining existing customers, generating leads) that completely align with your overall business strategy. However, don't ever lose track of the real value of social media that lies in building and strengthening your customer relationships.

Social media isn't about bluntly posting messages on your social channels, the idea is to continuously evolve and adjust your strategy. **Carefully tracking your activities – and keeping a close eye on your analytics – really goes hand in hand with experimenting to measure the effectiveness of your tactics.** Having the proper software tools to support that process not only save you a lot of time and energy, but can help you carefully streamline and optimize your messaging in real-time. To truly make your business shine on social media, measure, analyze and tweak effectively on a continuous basis with the help of the right tools.