



## ACTIVITY 30

# SOCIAL MEDIA ANALYTICS TOOL

Social media analytics are like a toolbox – the right tool for the job makes all the difference. In today's activity, you'll explore some popular social media analytics platforms and discover how they can benefit your clients.

Here are the tools:

- Hootsuite Analytics
- Sprout Social
- Buffer Analyze
- Brandwatch

### Part 1: Research and Report (10 points)

For each chosen tool, research and answer the following questions:

- Target Audience: Briefly describe the ideal client or business type that would benefit most from this tool. (2 points each)
- Key Features: Identify 2-3 key features or functionalities that differentiate this tool from others. (2 points each)
- Pricing: Briefly mention the general pricing structure (e.g., subscription tiers, free plan availability). (1 point each)



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### Part 1: Research and Report (10 points)

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### Part 2: Applying Your Knowledge (5 points)

Imagine you're working with your client, Primo Electronics, an online retailer specializing in high-end audio equipment. They've seen success with their social media presence but want to delve deeper into analytics to refine their strategy. Their goals are to:

- Increase brand awareness among audiophiles aged 35-55.
- Drive website traffic and generate leads for upcoming product launches.

Based on your research in Part 1, which social media analytics tool (and plan, if there are different options) would you recommend to Primo Electronics and WHY? Explain your reasoning by considering the client's goals, target audience, and the functionalities of the tool. (5 points)



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### Part 2: Applying Your Knowledge (5 points)

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