Top four social listening tools for 2020 and why they're great

Every business wants as much customer feedback as possible. That's why we obsessively measure NPS (which barely has any statistical validity) and run surveys (which, in addition to being biased by definition, can negatively impact customer experience) like it's the end of the world.

But the feedback we *really* want is different. It's genuine, quick and easy to get, and structured enough so we can analyze it effectively. That's where social listening, or social media monitoring, comes in.

Social listening is the process of monitoring mentions of keywords (for example, a brand name) or key phrases across social media and the Internet at large. Think of it as a way to measure people's awareness of any subject – and their opinion on it – without having to ask questions.

Whitepaper

More and more companies are adopting social media monitoring every year, and social listening tools are also evolving quickly. Even though they’re called *social media* monitoring tools, many apps go beyond social media and monitor the web at large. Finally, they analyze the data in order to provide you with insights you can learn from and act on.

In this post, we’ll look at the best social media monitoring tools you can use in 2020.

Awario is one of the best options in terms of bang for the buck. With pricing starting at $29/month, it comes equipped with many features of Enterprise-geared tools: sentiment analysis, topic clouds, Boolean search, and more.

In terms of coverage, Awario monitors Twitter, Facebook, Instagram, YouTube, Reddit, news and blogs, and the rest of the web. Let’s look at what makes Awario stand out.

Rich analytics

Awario lets users measure dozens of social listening metrics, such as sentiment, reach, share of voice, key themes, top countries, and more. On top of that, you can use the tool to identify your biggest influencers and compare several brands side-by-side against crucial metrics for benchmarking and competitor analysis.

Boolean search

Boolean search isn’t for every brand. If your company name isn’t a common or ambiguous word (think Apple or Tesla), you’ll be just fine by simply feeding your brand name to the tool.

However, social listening has plenty of benefits beyond brand monitoring: from lead generation and PR, to doing research for your content strategy, this is where Boolean search comes in handy. It’s an advanced search mode that uses Boolean logic, letting you create flexible queries of any complexity to make sure you only get relevant results, whatever your use case may be.

Pricing

Awario offers a free 7-day trial. Pricing starts at $29/mo for

the Starter plan (with 3 topics to monitor and 30,000 mentions/mo) and goes up to $299/mo for Enterprise.

Although TweetDeck isn’t a specialized social media monitoring tool, it definitely deserves a place on this list.

First of all, TweetDeck is free. Second, it lets you run Twitter searches using its powerful filters. And third, it combines the search functionality with everything else you’ll need to manage your Twitter presence.

Monitoring and scheduling in one tool

TweetDeck lets you schedule tweets, manage your DMs, and track mentions of your company on the network. You can set up as many searches as you need and reply to tweets right from the dashboard by connecting your Twitter account to the app.

Customizable column layout

Another great thing about TweetDeck is its column layout where you get to choose what each column shows. For instance, you could have your Twitter feed in one column, your DMs in another, and your social listening search in yet another one.

Pricing

TweetDeck is free.

Talkwalker is an excellent social listening tool for digital agencies. The software collects the latest mentions of your brand and offers detailed analytics on your social media presence.

The tool’s social media coverage is pretty impressive, on top of Twitter, Facebook, Instagram, and YouTube, the platform also monitors Flickr and Pinterest.

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Demographic analysis

In addition to monitoring mentions, Talkwalker will give you insights on people who mention you, including your audience’s gender, age, interests, and geography.

Image recognition

Talkwalker’s Enterprise plan offers an ability to monitor images and videos, this way you’ll be notified whenever your logo appears in an Instagram photo or YouTube video.

Pricing

Pricing starts at $9,600/year for 10,000 mentions/mo.

Mention is a social media tool that’s primarily geared towards agencies and big brands, although they do offer plans for smaller businesses. Mention’s focus is on real-time monitoring – if you sign up and create an alert, you’ll only see mentions from the last 24 hours. Historical data is available under custom plans.

API access

For businesses that like to have their analytics in one place, Mention offers API access, letting you integrate it into your own tools. If you’re not into coding, Mention offers an integration with Zapier, letting you automatically send mentions to a Google Spreadsheet, set up Slack notifications, and more.

Influencer marketing

In addition to social media monitoring, Mention lets you search for industry influencers across Twitter and Instagram; on top of that, it finds influential websites that you can partner with or guest post on.

Pricing

Mention’s pricing starts at $29/mo for its basic Solo plan, which lets you monitor one topic. For bigger brands, the app offers custom plans which start at $600/mo.

Conclusion

That’s our list of the best social media monitoring tools for the coming year. Each of them has its own unique pros, so I do hope you’ve found one that’s a perfect fit for your use case and budget.

This is a sponsored post from Awario. Awario is a social listening and analytics platform trusted by over 5,000 companies worldwide. The tool gives brands access to meaningful insights on their customers, industry, and competitors through real-time social media and web monitoring. Awario monitors social media networks, news websites, blogs, and the rest of the web in real time, crawling over 13 billion pages daily to ensure you never miss important conversations that spark out online.

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