

ONGOING SOCIAL PERFORMANCE MONITORING

When you want to optimize programs, drive engagement and increase ROI.

Gain monthly brand insights and campaign recommendations that drive content execution strategy and full success measurement. Our expert teams go beyond social analytics - analyzing content and reach data to create strategy recommendations and optimize your content marketing programs.

SIMPLE DETAILS

- 6 month minimum commitment
- Monthly reporting provided
- Brand and industry insights
- Competitive analysis
- Content/program recommendations

USEFUL FOR

- Connecting with customers
- Analyzing the market
- Prepping for product/site launch
- Amplify marketing reach/influence
- Plan for risks or opportunities

ADDITIONAL SERVICES

These additional marketing services compliment or work well with Social Monitoring:

RESEARCH

All good things start with research. Understand your buyers with a unique advantage.

CONTENT

Knowing what your audience wants to consume, you can target them better.

WEBINAR

Promote valuable insights gained from the research to a Penton audience to increase leads.



87% of B2B marketers
use social media to distribute
content.