

Monitor SN

LEVERAGING SOCIAL MEDIA
TO POSITION YOUR BUSINESS

WHAT WE DO

Monitor SN is a consulting firm leveraging social media and digital intelligence for the advancement of business, marketing and public relations communications objectives.



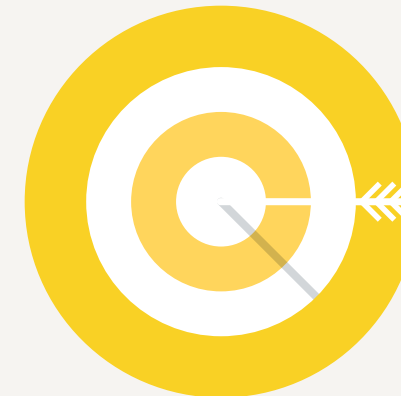
STRATEGIC COMMUNICATIONS

We tailor communications for all mediums delivering your message or changing the narrative in your favor.



IDENTIFY YOUR AUDIENCE

Know who's talking about your brand and what are they saying in real time.



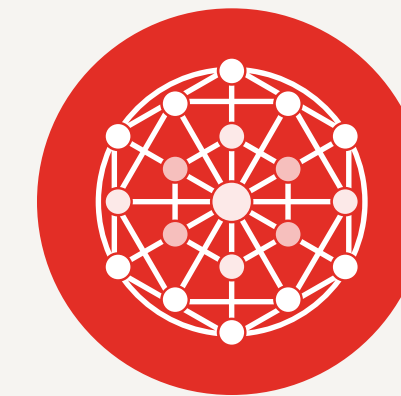
PROJECT TRENDS

We analyze your social interactions anticipating its impact.



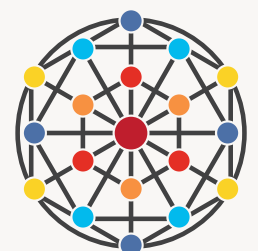
MONITOR YOUR COMPETITION

Take advantage of opportunities before others do.



SOCIAL MEDIA AUDITS

Discover the status of all your digital presences in terms of compliance and cost effectiveness.



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OUR WORK

Because of our legal background, we service clients from highly regulated industries and special interest groups.



ADVOCACY

It may seem they have nothing in common until they discover what is it they have in common. We bring people together to rally for what they believe in.



COMMUNITY

It's not just about managing a community. It is all about relationships regardless of the medium. We nurture a mutually beneficial relationship between communities and our clients.



COMPLIANCE

Navigating the new media landscape without sound legal advice is risky. We ensure you are compliant from the get go.



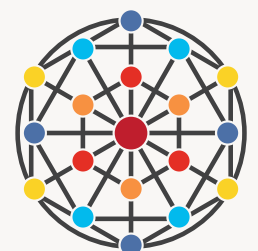
CRISIS MANAGEMENT

When a crisis ensues the key is when to communicate, what and how. We deliver and create strategic multimedia communications for all mediums.



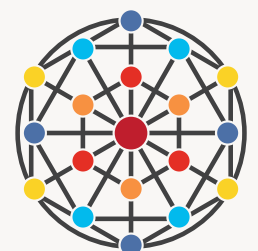
MONITORING

Opposition research takes a new meaning on social media. We sift, validate and calibrate every mention so you can make informed choices.



“The State of Social Media - Class of 2015”

—by Erik Qualman



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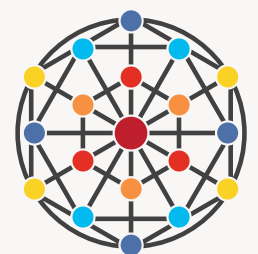
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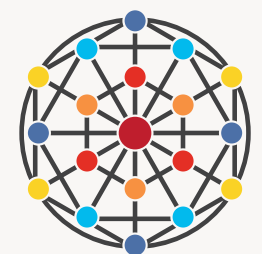


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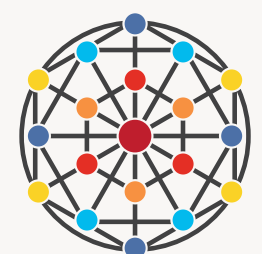
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“You need to get your facts straight.”

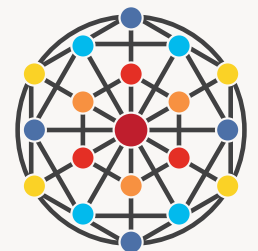




- You need to educate yourself about internet access, mobile phone lines per person and preferred apps along the globe.
- Trends are good, facts are even better.
- Pew Research Center - non partisan fact tank that studies American life
- We Are Social - for global stats
- Nielsen - for consumer insights

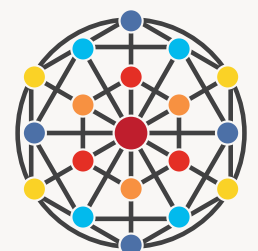


“Social Media is not a Marketing activity.
It's a Public Relations approach.”

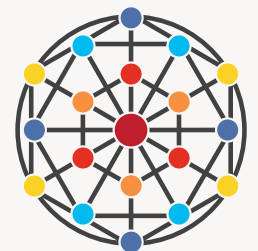




- If social media were a child, public relations would be its parent and marketing its baby sitter.
- Even though social media can reach the masses it's not a mass media outlet.
- It's a PR venue like any other and you have to polish your people skills.



“The best way to add value is staying true to yourself.”

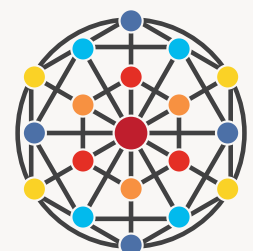


Screw Butterflies, the whole zoo erupts in my stomach whenever I get a message from or I see you.



someecards
user card

- Avoid gimmicks and click bait.
- People expect your business to have a personality to relate to.
- Define the traits of your brand.
- Don't choose to be annoying.





El Nuevo Dia

Mar 16 at 5:47pm • 🌐

"Es una historia triste" - <http://bit.ly/1RneyRv>



Trágica muerte de director de diseño creativo de Pokémon

elnuevodia.com

👍🥲🥵 164

19 Comments 58 Shares

👍 Like

💬 Comment

➦ Share



Mashable

Mar 16 at 6:26pm • 🌐

Pokémon creative design director Eric Medalle died Sunday after a tree fell on his car during a storm in Seattle.



Pokémon designer and artist Eric Medalle dies at 42

mashable.com

🥲👍🥵 1.9K

373 Comments 1.6K Shares

👍 Like

💬 Comment

➦ Share



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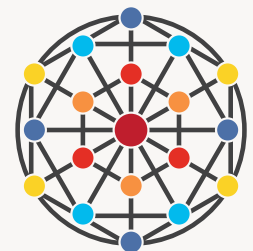
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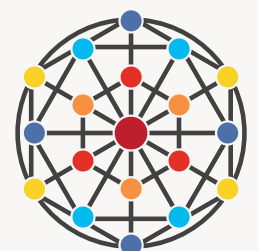
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“Breaking it down for social media: your content must be suitable for the medium.”





- Know the exact dimensions your images should have for every social networks.
- Do what's organic to a platform: length, format, links, type of content.
- Your content not only should be mobile friendly.
- Think mobile first and desktop... later (or ever).





victor20torres
Fajardo, Puerto Rico



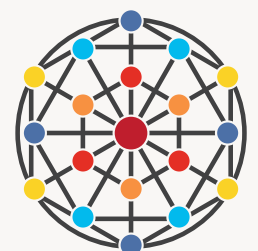
He aprendido que los amores, pueden llegar por sorpresa o terminar en una noche. Que grandes amigos pueden volverse grandes desconocidos, y que por el contrario, un desconocido puede volverse alguien inseparable. Que el "nunca más", nunca se cumple, y que el "para siempre", siempre termina. Que el que quiere, lo puede, lo sigue, lo logra y lo consigue. Que el que arriesga no pierde nada, y el que no arriesga, no gana. Que si quieres ver a una persona, búscala, mañana será tarde. Que el sentir dolor es inevitable, pero sufrir es opcional. Y sobre todo, he aprendido que no sirve de nada, seguir negando lo evidente.



thegoodlifepr
Manati, Puerto Rico

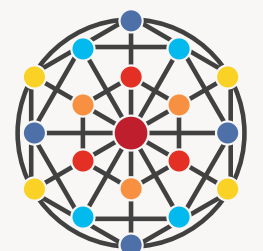


“Being a good neighbor is your best unmarketing strategy.”

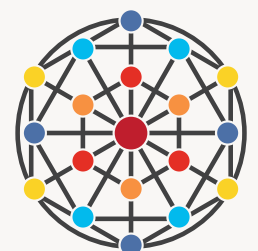


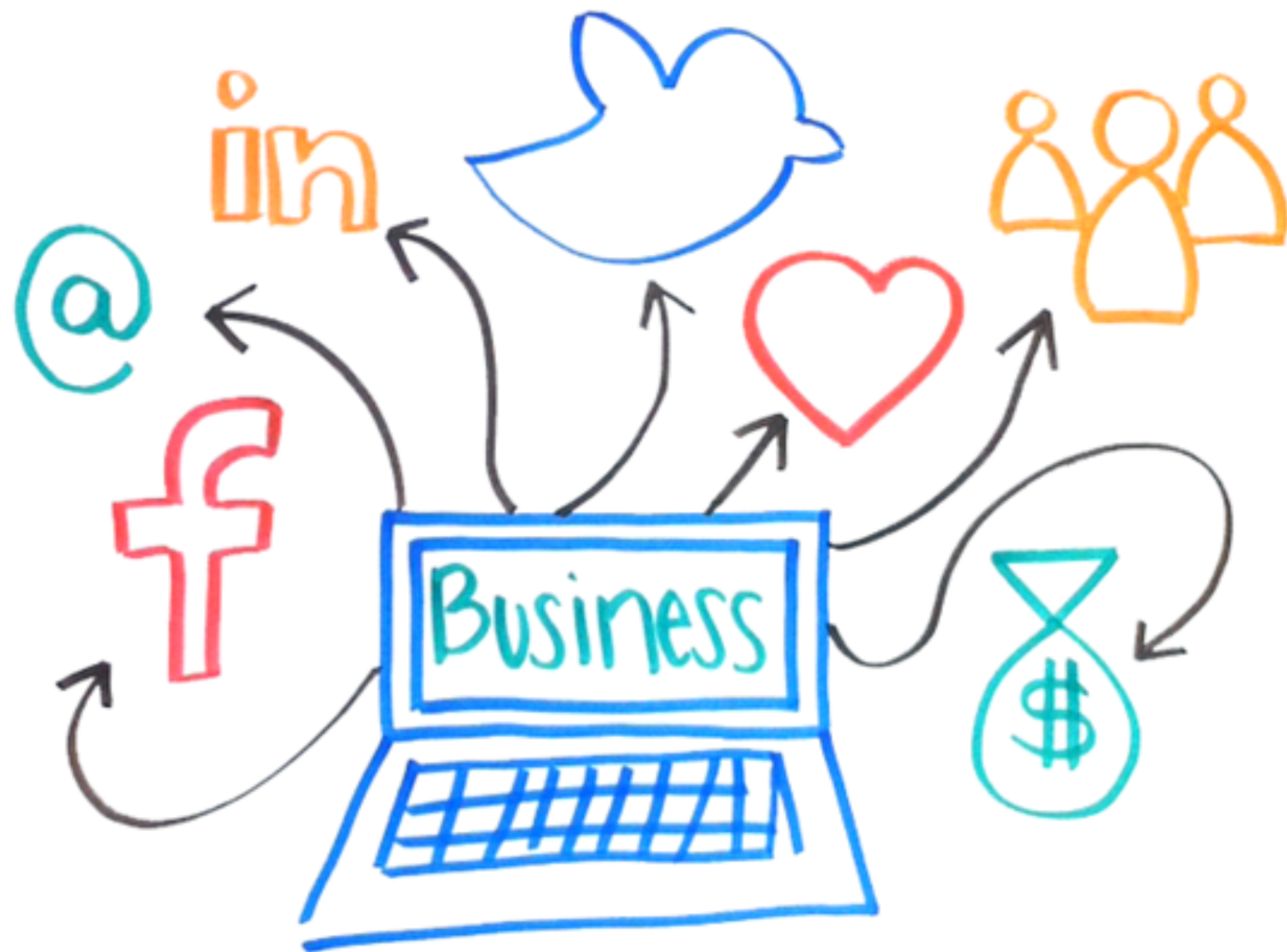


- Good neighbors are helpful not intrusive. Share what you know.
- When thinking about your business proposition, diagnose a problem and prescribe a solution.
- Your life is not ruined if you don't post everyday. Establish a rhythm that works for you and be consistent.

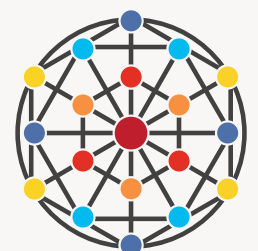


“There is no standard measurement for Social Media ROI. You must design a framework to measure your execution.”

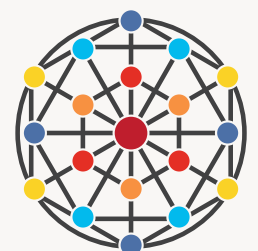




- Your social media efforts have to support your business objectives.
- Your social media results should be paired with traditional business objectives:
- Awareness = Reach
- Engagement = Loyalty
- Sentiment = Public Opinion/ Reputation

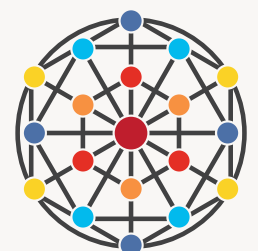


“Social Media is really local, even though you could potentially have a global reach.”





- Just like in NYC, it's all about location, location, location.
- When you start doing business overseas, be mindful of a cookie cutter social media strategy.
- Learn about the local customs and etiquette.
- Translating a campaign does not play well.





Oreo Cookie @Oreo



Power out? No problem.



5:48 PM - 3 Feb 2013

15.4K RETWEETS 6,685 LIKES



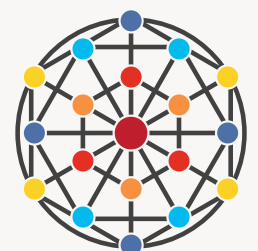
Henrique Capriles R. @hcapriles



Dale RT a la #TarjetaRoja

3:03 PM - 12 Jun 2014

4,240 492



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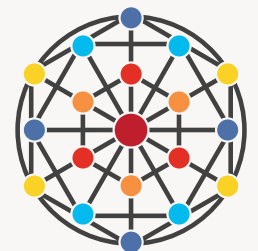


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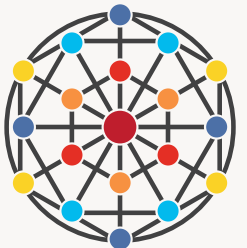
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“Target your audience and don't miss.”

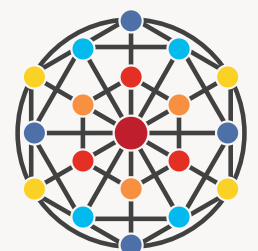


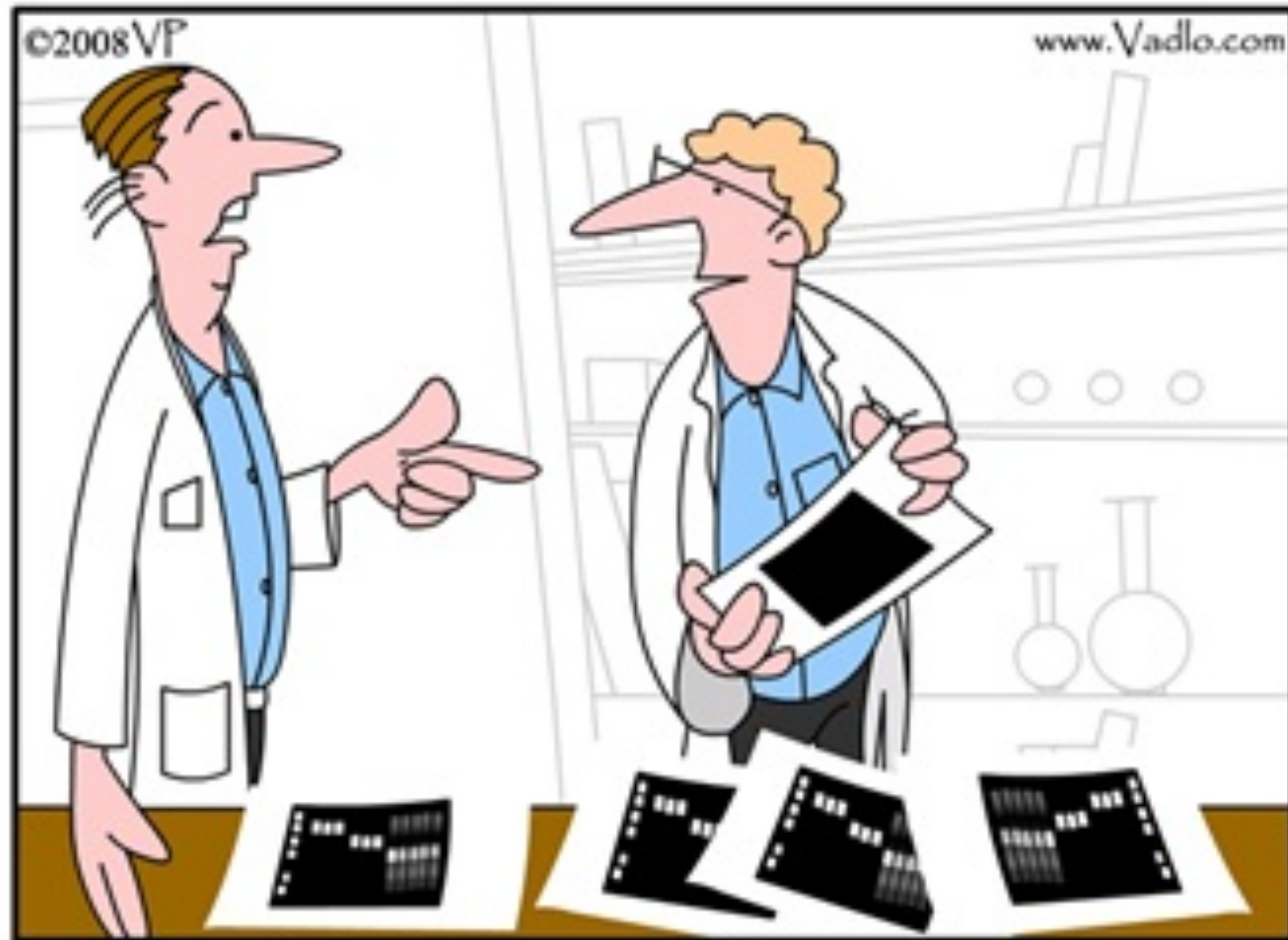


- Know your audience and where you can find them.
- Profile your customers (audience) by age, gender and interests.
- You don't need to be on every single social media network.
- Save your name across all platforms but invest time and resources where your audience is engaged.



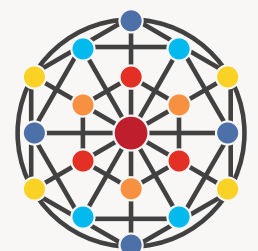
“You don't need to be a data scientist in order to understand metrics and analytics.”





Data don't make any sense, we will have to resort to statistics.

- There are no uniform metrics throughout social media.
- Sift and identify the data sets tied to your objectives.
- Don't collect more than what you need.
- Set up a benchmark for future reference.

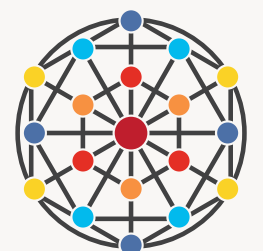


“Always go back to the drawing board.”

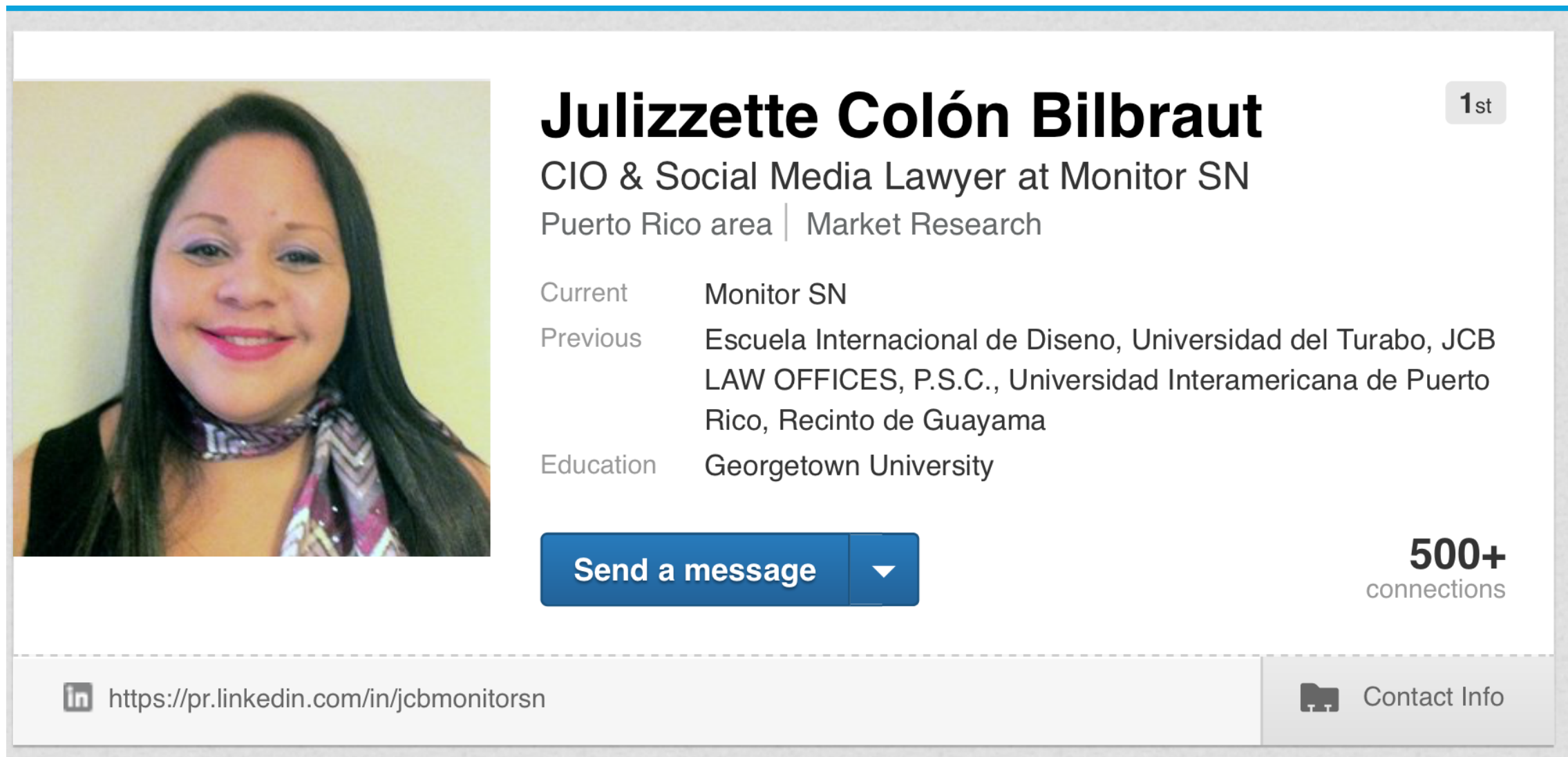




- Remember that you can only compare oranges with oranges.
- You can learn a lot with an A/B testing campaign.
- On social media, you get instant feedback: pay attention to it.
- Ask your audience for their opinion. They appreciate it.



REACH OUT!



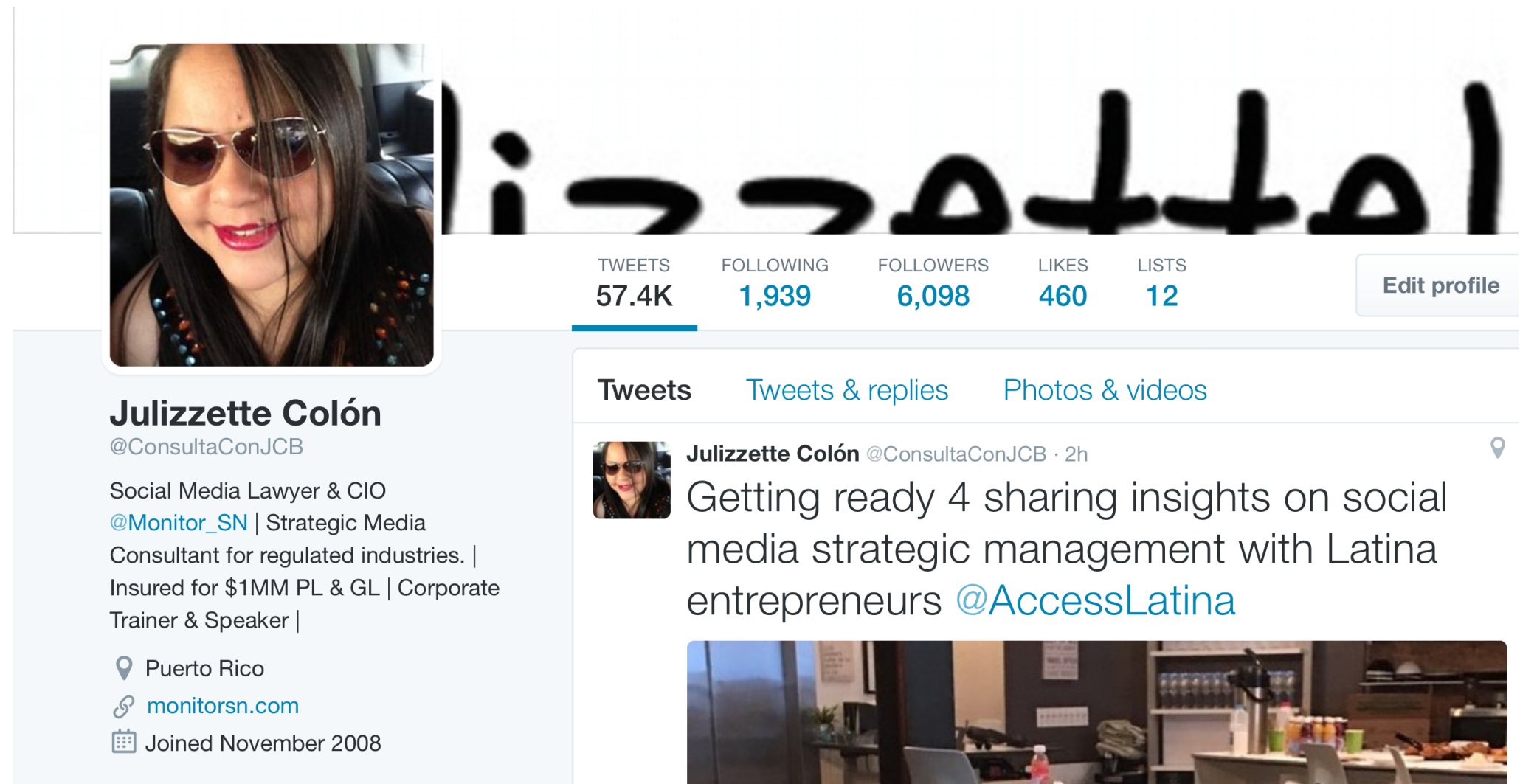
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Puerto Rico area | Market Research

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Education Georgetown University

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500+ connections

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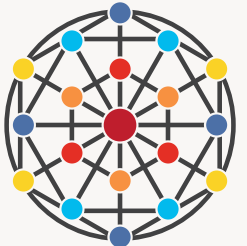
TWEETS 57.4K FOLLOWING 1,939 FOLLOWERS 6,098 LIKES 460 LISTS 12 Edit profile

Tweets Tweets & replies Photos & videos

Julizzette Colón @ConsultaConJCB · 2h
Getting ready 4 sharing insights on social media strategic management with Latina entrepreneurs @AccessLatina

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