



Things You Can Only Do With Hootsuite



Hootsuite is a flexible platform for managing your social media, offering a comprehensive suite of tools that go far beyond what our competitors offer.

With this guide, you'll learn 5 powerful features that our customers love, giving you new ideas to try and demonstrating why Hootsuite is the leader in social media management with 18 million customers and counting.

1



Get a 360-degree view of your social performance *with Hootsuite Impact*

Hootsuite Impact helps you prove the real value of social to your business. In only a few simple steps, you can quickly identify what's giving you the best return on investment.

Hootsuite Impact's **browse and filter** content is our social team's secret weapon. It's easy to understand why. This feature gives social marketers an irresistible combination: the ability to make fast, data-informed decisions based on individual social media posts, along with the capability to understand broader campaign performance.

Browse content allows you to scroll through your posts to see how each one is performing. This feature has been

designed with busy marketers in mind: You get a side-by-side view of text, image, and custom metrics so you can easily identify what's working and recreate the success of top-performing posts. You can click on each post to get an analysis of how you're doing at every stage in the customer journey.

If you want to understand the performance of a particular group of social posts, you can **filter content** according to content type, campaign tags, UTM links, paid/organic, and text. For example, if you want to see results from a campaign, you can type in your campaign hashtag and see results instantly. You can then generate reports based on any filter type, saving hours of manual work.

Why marketers love Hootsuite's browse and filter:

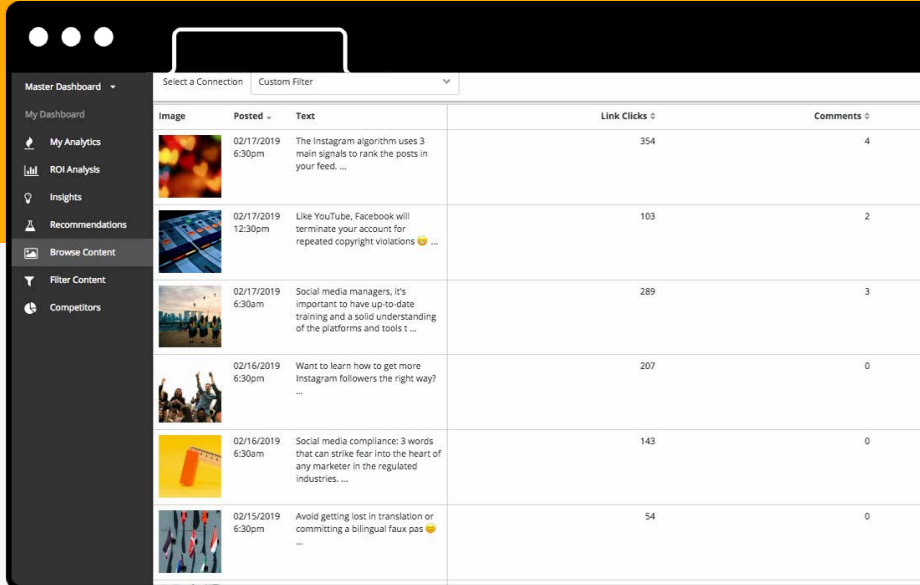
You're getting the nitty-gritty details on your social posts to make informed, strategic decisions.









200%

By using Hootsuite Impact to plan and optimize their campaigns, Grupo Expansión experienced a 200% increase in revenue from social media.

Use Hootsuite Impact's browse and filter content to:



The screenshot shows the Hootsuite Impact interface. On the left is a navigation sidebar with options: Master Dashboard, My Dashboard, My Analytics, ROI Analysis, Insights, Recommendations, Browse Content (highlighted), Filter Content, and Competitors. The main area displays a table of social media posts with the following data:

Image	Posted	Text	Link Clicks	Comments
	02/17/2019 6:30pm	The Instagram algorithm uses 3 main signals to rank the posts in your feed. ...	354	4
	02/17/2019 12:30pm	Like YouTube, Facebook will terminate your account for repeated copyright violations 🙄 ...	103	2
	02/17/2019 6:30am	Social media managers, it's important to have up-to-date training and a solid understanding of the platforms and tools t ...	289	3
	02/16/2019 6:30pm	Want to learn how to get more Instagram followers the right way? ...	207	0
	02/16/2019 6:30am	Social media compliance: 3 words that can strike fear into the heart of any marketer in the regulated industries. ...	143	0
	02/15/2019 6:30pm	Avoid getting lost in translation or committing a bilingual faux pas 🙄 ...	54	0

- ✓ Drill down on your best posts to understand why they did well—and recreate them
- ✓ Understand how a post performs at every stage in the customer journey
- ✓ Filter social posts according to any dataset you want to report on
- ✓ Create and share reports based on your custom metrics

2



Automatically promote your best content *with Hootsuite Boost*

Hootsuite **Boost** takes the guesswork out of social advertising. It will automatically identify—and put your ad budget behind—your best organic content.

Creating high-quality social ads takes time and money, so it's important to test your ad concepts as organic posts first to see how they perform. With Boost, you can automatically promote your top-performing content in the Hootsuite dashboard.

Best of all? You stay in the driver's seat. You own the budget and set up custom parameters so that the ads serve the exact

purpose you need them to. You can check in anytime with the dashboard to see activity and high-level metrics.

Boost is the perfect harmony of paid and organic working together—all within our secure and integrated platform. You just need a Facebook ad account to get started.

Why marketers love Hootsuite Boost:

You're investing in high-performing content that's guaranteed to give you a return on your ad investment.



**Use Hootsuite
Boost to:**

- ✓ Fight the decline in organic reach and get your best content seen
- ✓ Save time running campaigns through automatic promotion
- ✓ Target different audiences depending on your campaign and budget

3



Manage all your social conversations in one thread *with Hootsuite Inbox*

With Hootsuite **Inbox**, FOMO is a thing of the past. You won't miss a single customer conversation on social media. Hootsuite Inbox combines all your public and private conversations under one thread, allowing you to stay in-the-know and respond quickly.

Hootsuite **Inbox** is ideal whether you're working solo or with a team. When you click on a post in the thread, you'll get a detailed overview of your entire conversation history, including the first post that started the interaction. You can

respond, dismiss, or assign messages to you and your team—with added notes for context.

Inbox filters make it easy for you to engage with customers in a way that makes the most sense for you. For example, if you're running a campaign on Facebook, you can filter all your messages according to social network. You can also view conversations based on how they're assigned.

If you're ready to scale your messaging efforts, Inbox allows you to integrate bots to automate more transactional exchanges to help free up your team for higher value tasks and conversations.

Why marketers love Hootsuite Inbox:

It's a one-stop-shop for you and your team to keep track of customer conversations in a single thread.



**Use Hootsuite Inbox
if you want to:**

- ✓ See all your social conversations in one thread
- ✓ Quickly organize and filter conversations to manage high volume
- ✓ Keep track of who is responding to messages

4



Enhance your posts with high-quality images *with Hootsuite's media library integrations*

Visuals are one of the most important elements of a social post, but finding the right image can be seriously time consuming. With Hootsuite's media library, the aimless search is over.

Hootsuite's **media library** allows you to quickly browse and edit high-quality images for your posts—without ever leaving the compose message box.

Hootsuite's media library integrations let your team access royalty-free stock photos and GIFs and add them to posts. If you need custom photos for a campaign, we've got you covered: You can connect your own image libraries through Adobe Stock, Google Drive, and other photo and image tools. By setting up your own library, you'll avoid the hassle of sharing large media files across your team.

Why marketers love Hootsuite's media library integrations:

Creating visual, high-engagement posts for campaigns is fast and easy.



Use Hootsuite content library if you want to:

- ✓ Create an integrated content library with your team
- ✓ Save time sourcing free stock photos
- ✓ Access and share custom images for campaigns

5



Connect social to your lead generation efforts *with Hootsuite Ads*

Hootsuite Ads allows you to manage and optimize your search and social ads in a simplified, collaborative platform.

With Hootsuite Ads **custom audience sync**, you can sync all your Facebook leads between your CRM accounts. Instead of manually uploading lead information from a CSV file, you can keep your audiences automatically connected.

Audience syncing takes the complexity out of running integrated marketing campaigns. For example, if you want to run

a retargeting campaign from your Google Ads account, you can use your contacts from your CRM and Facebook leads.

Lead generation efforts across marketing teams can finally work in harmony. All you need to do is connect your CRM tool to Hootsuite Ads, and it will automatically sync your new contacts to your custom audiences on Facebook.

Why marketers love Hootsuite's custom audience sync:

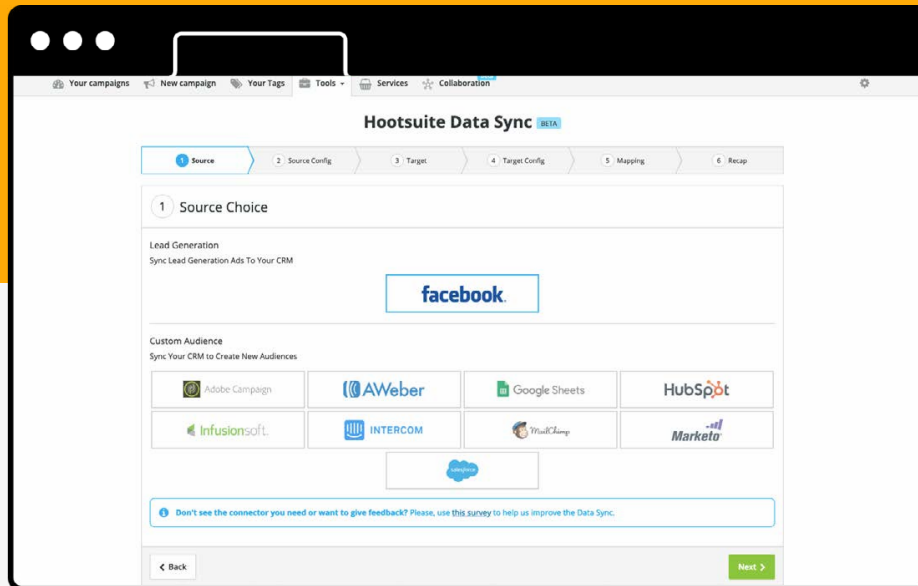
It's a one-stop-shop for you and your team to keep track of customer conversations in a single thread, giving customers a unified experience across channels.



33%

With Hootsuite Ads, Smart Reach Digital increased membership signups up by 33%.

Use Hootsuite Ads lead and custom audience sync to:



- ✓ Manage your Facebook leads across marketing tools
- ✓ Save time by automating the lead-sharing process
- ✓ Keep marketing and sales efforts in sync

Want to learn how Hootsuite can help you succeed with social? Contact your customer success manager or our sales team at sales@hootsuite.com.