

10 MUST HAVE TOOLS TO MONITOR, ANALYZE AND RESPOND TO BRAND MENTIONS

Tool	Best for...	Monthly price
Mention	Facebook monitoring	\$99
Twitter Advanced Search Tool	Twitter mentions	FREE
Cyfe	Creating archive of Twitter conversations around your brand	\$19 (\$14 if you pay annually)

<u>Tweetdeck</u> (desktop)	<p>Responding to Twitter mentions in real time</p>	<p>Free</p>
<u>Buzzsumo</u>	<p>Content mentions (blogs, magazines, etc.)</p>	<p>\$79</p>
<u>Serpstat</u>	<p>Monitor your brand name Google Suggest and search</p>	<p>\$19</p>
<u>Semantria</u>	<p>Analysis and visualization of your data</p>	<p>N/A</p>

<u>Talkwalker</u>	Brand monitoring for huge corporations, TV shows, celebrities, etc.	\$700
<u>Meltwater</u>	Analyzing mentions over time to determine patterns	N/A
<u>Hootsuite</u>	Monitoring and managing mentions across many channels	\$19 for 1 user

Do you have a tool to add to the list? Let us know in the comments!