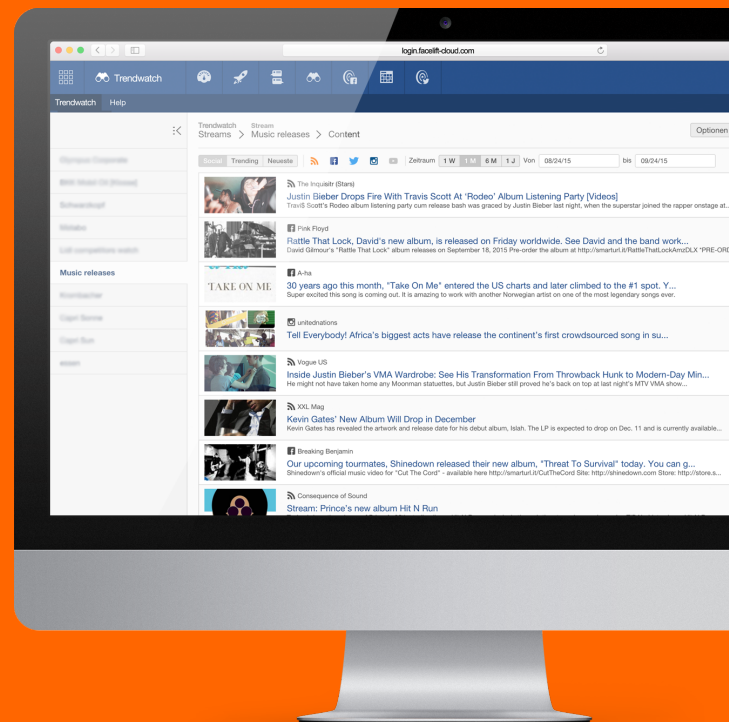PRODUCT SHEET
TRENDWATCH

March 2018

Features Summary

Creative impulses for content planning:
View all relevant trends and developments for more efficient content conception and better reach

Support for all relevant channels:
- Online News/Magazines
- Blogs
- Facebook
- Twitter
- YouTube
- Instagram

Comfort features for efficient working conditions:
- Channel-specific topic analysis
- Identification of particularly viral content via engagement scores
- Timed content development
- Integration into the Publisher module for fast content implementation
- Create you own reports/analyses
- Export function for all topics and statistics

# The most efficient path to relevant content

The right post at the right time.

With a total of eight different modules, the multi-certified Facelift Cloud offers the ideal solution for each area of social media marketing.

It has long been known that professional editorial planning is indispensable for the success of your own social media presence. Social-media users will reward only engaging and channel-specific content with increased consumer acceptance and greater brand loyalty.

The search for the right content often turns out to be a time-consuming process: How should various topics be treated to yield maximum effects? What aspects are currently of interest to prospective and existing customers? Are short-lived trends in order to reach new customer groups?

Trendwatch gives answers to all of these questions and many more, thus providing the material required for the selection of the posts that are to be published and their target-compliant content. Due to the seamless integration into the Facelift Cloud, it is thus the ideal complement to the Publishing module, which allows for an efficient handling of all of the relevant coordination and approval processes that are required for content planning, post implementation and publishing.
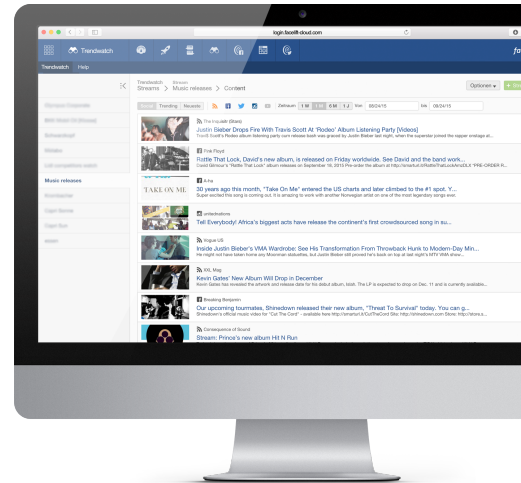
Trendwatch in practice

Two examples show how differently companies use the Trendwatch module to create far-reaching content - and, incidentally, to also give critical issues a positive spin.

1. Long-term topic selection and impulse posts

An insurance company maintains profiles on all relevant social media channels as well as a company blog. Posts on the different types of insurance that are part the company's portfolio are to be posted on a regular basis in order to promote sales through value-added communication. However, the design of such posts is difficult: The content should be relevant to the target group, but it is not clear which issues social media users actively engage with.

With the aid of Trendwatch, the fundamental content plan should thus be validated. The company is pursuing several topics such as "automobile liability insurance," "household" and "dental insurance." A whole six months before the automobile insurance changeover date, - and much earlier than anticipated - Trendwatch shows increased activity on this topic on Twitter and across other online media. The post "New car insurance – what you should pay attention to," which was scheduled for a later date, is published right away and reaches the car owners, who appreciate meaningful advice and are open for good deals by the company, at the best possible time.

Shortly thereafter, Trendwatch suddenly shows an unexpected increase of interest in otherwise rarely discussed topics. Following a weather warning, many tenants are wondering at what point householders or hazard insurance becomes effective, if external influences cause damage inside their home, such as a broken water pipe. The insurance company promptly publishes a post, which takes up the user questions that have been identified via Trendwatch and which is particularly well received due to its excellent timing.
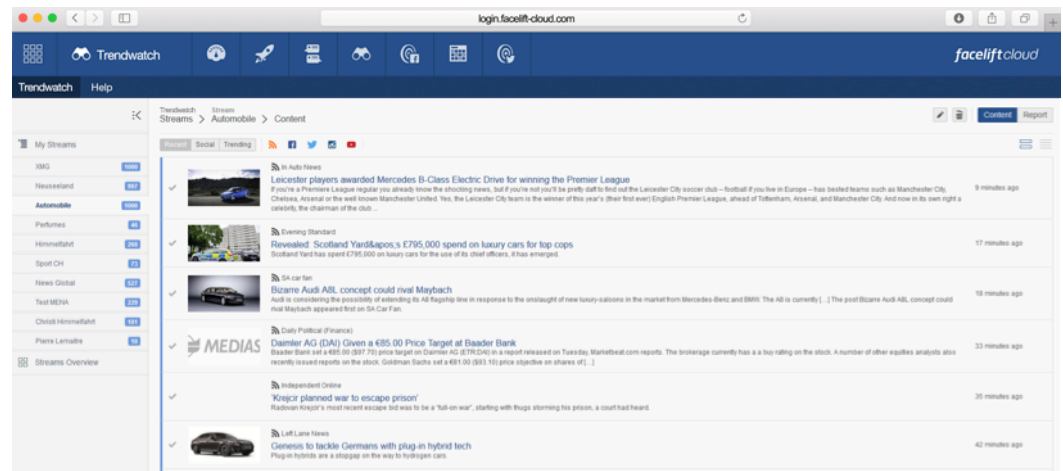
Example view: List of relevant online news from the automotive industry as the basis for finding topics

2. Spontaneous connecting points and proactive action

A global company that is part of the clothing industry creates an editorial calendar, which includes three planned posts for all relevant social-media channels such as Facebook and Instagram on a weekly basis. Additional posts are to be created spontaneously and released as soon as the opportunity for a "quick win" presents itself. In this context, Trendwatch is meant to provide ideas and thus monitors how topics such as animal welfare and fair trade, which are tricky for this industry, develop both quantitatively and qualitatively. Herein, three competitors are included.

Early on, Trendwatch reports that allegations have been made against a competitor, according to which some products, which were supposed to be made of fake fur, might potentially be made of real fur. The editors of the clothing company take up this issue right away and create an informative post showing the high standards that the company has set for itself in order to be able to prove the origin and authenticity of all its products at all times - in line with the demands made by animal welfare organizations. Social media fans feel that their brand choice has been reaffirmed and brand-damaging discussions do not affect the company.

Efficient and sustainable topic selection

Trendwatch has been designed to enrich your creative process by providing valuable suggestions. Different comfort features ensure that this is a cinch:

Source relevance: The Trendwatch module considers curated sources with high reach to provide you with an overview of what's important and to thus further accelerate the brainstorming phase.

Precise analysis: All contents for your considered topics can be filtered by platform at any given time. As such, you can immediately see if a topic is discussed with a different emphasis on Facebook compared to other editorial online media and whether a channel-specific adaptation of your planned content might prove to be useful.

Prioritisation help: Sort your results by established engagement-mechanisms such as shares, likes and retweets and choose the topic with the greatest virality potential. In addition, you thus learn which sources function as multipliers for your topic and are particularly suitable to act as additional marketing and PR measures such as co-operations, blogger relations, etc..

Comprehensive statistics: Detailed statistics for all topics illustrate why specific topics should part of your communication strategy and which topics should be considered in the definition of your target group in the advertising context.

Topics over time: Data about your watched topics is stored for at least twelve months so that you can also track seasonal effects and fundamental developments and take them into account in your editorial planning.
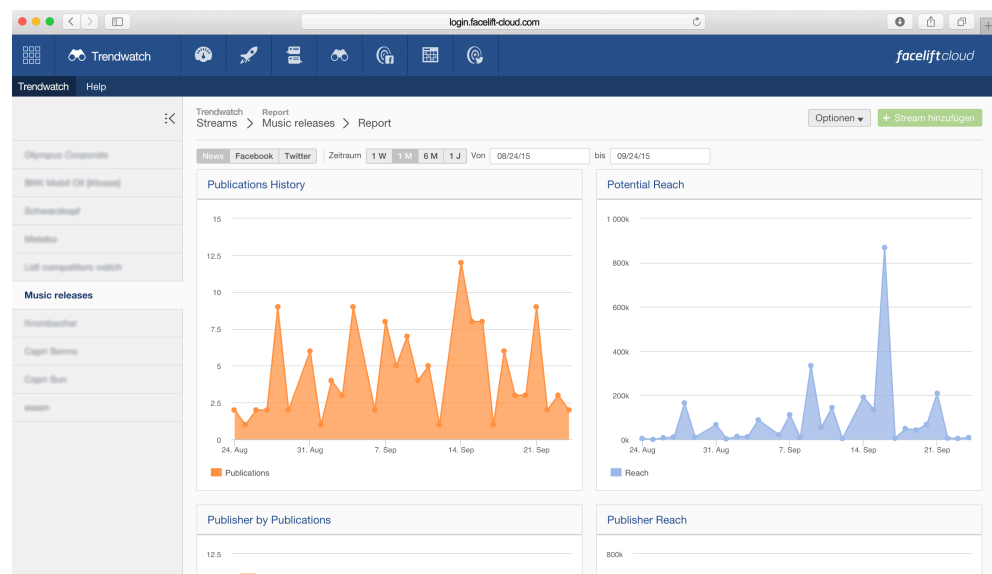

Extensive analysis functions

Of course, all content and statistics for your chosen time period can be identified and exported at any time.

A holistic approach thanks to intelligent integration into the Publisher module
Like all other modules, the Trendwatch module fits seamlessly into the Facelift Cloud. Therefore, you can integrate your watched threads directly into the Publisher module and view them via "Content Suggestions" menu item without changing the module - for all of those instances, in which you want to search for an exciting headline for your chosen topic with just one click.
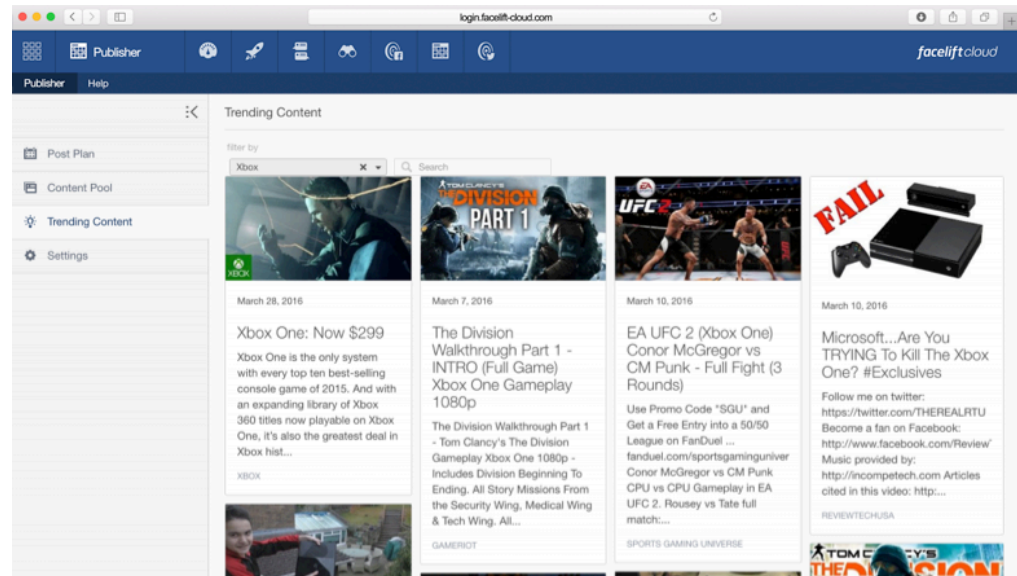
Trendwatch integration in the Publisher module using the example of a video games magazine

The eight main advantages of the Facelift Cloud Trendwatch module:

1. Significant **acceleration** of the otherwise complicated **topic selection process**
2. In-depth data for processing your content in a manner that **conforms to your target group**
3. **Facilitates prioritising of topics** thanks to the labelling of **viral trends**
4. More than **40 languages are supported** in more than 110 countries and thus allow for **global use**
5. **Historical data** allows you to trace **long-term developments** and **seasonal effects**
6. **Seamless integration into the Facelift Cloud Publisher** fort he direct transfer oft he content to the post creation stage
7. Comprehensive **statistics** for further **analysis** and **reporting**
8. **Export function** for all data for use in editorial conferences or business intelligence solutions

Conclusion: Even in case of diverse subject areas, Trendwatch displays what content is perfect at what time and for which target group and thus supplies valuable input for the creative editorial planning process.

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About Facelift

With over 200 employees and more than 1,200 customers worldwide, Facelift is the leading provider of social media marketing technologies in Europe. Facelift Cloud is a multi-certified software solution with all components for professional social media marketing at enterprise level.

Facelift Cloud is fully hosted in Germany as a SaaS (Software as a Service) system, is ISO 27001 certified and thus meets the highest IT security standards. Facelift is part of the official Facebook Marketing Partner Program and Instagram Partner Program.

Facelift brand building technologies GmbH

Gerhofstr.19 | 20354 Hamburg | Germany

www.facelift-bbt.com | + 49 40 2286 849 0

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Marketing Partner

Instagram Partner