



6 Questions

To Ask A Social Platform
Vendor Before Signing
A Contract

Introduction

So you're ready to invest in a social relationship management platform.

CONGRATULATIONS!

You're taking an important step toward deploying a robust social strategy for the entire business.

You've probably noticed the abundance of social tools on the market today. From long-established companies to fresh start-ups, the space is saturated with solutions for pretty much everything.

Tools exist for curating content, for managing paid media, monitoring platforms, workflow tools, alert systems, engagement consoles, etc. etc. etc. It's enough to make your head spin.

So as you embark on this journey to find that perfect solution for your needs, make sure you're asking the right questions to find a platform that will deliver the exceptional social business results you need.

LET'S GET STARTED ▶

1

Will this platform scale to meet my changing business needs?

If all goes well, your social efforts will grow to incorporate more robust campaigns, a bigger team, and implications across your business.

Investing in a point solution that only solves one or two of your current needs puts you at risk of extra costs and productivity loss when you quickly need to upgrade to a more powerful, comprehensive system.

Plan ahead for the growth that an effective social platform can facilitate. Successful companies take advantage of the power of social media across business units, from traditional marketing to sales, product development and customer service.

The right social solution will grow with you, and accommodate users and use cases across your organization.

1

Will this platform scale to meet my changing business needs?

Considerations

- ✓ Does this platform include features I can grow into?
- ✓ Will this platform scale as my team and needs grow?
- ✓ Is this tool simple enough for a novice?
Sophisticated enough for an expert?

2

How does this solution give me social listening data that I can actually use?

The world of social media is notoriously noisy. With hundreds of millions of social posts created every single day, discovering true insight can be a daunting task.

Many social platforms offer social monitoring, which allows for major networks like Twitter to be crawled for key phrases and hashtags. But you miss out on conversations taking place on other social networks like blogs, message boards, and review sites.

Those that offer true listening solutions typically provide keyword and Boolean search capabilities, which are often tedious and require manual configuration and constant refinement. Often, you'll need a dedicated resource just to babysit your searches!

Don't get stuck with a garbage in, garbage out platform! Look for a tool that offers a multi-tiered approach to social listening for agile, actionable social insights.

2

How does this solution give me social listening data that I can actually use?

Considerations

- ✓ Do I need to be an expert in Boolean logic to use your listening tool?
- ✓ Will I need to devote a dedicated resource to hand-cleaning social data?
- ✓ Are all data and analytics reports included in my subscription?

3

How will I know if my social efforts are paying off?

The phrase “Social ROI” gets thrown around so much that it can elicit shudders from modern marketers. We understand that social media is an important communication and marketing channel, but it’s not always simple to quantify where you’re successful and what areas need work.

Make sure the platform you choose offers mechanisms to track your content by campaign, and that it allows you to tie your social posts to real data like web traffic. In short, you need a solution that enables social attribution.

The right social platform will make it not only possible but simple and repeatable for your team to track and share your social efforts.

3

How will I know if my social efforts are paying off?

Considerations

- ✓ Does your tool include mechanisms to track web traffic from social posts?
- ✓ Will I be able to view campaign-related posts in a single dashboard?
- ✓ Do you offer partnerships with Paid Media solutions?

4

What additional solutions should I purchase to “complete” your offering?

With hundreds of social tools available today, it seems there’s a solution for every niche. You could find yourself signing multiple contracts for multiple platforms to create a complete solution.

When they’re all finally implemented, you’ll need to find yet another solution to aggregate the data, monitor internal adoption, and manage workflow across users and platforms.

If that sounds needlessly exhausting, make sure you invest in a complete platform that not only solves your social needs, but also integrates with other tools for improved organizational efficiency and collaboration.

4

What additional solutions should I purchase to “complete” your offering?

Considerations

- ✓ Are all aspects of this platform accessible via single sign-on?
- ✓ Do you offer social marketing, engagement, listening and analytics in a unified platform?
- ✓ Do you have APIs to connect this solution with other tools we use in our business?

5

How can you protect my brand's social presence?

Is there anything scarier than an angry intern with your Twitter password? When you give your whole social team administrative access to your social presence, you put your brand reputation at risk for human errors and accidents.

A social platform that offers a complete set of user roles and responsibilities, as well as customizable workflows, can help safeguard your social presence to prevent mistakes.

5

How can you protect my brand's social presence?

Considerations

- ✓ Do platform users need to have admin access to my native social networks to use the tool?
- ✓ Does this platform offer a system of user roles?
- ✓ Do you offer tools to support my team's workflow / content approval process?

6

Which part of my business will this platform impact?

Many platforms offer slick point solutions for basic social needs like publishing, but fail to embrace social media's potential outside of the marketing department.

In these connected times, social media is not limited to a single function. A social solution designed for the enterprise empowers your business to harness the power of social for everything from product management to marketing, customer service to sales.

6

Which part of my business will this platform impact?

Considerations

- ✓ Can I easily share insights and engagements across my business?
- ✓ Can your tool empower my customer service team to deliver fast, personalized customer service?
- ✓ Will this platform limit the number or scope of listening searches I can perform?



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