Social Media Monitoring & Management Tools November 2009

TOOL	MONITORED SITES	SENTIMENT AUTOMATION	CUSTOM FILTERS / REPORT	INFLUENCER REACH / WEIGHT	REAL-TIME DATA	SAMPLE CLIENTS	FREE TRIAL	COST	COMMENTS
RADIAN6	All public sites (non-password protected). Can customize.	semi-automated	yes	yes - and can be customized based on business requirements	yes	GE, Microsoft, UPS, Southwest Airlines, AAA	yes	$600/month + Based on volume of posts/data	Integrates with Salesforce.com and WebTrends. Simple interface, robust data, collaborative workflow management. Email alerts. Can pull 30 days' data history.
VOCUS	Traditoinal and online media (online via RSS feeds only)	yes	yes	no	"real time" but not "instant"	Bass Pro Shops, Goodwill, Scottrade, Arbitron, 7-Eleven	no	Packaged with PR services	Not a stand alone tool. Incorporates traditional and online media. Fully integrated with their PR suite of tools. Company's core business is PR management and distribution.
SCOUT LABS	All public sites (non-password protected) including video and photos. Can customize.	yes	yes	not built into data, manually tagged/ segmented by user	yes	Netflix, eBay, HP, Sony BMG, Jamba Juice, Charles Schwab	yes	$250 per month	Easy to navigate. Rich features and content. Interactive and collaborative dashboard environment. Email alert feature. Economical.
NIELSEN BUZZ METRICS	All public sites (non-password protected). Can customize.	Data delivered with analysis. Brands one-step removed from actual tweets, posts, etc.	Yes. Full-service reporting and analysis based on business needs	Data delivered with analysis. Brands one-step removed from actual tweets, posts, etc.	reports cover trends and recent data, not a real-time dashboard	"18 of the top 20 advertisers"	no	varies	Not a self-service model. This is a full-service Social Media communications management solution offering strategy, analysis and actionable next steps
TRAKUR	All public sites (non-password protected).	no	yes	yes, proprietary TrakurRank technology	30 minute lag time	undisclosed	yes	$18/month for personal account up to $197 for enterprise level	No learning curve, quick to start, Email or RSS alerts.
FILTRBOX	Mainstream Media, Social Networks, Blogs, Boards, Video, Images, any RSS feed you add	no	yes	yes, proprietary FiltrRank technology	yes	Kohler, Dairy Queen, Cspan, Webtrends, The Search Agency	basic version is free	$1,000/year up to 25 users, or stripped down Basic version for free	Easy to use, email alerts, rich filter options, good depth of data. Only goes back to when filter was set up, cannot pull historical data.
TRENDRR	Web, Blogs, Press, Video, Social Networks, transactional data. Offers prepopulated trend data for many popular topics: brands, buzz, film, gaming, music, politics, tv.	no	yes	no	yes	undisclosed	basic version is free	Packages range from $0 - $999/month	Full API integration for custom reporting. Email alerts, project workflow management
GOOGLE ALERTS	Google: News, Web, Blogs, Comprehensive, Video & Groups	no	No reports. Can use Advanced Search filters for limited fine tuning.	no	yes, if you choose the "as it happens" frequency option	N/A	N/A	Free	Sent via email or RRS reader (GoogleReader or other). Limited to 1,000 Alerts (KWs).
FACEBOOK LEXICON	Facebook Wall posts	no	One chart showing relative mentions of a KW over time or compared to another word	no	no	N/A	N/A	Free	Extremely limited data. A mile high view of popularity trends based on a 1 word KW search
SOCIAL MENTION	Mainstream Media, Social Networks, Blogs, Boards, Video, Images, Audio	yes	yea	shows "top users" within search parameters	yes	N/A	N/A	Free	Social Media search engine. Email alerts, real time buzz widget. Results go back one month. Download CSV files
TRENDISTIC	Twitter	no	One trend chart showing volume of mentions in Twitter	no	yes - if you pick "Right Now" tab	N/A	N/A	Free	Track KW trends on Twitter over 30 or 7 days, or last 24 hours
HOOTSUITE	Twitter	no	no report, just Tweets	no	yes	N/A	N/A	Free	Tool for managing multiple Twitter accounts. Track mentions and interact with authors.