How Cognism Uses Agorapulse

[00:00:00] So for us at Cognism, a Agorapulse is a great platform as it enables us to schedule our posts ahead of time. Track the performance ahead of time. Track the performance like after a certain amount of time. And then also pull metrics on a weekly basis, a monthly basis, a quarterly basis, half yearly basis, the year.

It allows us to get super granular with the metrics and I'll explain why in a second. But first I just kinda wanted to take you through our publishing calendar. So for us this publishing little, this little tool here is great. We're a social media team of two now, so if either one of us are off and we need to schedule our posts for the week ahead of time, we can do that.

It's super easy to see what we've scheduled we can. Some visibility I guess, on the work that we're doing on the post that we're trying and it's great because you can schedule multimedia posts pretty easily, especially video. So if I just click on. Just a random day. This is just Friday, the 2nd of [00:01:00] December.

If I just click on the little plus sign at the top, which says schedule, it will pull up this screen. And it's really great because you can, if you have a square format image we like to keep to square format videos and graphics on our LinkedIn posts. You can just browse the files, upload it, and then do the post, do the text for the post, and then click schedule.

And it's super easy. It's all done there. You don't have to worry about manually having to go into LinkedIn and do it every single time. It's great if you have lots of different posts in a rows because you can schedule them with ease all at once. Just as an example let's say that I had a file that I had to upload. All I'd have to click on is the browse files. Tab. And then once it's done to say it's a text and video post, once it's done, all I have to do is click the little calendar icon here at the bottom and then I can select the exact date and the exact time of when I want the post to go out. So it means that every time we can make sure our posts go out.

The other great thing about this as I mentioned previously other metrics [00:02:00] that you can use with Agorapulse, the, and you can get super granular with it, which is great. I think sometimes reporting on social media, it can become a bit of a set and forget exercise because you report week to week, month to month, and then you will never be able to really keep track or remember of the posts that did really well that month.

Which is why Agorapulse comes in handy for us if we want to get scope on the posts that have worked really well for us in the month, then we can do that really easily. If we want to see how much our engagement went up or down by in the previous month, we can do that. So it just allows us to keep on top of things when it comes to reporting.

So this is just as an example. It's just pulled up because we're in December now, but just this. Is putting up the data for the first to the 30th of November. So you can see here it gives me the following, the engagement and the impressions. And it will give me just because of the month, just because of the time period that I've selected, it's going to give the comparison period of the month before the whole month.

If I did it the week, then it would gimme the week before. So it's great. So I can see here that our following [00:03:00] went up by 6% compared to October. Our engagement has been down compared to October, but our impressions have been up compared to October and it's great because it if you're a visual learner, then you can see you know how your following has gone up and down.

So this is our organic following. It shows us the peaks and troughs so we can keep an eye and then, we can correspond certain dips or increases with certain posts that we might have done, certain time periods. So it allows us to match things up really easily. And then it'll give you like a percentage, which is great.

The engagement as well. Engagement is very key metric for us because we have a target of 6,000. So this will tell us not only whether we obviously, so we can see we've hit the, last month we hit the engagement target, but it will also give us an idea of how we work in per last month. So what we can do is the month before, Looking, I can sit down with my other social media Wiz , and we can sit down and say, what happened there?

What did we do differently in October that we [00:04:00] didn't do in November? What should we bring back? What should we decide to not try again? And yeah, it's just really great because sometimes reporting can be very manual task. But this just makes it super easy for us to see. And the great thing is that it has an export button, so you can just download it as a pdf.

So if you have somebody that you have to answer to to get your posts to get your reporting done, then you can just get, export the file, download it, and then it will just bring up a nice sheet fee that you can send over. So that is the audience tab. Now the other great thing that we like using a Agora Post for is to see the individual metrics on posts.

So if I just click on content and the performance tab it will bring up all of the posts. And this also for us includes paid ads. But the way that I do it is just by clicking on top engagement and then the ones at the top will be the organic ones. And also you'll just be able to notice even if there's a mixture of things that might have been done for campaigns, like paid ads and as well as organic posts, just by the [00:05:00] nature of the post what it looks like, the format.

It's pretty easy to tell which ones I've posted and which ones paid ads have done. So you can see here that it will give you the breakdown for the individual impressions, comments, engagement for each one of the posts. So if I'm looking, if I'm doing a monthly review for somebody for November, I can say, okay, so this one clearly did really well.

It's at the top, and then I can click on it. And it will give me the breakdown here. Again, if it's someone who's a bit more visual and you like having the stats there more visually then that's great. You can see what the post was. Okay, so I know that what the post is, it clearly was some kind of carousel that I must have done, and then I can actually go back to the.

Original post on LinkedIn. So it will have the link there that will just pop up and then I can bring up the individual link. And then what's really great is I can see, okay, we have three comments. What were those comments? Okay, the engagement was really high. Why was the [00:06:00] engagement high? Who's interacting with it?

Who's not interacting with it? So it's really great because it can allow you to get super granular over the data and do some thinking. And yes, that's pretty much how Cognism social media team uses Agorapulse.