

SOCIAL MEDIA MARKETING

# Trending content research tool

# Keeping your followers happy and engaged

You're probably well aware that social media is more than just a sales tool, it's there to help you tell the story of your identity as a brand.

People don't necessarily want to be promoted to, it needs to be subtle. Social media is an ideal place to foster emotional connections with consumers to engage them into developing an attachment to a company through shared thoughts, values and humour.

## Note

Research shows that a good mix of both sales and some light hearted content is the best way to keep your followers happy and engaged.

**You need to motivate users to take time out of their busy schedule by offering them relevant, fun and up to the minute content.**

## The question is ...



### **Who has time during the working week to stay up to date with what's trending?**

With our Trending Content Research feature, you'll never need to spend hours crawling the web for great trending content again.

Fans and followers want engaging, exciting, unique content delivered with style, so that's exactly what we're offering you.

Choose from LOL, OMG, Quizzes, Fail, Win, Videos and loads more.

## Trending content research



Within seconds, you could find something great to engage your followers and get them talking.

Made with easy use in mind, the Trending Content Research feature makes finding great content a breeze, so let's get started.

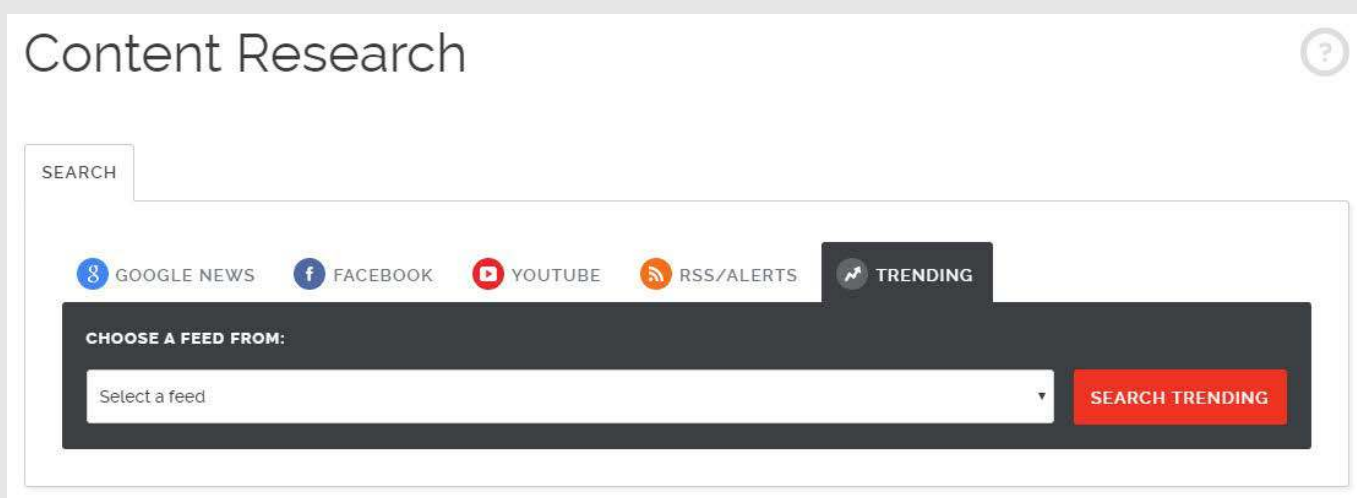
### **Note**

If you find a search you really like you can save it and use it again to find more fresh content that gets your followers laughing out loud and engaging.

### Where to find it

Visit the 'Research' section of your Social Dashboard and select 'Trending'.

You'll notice a huge list of feeds. Choose from a collection, main feed, subject or specific country search.



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## What some of these feeds will offer you

**Tech** - Get the latest tech news, videos, quizzes and images.

**LOL** - The most hilarious news, jokes, pics and vids.

**Win** - Love a success story? This one is for you.

**OMG** - Love a scandal, spoiler or rumour? Shock your audience with OMG.

**Cute** - Make everyone say 'awwww' with everything from long lost love stories to bunnies wearing hats.

**Fail** - Make your fans cringe with the biggest failworthy stories on the web.

**Quiz** - Quick, fun quizzes on everything from horoscopes to Bruce Willis.

**Pics** - Trending images from around the web you'll surely want to share!

**Videos** - Covering all topics, this is your hub for locating the top trending videos.

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*These are just a few of the topics you can search for, scroll further down the list and you'll see food, DIY, music, celeb, travel, geek, comedy and more!*

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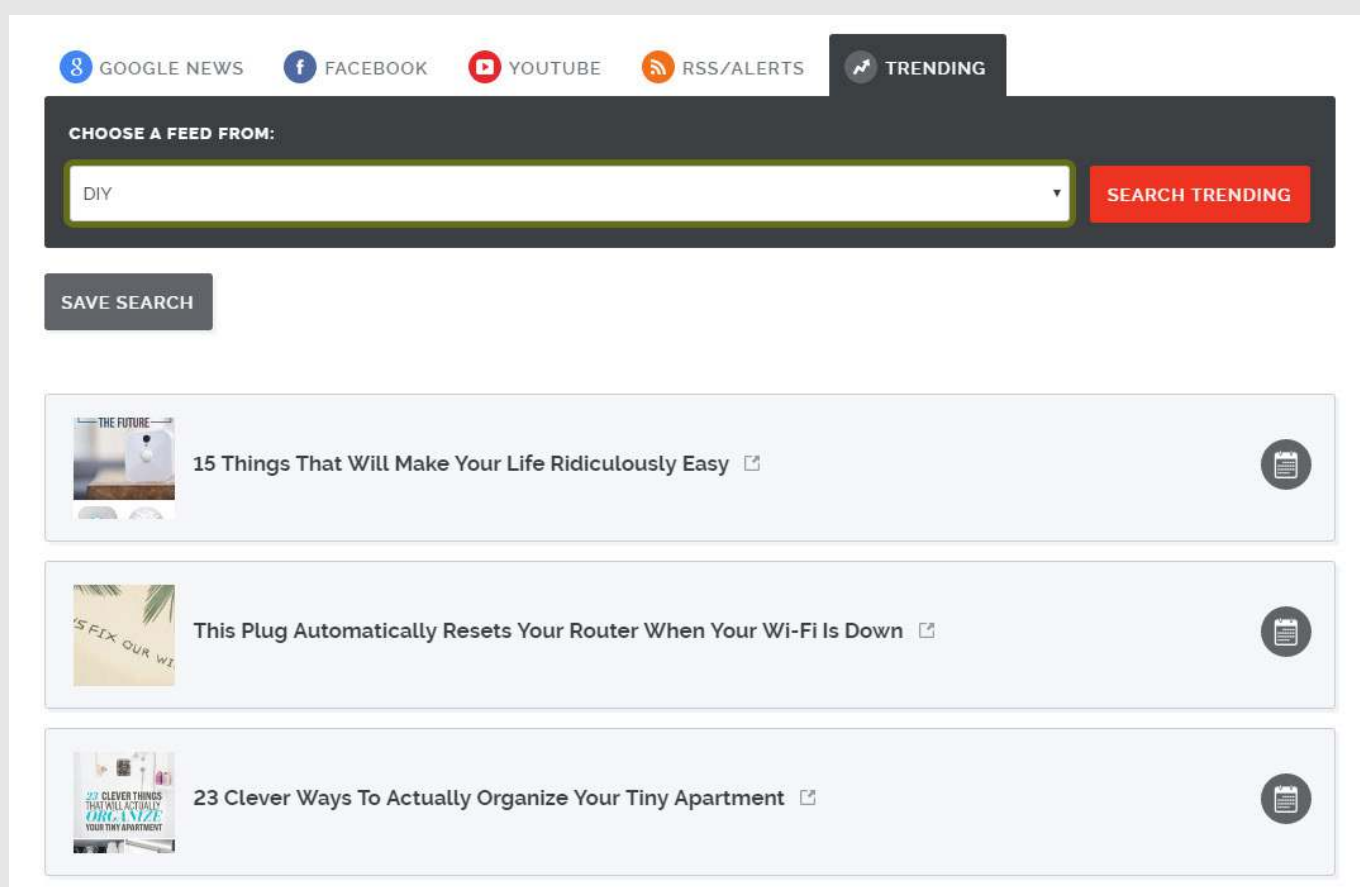
### Note

You can also select a country, so if you want to search for the top trending content in Australia, Brazil or India, choose it from your list.

## How to use it

Let's say you would like to find trending content related to DIY, select "DIY" under "Choose a feed from". Next hit "Search trending" button and you will get a list of results.

**To schedule** a search result to your dashboard, simply **press the calendar icon** to the right of your screen, and you'll be able to choose, when and where you post your content to.



## Want to save your results for later?

**Press 'Save Search'** above your results and it'll be ready and waiting for you next time you log in.

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## Keeping it social instead of stale

This is the first step to creating a long-standing relationship with potential customers. This tool gives you a sure fire way of engaging your audience by finding trending content that has already been voted as awesome.

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*Create a blend of posts about your business with trending content from across the globe to achieve a recipe for success!*

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