The Best Brand Monitoring Tools To Watch Out For

Brands and businesses can't hope to succeed without building a viable online presence because their interaction with followers, fans, and customers helps make or break their brand image.

However, the sheer number of social channels and internet users can make it hard to follow every online mention of your brand. Besides, it is no longer enough just to keep track of the @mentions because then you are missing out on the many ways people talk about your products and services.

If you find yourself switching between apps relentlessly, or running manual searches of your brand name and keywords to see if anyone is talking about them, it's time to invest in a brand monitoring tool that's right for you.

These tools can find and analyze mentions of your brand even when they happen outside of your social media accounts, i.e., on customer forums or other websites.

Some of our favorites include:

Source: Pexels

Mentionlytics

[Mentionlytics](#) is a feature-packed social listening and monitoring tool that offers real-time media tracking. This social platform and web monitoring tool empowers you to track mentions from all over the Internet and maintain your online visibility.

However, what really sets it apart from other tools in this category is its ability to give you personalized and actionable advice to enhance your digital presence.

Furthermore, the Boolean search allows you to filter as many details as you want and also analyze it according to positive or negative statements, and that too in multiple languages.

Features
- Social Intelligence Advisor
- Boolean search
- Key insights – Sentiment analytics
- Personalized advice
- Competitor and industry insights
- Targeting influencer

Plans
- Startup - $39/month
- Essential - $99/month
- Advanced - $199/month
- Pro - $299/month

Source: [Mentionlytics](#)

BuzzSumo

[BuzzSumo](#) allows you to discover the most liked and shared content across social platforms. It lets you monitor top trends, brand mentions, competitors, products, keywords, or anything connected to your brand.

With BuzzSumo, you can easily track content pieces that resonate with the target audience and provide them with useful insights to plan and execute your social media strategy effectively.

It also has a social backlink tool that acts as an indicator of how popular a particular piece of content. Moreover, it also lets you access real-time influencer data and evaluate them by filters such as reach, authority, influence, and engagement.
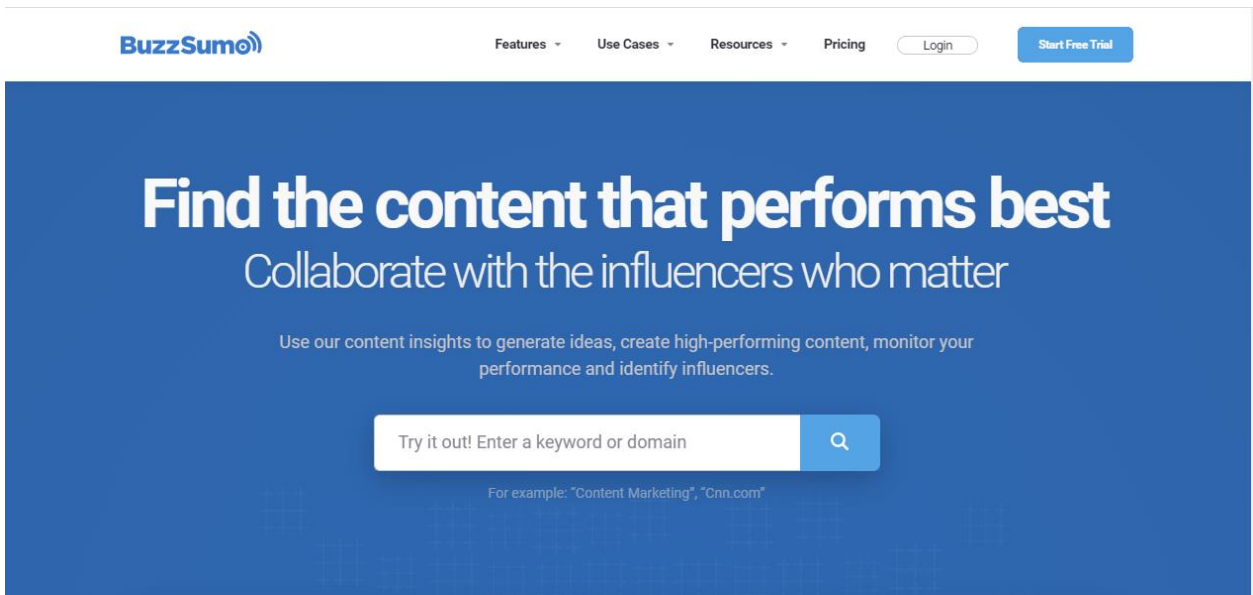
As a result, it will enable you to respond accordingly to the comments and reactions of your target market promptly.

Features

- Content curation
- Advanced search engine
- Evaluates various types of web mentions
- Backlink Tool
- Create an RSS feed for brand mentions
- Easy access to data
- Relevant email alerts

Plans

- Pro - $99/month
- Plus - $179/month
- Large - $299/month
- Enterprise - $499/month

Source: BuzzSumo

Awario

Awario is yet another great monitoring tool that is both potent and affordable. It classifies brand mentions as positive or negative. It lets you efficiently track your brand presence on social media platforms, blogs, and news sites.

Additionally, it also lets you monitor mentions by location as in a specific country. You can even use this tool to find influencers who can enhance the reach of your brand as Awario notifies you of a user's reach and previous brand mentions.

Awario easily lets you track your competitors and their audiences to gain valuable insights about their activities. It also has a leads feature tool that helps you identify prospective leads on social media when people are asking for recommendations, for example.
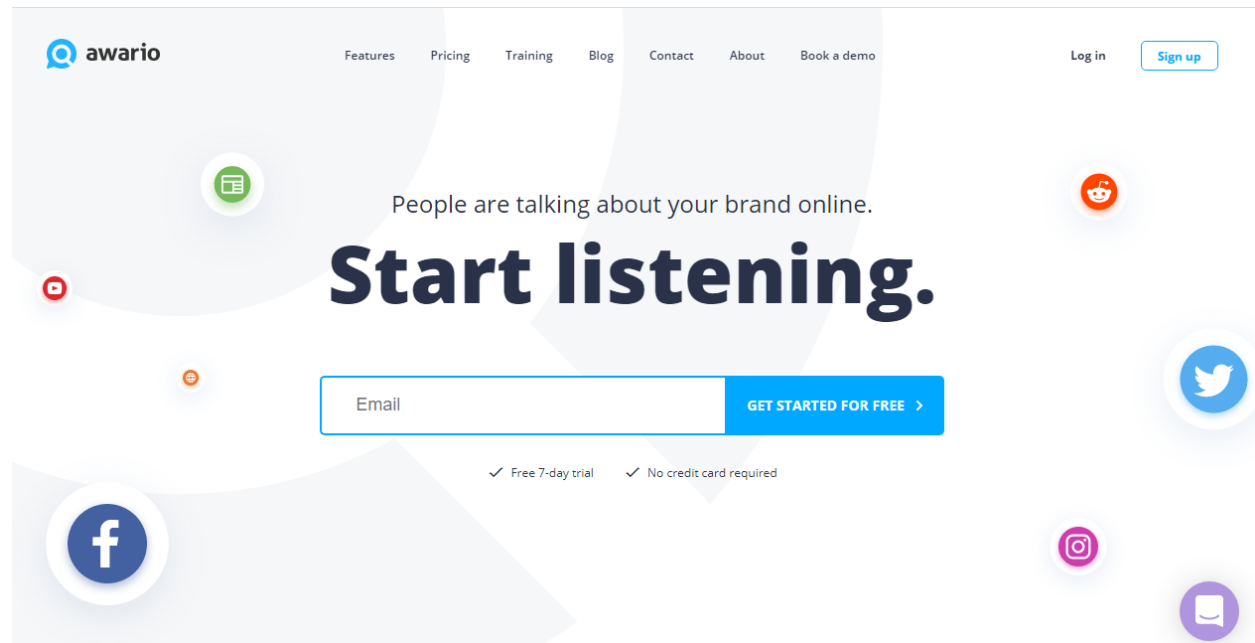
It delivers detailed analytics as well as raw user data along with dependable customer support through email, guides, tutorials, and a committed account manager (for premium plans).

Features

- Real-time brand mention tracking
- Competitive analysis
- Configurable notifications
- Efficient reputation management
- Multi-language monitoring
- Filter by location

Plans

- Starter - $29/month
- Pro - $89/month
- Enterprise - $299/month

Source: Awario

Hootsuite

As one of the most popular social media management tools, Hootsuite lets you manage all your social media profiles in one place. It also allows you to schedule, automate, and track your social media messages across all social media platforms.

Furthermore, it has a brand monitoring feature that works magnificently by giving you insights about your conversations, keywords, hashtags, or locations, that too in a multitude of languages.

This way, you can appropriately respond to your conversations and stay connected with your target audience.

Features

- All-in-one management tool
- Seamless integration
- Detailed social data analytics
- Scalability of functions

Plans

- Professional - $19/month

- Team - $99/month
- Business - $599/month
- Enterprise - contact for pricing

Source: [Hootsuite](#)

TweetDeck

[TweetDeck](#) is a free tool that lets you focus solely on Twitter.

It is designed to facilitate multiple account management so you can add and monitor an unlimited number of Twitter accounts without having to log out and switch to another one.
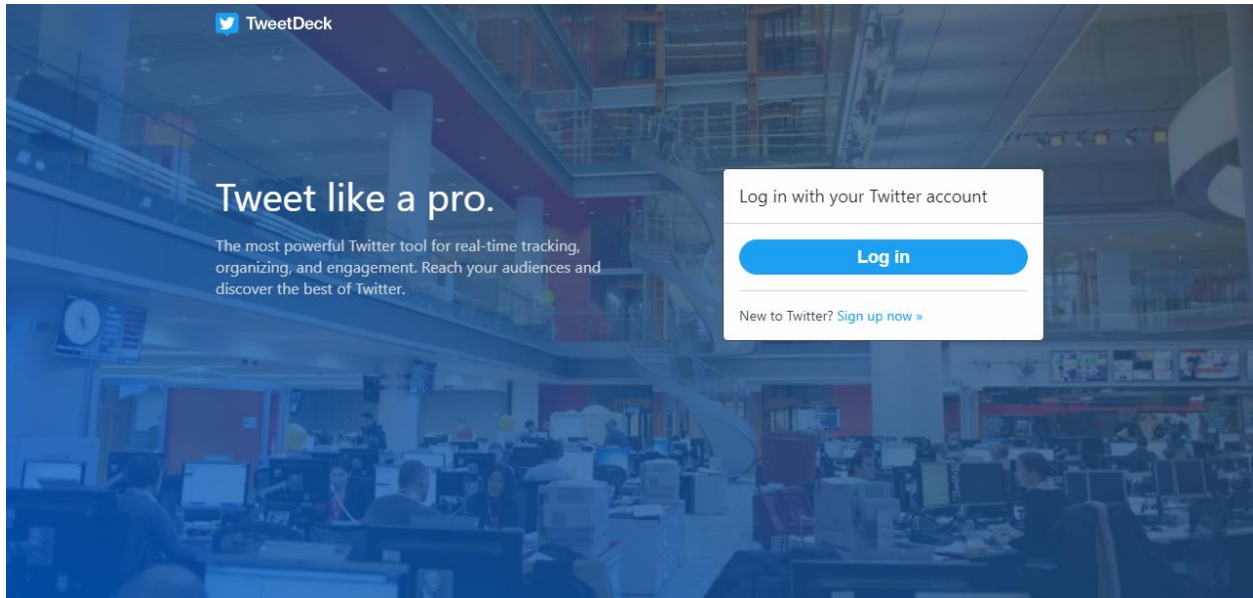
You can then use TweetDeck to schedule tweets to each account while also monitoring monitor your interactions and messages to and from your followers. Additionally, it is a great tool to track hashtags and keywords across Twitter.

Features

- Schedule tweets
- Customized columns
- Advanced search
- Filter mentions, messages, and replies by account
- Prioritize accounts and set alerts

Plan

- Free

Source: [TweetDeck](#)

Mention

[Mention](#) offers extensive brand monitoring features and data analytics. You can easily monitor conversations and spot top trends across more than a billion websites every day to get meaningful insights about your audience.

It has a notable feature of the Boolean search that offers exceptional customization when tracking mentions. It allows you to analyze your brand, competitors, and customers to plan and run effective marketing campaigns.

This way, you never have to miss out on a conversation about your brand on any of the media sources. But if the generated data includes too much info, you can use the Advanced Research features to filter out the noise and get the exact information you are looking for.
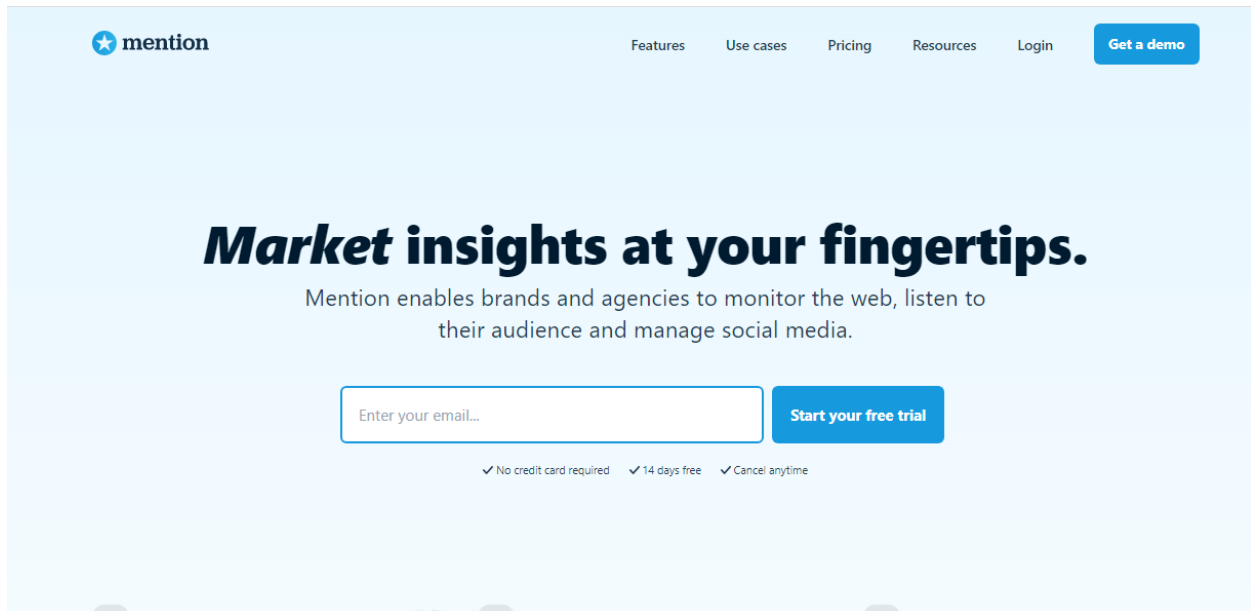
Also, Mention can identify and focus on the metrics that matter most to your brand, providing live updates about your brand from various sources on the web.

Features
- Real-time brand mentions monitoring
- Custom insights
- Boolean alerts
- Supports multiple devices
- Precise reporting

Plans

- Solo - $25/month
- Pro - $83/month
- Enterprise - $450+/month

Source: [Mention](#)

SEMRush

[SEMRush](#) is a feature-rich SEO tool for all your digital marketing needs. Be it SEO, PPC, social media, or content analysis, SEMrush lets you know when your brand is mentioned in comments so you can gain invaluable competitor insights.

It also acts as a powerful keyword generator that helps you increase your web presence by finding the most relevant keywords for your PPC and SEO campaigns.

With SEMRush, you can assess the value of your content as it gives a summary of key content-related metrics, divided into user-behavior metrics, social impact, and the websites linking to your content.

You can also monitor, track, and evaluate the content you publish and compare the quality of different content pieces to see what works and what doesn't.

Features:
- Position tracking
- Brand mentions
- Content analyzer

- Extensive keyword research
- Backlink Audit tool
- Schedule social media posts
- Social media tracker

Plans:

- Pro - $99.95/ month
- Guru - $199.95/ month
- Business - $399.95/month

Source: SEMrush

Automate Your Social Analytics Today!

Brand monitoring tools let you track all online platforms, manage your reputation, analyze competitors, and unlock several other benefits along the way.

These tools can keep you connected with your customers and provide you meaningful insights about your social networks.

Why not start with Mentionlytics? Our free trial lets you thoroughly explore all the features of our platform as you gather and analyze social media data for surefire success.

Let's dive deeper into your content with the most comprehensive analytics to help you to devise and run effective social media campaigns.

You are just a few clicks away from using our unbeatable brand monitoring platform. Get started with your free trial today or visit our website for more information.