# SOCIAL TOOLS SETUP GUIDE

Revised June, 24, 2011
by Raven Internet Marketing Tools

# Welcome!

## So you signed up for a Raven Internet Marketing Tools account. Now what?

Raven is designed to make you and your team as efficient as possible to achieve better results, but it can only do that if you take the time to set it up properly. To get the most out of Raven, we suggest you spend 20-30 minutes to accomplish the following seven tasks.

**Let's get started.**

## Other Resources

### Knowledge Base

Go to https://raven.zendesk.com at any time to search the Raven Knowledge Base for answers to common questions and step-by-step instructions for each tool. It's updated every time we add features or make changes.

### Customer Care

Bookmark raventools.com/customer-care for quick tips, resource guides, archived webinars, our change log and more. It's updated weekly.

### Technical Support

E-mail support@raventools.com with specific questions or click the "Report an Issue" icon in the tool.

**Days:** Monday-Friday

**Hours:** 8 a.m. to 6 p.m. CST (GMT-6)

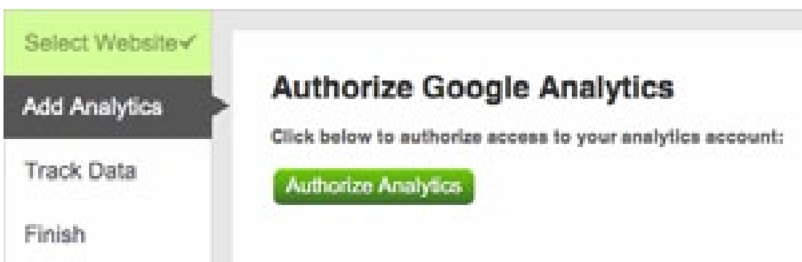
**Languages:** Raven offers English and Spanish support.

STEP 1

# Run Raven's Setup Wizard

When you log in to Raven for the first time, you'll immediately be taken to the Raven Setup Wizard.

Among other things, the Setup Wizard helps you connect your Google Analytics account to your Raven account, which allows the system to pull in keyword, backlink and traffic data automatically. For those who work with social media, knowing which networks and content are driving the most people to your website is important. Follow the step-by-step instructions, and within a few minutes Raven will be populated with data.




Don't have a Google Analytics account? Simply skip that step.

Later, when you add a new Website to a Profile, you can choose to run the Setup Wizard for it.

## Glossary

### Profile

Profiles are one of the most fundamental components of managing your Internet marketing campaign with Raven. A Profile contains at least one Website, often several Websites. Think of a Profile like a group: you could create Profiles based on your clients or by team member or to keep personal work separate.

The Setup Wizard prompts you to name your first Profile. Later, you can rename that Profile, delete it or add more Profiles with the Profile Manager.

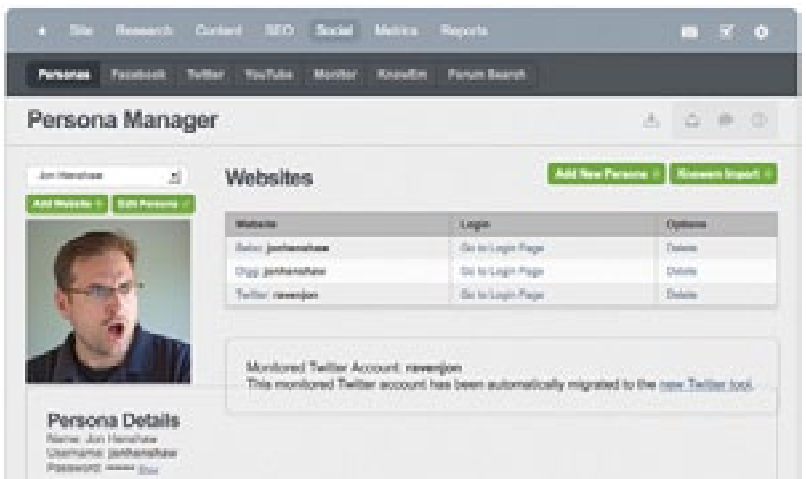
### Website

A Website is a website. It's the site for which you're running an Internet marketing campaign, whether that campaign involves SEO, social media, e-mail or other efforts.

**STEP 2**

# Set up social media Personas

Raven can store all of your login and profile information for any of your social media accounts in the Persona Manager. The benefit of adding your personas to Raven is that you can allow anyone on your team to easily log in to any of your accounts using Raven's Firefox Toolbar plug-in.




To get started, go to Raven's Social section and click on Personas for the Persona Manager. Click the "Add New Persona" button. Next, fill out as many of the Persona details as you'd like (you have to fill in the username and password fields if you plan on logging into social media sites with this Persona using Raven's Firefox Toolbar). Click the "Add Persona" button at the bottom of the form to finish. You will then be redirected to the Persona Manager and the Persona you just set up will be selected.

Now you can add websites (social networks) to your Persona by clicking the "Add Website" button under the dropdown menu that has your Persona name selected. You can set up custom logins or use the default login information you provided when you set up the Persona in Raven.

## Glossary

### Persona

In short, a persona is who you are online. It's the name, nickname, login, etc. that you use for any social media or forum site.

With Raven's Persona Manager, you can store login and password information for an unlimited number of personas. This is helpful if, for example, you have a team of a dozen people managing one Twitter account... or if you are one peron managing dozens of Twitter accounts.

## Did you know?

### KnowEm discount

Raven customers get 10% off all KnowEm social media registration services if you order through the Raven platform. Head to the Social section and click on KnowEm to get started.

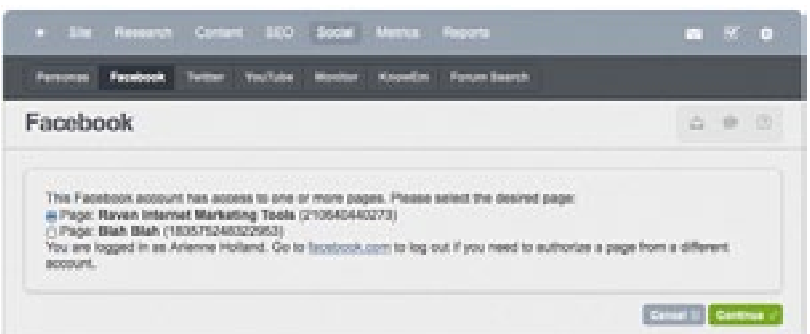
If you have already used KnowEm to register on social networks, you can import your data. Just select the KnowEm import button in the top right corner of the Persona Manager.

STEP 3

# Connect your Facebook Page

With Raven, you can easily keep track of your Facebook Page Insights, post directly to your Page's wall and even schedule updates. It makes managing multiple Pages with multiple team members easy, and you can report on your activity later.

To connect your Page to Raven, first sign into a Facebook account that is an admin of the Page/Application you want to sync with Raven. Then head over to Raven's Social section and click on the Facebook tool, where you'll find an "Add Facebook Page" button. Click it, and Raven will automatically connect to Facebook; then you can select which Page/Application you'd like to connect.




Once you press the "Continue" button, Raven will begin pulling your Facebook Insights data into Raven.

This may take a few minutes, but you will be able to start viewing and posting to your Facebook Page Wall from with Raven immediately.

## Pro tip

Not only can you manage your Facebook Page from within Raven—to schedule posts or respond to comments, for example—Raven automatically monitors your Fan page analytics from Facebook Insights.

There are two more tools in the Raven platform that work with the Facebook Monitor to give you extra insight:

1. Google Analytics: Go to the Metrics section of Raven and click on Google Analytics to sync your GA account with Raven. Then from within the Facebook Monitor, all you have to do is click one link to find out how much traffic Facebook is driving to your website.
2. Event Manager: Go to the Site section of Raven to start using the Event Manager, a tool that helps you keep track on major events in your social media marketing campaign. For example, did you launch a contest? Enter its beginning and ending dates and any details into the Event Manager, and you can choose to see that event plotted with your Facebook metrics.

STEP 4

# Connect your Twitter account

Raven helps you manage, monitor and report on an unlimited number of Twitter accounts. With this tool enabled, you'll be able to track the growth of your Twitter activity over time, schedule and tweet directly from within Raven and easily create white-labled PDF reports on the data.

To set up a Twitter account in Raven, go to the Social section and click on the Twitter tool. You'll be asked to add a Twitter account to Raven. Once you click the Add Twitter Account button in Raven, you'll be redirected to Twitter to authorize Raven to connect with the account. Click "Authorize app," and then you'll be directed back to Raven's Twitter Monitor.


It will take a few minutes for the metrics to populate, but you can start tweeting and scheduling tweets at any time.

If you frequently share links on Twitter, you may have your own URL shortner. If so, click the "Change URL Shortener Settings" link next to the "Shorten URL" button. Here you can input your bit.ly or j.mp API key to connect them to their respective URL shortener accounts, or you can select "Custom" to use your custom URL shortener.

## Pro tip

What true for Facebook is true for Twitter—in Raven, at least. Raven pulls in analytics from Twitter's API, but two more tools in the Raven platform work with the Twitter Monitor to give you extra insight:

1. Google Analytics: Go to the Metrics section of Raven and click on Google Analytics to sync your GA account with Raven. Then from within the Twitter Monitor, all you have to do is click one link to find out how much traffic Twitter is driving to your website.
2. Event Manager: Go to the Site section of Raven to start using the Event Manager, a tool that helps you keep track on major events in your social media marketing campaign. For example, did you launch a contest? Enter its beginning and ending dates and any details into the Event Manager, and you can choose to see that event plotted with your Twitter metrics.

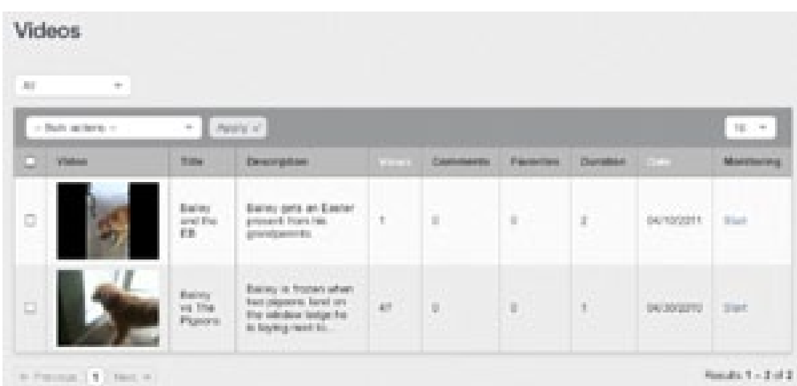
STEP 5

# Connect your YouTube account

With Raven, you can connect your YouTube account to view performance metrics for your channel and advanced tracking for up to 10 videos of your choosing. Not only does Raven track views, likes and comments, you can easily create white-labeled PDF reports on the data.

Head over to Raven's YouTube tool in the Social section and click the "Add YouTube Account" button. Just like when you set up your Twitter account, you'll be redirected to YouTube to authorize Raven to access your account. Click the "Allow Access" button.

It could take up to three days to pull in metrics data from YouTube (a limitation of YouTube's API), but you'll be able to choose which 10 videos in your account you'd like to receive more detailed information about. For each video you want to track this detail behind, click the "Start" link under the "Monitoring" column in the Videos Table.




## FAQ

### Can I upload videos to YouTube from within Raven?

No. What you can do is monitor and report on YouTube activity as part of your overall Internet marketing strategy.

And, you guessed it . . .

## Pro tip

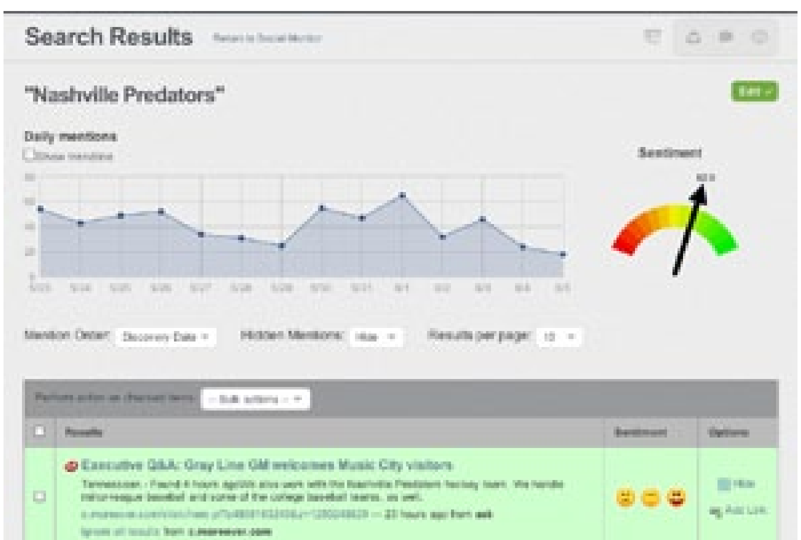
What's true for Facebook and Twitter in Raven is also true for YouTube! Raven pulls in analytics from YouTube's API, but two more tools in the Raven platform work with the YouTube Monitor to give you extra insight:

1. Google Analytics: Go to the Metrics section of Raven and click on Google Analytics to sync your GA account with Raven. Then from within the YouTube Monitor, all you have to do is click one link to find out how much traffic Twitter is driving to your website.
2. Event Manager: Go to the Site section of Raven to start using the Event Manager, a tool that helps you keep track on major events in your social media marketing campaign. For example, did your video get picked up on Reddit? Enter the date and any details into the Event Manager, and you can choose to see that event plotted with your YouTube metrics.

# Monitor social mentions

Ever wish you could easily keep track of social or forum mentions of *any* keyword (e.g. brand name, product name, etc.)? Raven integrates a powerful third-party social monitoring tool called SocialMention that allows you to do just that.

To set up a social monitor search in Raven, head over to the Monitor tool in the Social section. Click the “New Search” button. Enter a “Keyword Phrase,” which is the keyword for which you wish to track mentions. For exact matches, place quotation marks around your search query. Next, select the social media source you’d like to monitor for your keyword. You can select all social media sources, or a specific one like blogs or microblogs (like Twitter). You also need to decide if you’d like to receive alerts of social mentions in your account.




Once you add your search you’ll be taken to the first search results Raven has pulled. It includes a Daily Mentions graph, a sentiment scale and the mentions in a table below. You can adjust the sentiment scale by rating each mention as negative, neutral or positive in the table below.

## Pro tip

### Name searches for report-friendly headlines

When you first set up a search with the Social Monitor, use the “Search Name” field to give your search a client- or report-friendly title. For example, if your keyword phrase is “nashville predators,” you could set up the Search Name as Nashville Predators to display it in upper case and without the quotes in your reports.

This is also helpful when you’re monitoring for negative keyword or brand mentions, such as “brand sucks” or “brand alternative.”

### Notifications

You can adjust Social Monitor alerts after you have set them by going to the Change Notifications section of your Main Settings (the gear icon in the upper left corner) in Raven.

STEP 7

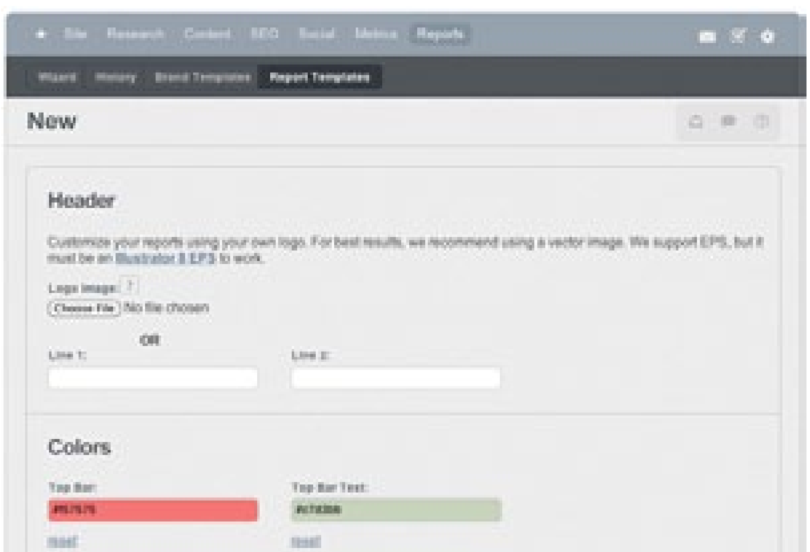
# Set up reports

A great way to stay on top of your Internet marketing campaign is to set up automated reports to be sent to you and/or your team and/or your clients on the progress of your work. You can report on activity for just about every tool in Raven.

First, you'll want to set up a Brand Template—this will remove the Raven branding from your reports so you can add your own. (If you don't need to replace the Raven branding, you can move on to the next part of this tutorial.)

Go to Reports > Brand Templates. Click the "Create a new template" button. Here, you can upload your logo (high-quality, horizontal images are best) or use plain text. You can also customize your colors, add footer text and change settings for how SERP Tracker results are displayed.

Finally, set the availability of this template. You can make it available to the Website you are working on, the Profile you are using or your entire account (global).




Now, save your template!

## Pro tips

For the ultimate personalization, consider creating Brand Templates for each of your clients with their logo and brand colors.

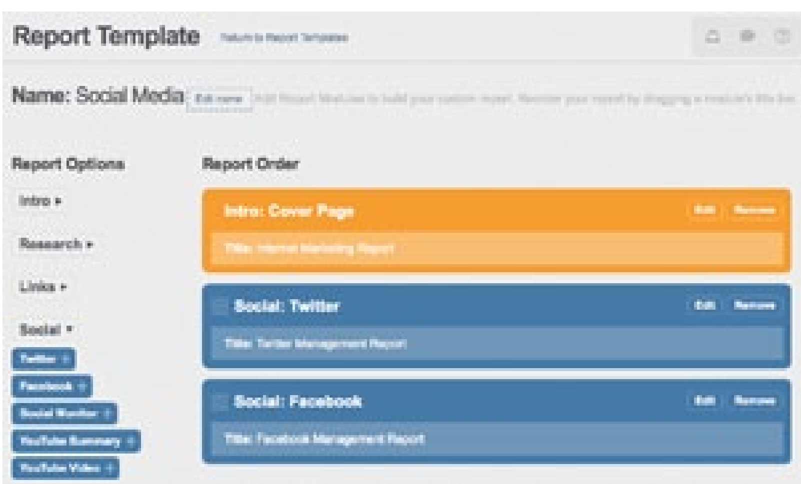
## STEP 7 continued

Next, head to Reports > Wizard to create your report and adjust its settings.

Skip the Quick Report options and look at the Report Details section, where you adjust the settings for your new report. Fill out the short form—give your report a name, choose a Brand Template (if you created one) and check the "Schedule" box. Set the report frequency, day of month and date range.

Next, check the box to have the report automatically emailed. Add email addresses (separate them with commas). Choose whether to email the report as a PDF or as a trackable download link. Click the "Create report" button.

Finally, add the elements you want to report on. This is as simple as clicking the name of the tool with the data you want to report and adding/editing any necessary information in the module. Add mutiple modules for the same tool and adjust its settings to report on multiple sets of data from that tool.




Save and close, and your report is now set up and scheduled!

### Pro tips

You can choose to have Raven automatically email reports of your Internet marketing activity in PDF format or with a trackable download link.

As one of our customers noted, when you know which clients are not downloading your reports, you can figure out which clients need more attention.

To view details of the trackable download links:

1. Go to Reports > Report Wizard.
2. Click on the "Show scheduled history report history" for your Website link just above the module that lists your scheduled reports.
3. Click the "Detail" link next to a report.

If any trackable download links have been clicked, you will see the date, user and IP address for each click. Otherwise, you'll see a "No activity available for this report" message.