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Follower tracker for twitter

This post is also available in: Français (French)Tracking followers on Twitter If you have customers who have a presence on Twitter (your own business is also valid), you should know how they are doing and what the evolution of their main KPIs is (followers, next, list, etc). We want to start our posts that way, with a clear or impactful sense, in this case we will add another obvious: you need to follow your customer's information on Twitter. Have you presented a report to your customer/boss showing Twitter metrics and followers' growth was the most important KPI?. In this post we will talk about Twitter follower tracking and how to use a Twitter tracker tracker to present the info to your customer and compare it to his competitors. Disclaimer: Followers are important, there is doubt now, but we will also talk about other statistics that are also very important, for example the number of mentions the account has received. Tracking Twitter users is just as important as tracking and following Twitter hashtags, but it has its quirks. Read on to find out more or just add your search to the following box to analyze Twitter accounts now: Twitter Following users and having a clear Twitter follower history is one of the most important things on Twitter. By that we mean not only followers but also other statistics that are important (did we mention that?). Many times our customer/boss thinks the most important thing is to grow followers on Twitter, our job will be to explain why followers growth is not the only metric. And yes, again, we have news for you, followers are not the main metric. But because customers care, we need to learn how to follow Twitter followers in this post. Customers are mainly looking at the number of followers of their competitors, so when the Twitter followers are lower than its competitors, you will definitely receive a call. Followers analysis is something that any social media manager should do, it also seems clear. As well as you perform a followers analysis you should do the same for other important statistics. Twitter user statistics Ok, now you are convinced (hopefully) that the number of Twitter followers is not the main metric. But setting up a Twitter tracker tracker is also important. We'll now see other metrics that we found important here at Tweet Binder. All these statistics will help us see how the user is doing on Twitter. Of course, these dynamic statistics change every day and we have to follow them every day then: the number of Twitter followers will (hopefully) increase, as well as other statistics. We need to check these every day and check if evolution is capable of comparing it the user's competitors. Now you need to convince your customer that these other statistics are also important. Just as important as the Twitter followers. Keeping track of Twitter accounts is important, remember, we think it's important, but we also consider statistics are so important. Follower analysis is important, but not so important (Did we mention that already?) There are many Twitter analytics that we should consider when tracking Twitter users. At Tweet Binder, we've developed a new tool that focuses on these Twitter metrics: Followers: This one's simple, it indicates how many Twitter followers the account has. Followers analysis is what the majority of people watch. Once you start tracking you have a good twitter follower history. Next: Below refers to the number of people who follow the account. Celebrities for example follow only a few people (Justin Bieber or Barack Obama is the exception). Ratio Followers/ Next: Ok, this one's good. It indicates how many followers you have for each account you follow. The higher the ratio the more influence the user will have, because people follow it, despite the fact that it does not follow back. Economic market value: This is a unique statistic from Tweet Binder. It indicates how much a tweet from users is worth in the market, how much is worth in online advertising. This combines many statistics, not just the followers. The higher this statistic, the more influencer the account will be. Economic Engagement Value: The economic engagement value is like the market value, but taking into account the involvement of the account ion consideration. Tweet Binder expects a certain amount of retweets and likes, depending on the number of followers. If your engagement value is below market value, it means you won't get enough engagement. This is actually a very complex calculus that we are very proud of. Retweets received: Easy, it means how many retweets the account has received. Likes obtained: Another easy, how many likes the tweets got from the analyzed account. Replies received: How many replies/mentions the account has received. (In the future we can talk about Twitter Sentiment analytics when it comes to answers) Lists: These statistics are very important and we do not pay enough attention to them. It shows how much the user's list is in, it's like a distant relative of the Twitter followers Certified user: If the account is certified or not. The blue ribbon. Age of account: How old is the account on Twitter. How many years have passed since the user opened the account. How do you get your Twitter follower history? It is very important to know that Twitter does not have a log of the growth of your followers. In Twitter Analytics you can see how it went the last 30 days, but your full twitter follower history is something you have to build yourself. The best time to do it now is, there is no way to evolution your followers since the beginning, so it will be best to start now, you have a clear twitter follower history. What are the key Twitter user statistics? As you just saw there are many statistics that we can analyze from a Twitter user, not just his followers, who can actually be bought you know. Choose main or the two main Twitter user statistics from the list will be difficult. However, since you are early we have to say: Economic value of the account (market and engagement) and the ratio between both age of the account: these days, the older the account the better, it means that the person has been on Twitter for a while and has seen things How to follow someone else's followers There are many ways of tracking these user statistics , of course we have our own tool for it, but let's look at all the options here: Manual track: the old fashioned way, just grab a pen and a paper (Excel please) and get the main KPIs periodically (each week is ideal), write them down and build some nice Excel charts. If you don't have Excel, you always use Google Sheets. Build your own tracking system: If you want to encode, you can create a system that periodically gets the most important KPIs from a Twitter account and stores them in a database. Once you do that you build your own reports. That's what we did! Use a twitter volger tracker app: we have our own and it works fantastically. There are many tools out there in the market and we are friends of many. Use our FREE Twitter tool now! Do inactive Twitter followers count? Inactive twitter followers are one of the things we don't like the most. They stay there in the shadows doing nothing and luckily they might read a tweet from you. They are people who opened their accounts back in the day and they either forgot or just didn't understand Twitter. Those inactive twitter followers rely on the statistics and many times they ruin the engagement figures because they make us look bigger than we are (they follow us), but they will never interact with any of our content. Don't be an inactive follower. We love real twitter followers, they're normal people like you and us, they follow and comment and want and more, they do more than just nothing. So if you want to follow Twitter followers you should know that the inactive followers will count. Twitter followers growth VS Twitter economic value Which statistic is more important when tracking users on Twitter? This is a very difficult question. In fact, all these statistics are important and sometimes some will be more important than others. For example, if our client's goal is to grow his followers base, we would need to control the followers metric, followers analysis will be the main focus then. However, if the Twitter user has just started a campaign, we should focus on the engagement received, because we want people to get involved in the campaign. Remember that inactive twitter followers will get your engagement lower, so it's ok to clean up from time to time the figure of followers. The influence of an account is not determined by the number of followers, or twitter followers. This is something that every social media manager knows (or needs to know). Because having many followers doesn't guarantee sales or engagement. This may be known by setting up a follower tracker. We need to mix these statistics to rate the performance of the account. That's where the economic values of tweets from the Twitter user have a very important role. The economic values are created based on a unique algorithm created by Tweet Binder that focuses on two main aspects: How much is a tweet from a Twitter user worth in the online ad market How much should a tweet from a Twitter user be worth, taking user engagement into consideration When a company starts a campaign of paid media on Twitter (Via Twitter ads or pay-per-tweet platforms) , it is not promised any involvement. It will pay based on the public that it wants to achieve. However, Binder's tweet developed the Engagement Value, which will be the amount of money you should really pay that account to tweet about your brand. Why? Because we consider the involvement of the Twitter user. You calculate your engagement value from this new Twitter users tracking tool. There is a new statistic in the city, it is called engagement value and it shows the value of the user takes his involvement into consideration so, when someone asks for the most important statistic when tracking Twitter users, we have to say it depends, but for us the engagement value will be one of the best. However, we are developing a new one that mixes all these standard statistics into one. We'll release it at the end of 2018. How do we start tracking Twitter users? Setting up a Twitter tracker tracker is very easy with our new tool and it will be great to manage your twitter followers. Binder's tweet is releasing a new tool that Twitter users will easily follow. The important thing is that this new tool will focus on the two most important aspects we discussed earlier: Evolution of a user's statistics Comparison of the user with his competitors (inactive twitter followers will be bad for everyone, not just for you) The steps to start will be very simple: Add user to the tracking system Tag user as client or competitor of your customer Once we take these simple steps , the system will start collecting the data every day and will display the info on a private dashboard. The Twitter tracker tracker is set in just a few steps! Evolution and comparison, that's the key, not just for followers analysis, but for all other statistics. We will be able to present a 360 degree dashboard that tracks all the major KPIs. Screenshot of the Twitter Users Tracking system by Tweet Binder Analyzing content Once we've seen how we can analyze users and set up our Twitter tracker tracker, we need to learn how to set those accounts detect that we want to keep track of. It's very easy to find other competitors, the ones we already know, but what about those accounts that can be competitors and we don't know them. There are millions of users who use social media every day to share content and publications, many of which are worth keeping track of. At Tweet Binder, we analyze millions of tweets, images or opinions very complete reports. Both on Twitter and instagram, we can analyze what is being shared and get complete data and statistics. We are able to monitor indefinitely, but we can also obtain very valuable information from users who participated in the analysis. In addition, it is essential to know what is being shared, to discover and study those who are part of our report. That's why our user rankings are so relevant and important. From here is where we can obtain very rich information about what users may be interested to follow in our Twitter dashboard. Twitter users rankings On Twitter we can analyze absolutely anything. Once we do a search, we first provide a visually appealing infographic report in which, in addition to general statistics, we can see two main intrusions of users. These are: the five most active users and the five most popular based on the number of followers. We think it is important to bring them to the attention. The first allows us to quickly detect the accounts that participated most in the analysis. The second, we let influencers or relevant accounts that we know or don't know that have shared content about what we've analyzed. Tweet Binder contains up to 14 Twitter user rankings These rankings are accessible to anyone who creates a report in Tweet Binder. To users who create free reports and to those who subscribe or buy specific reports. In the case of the second report included in Tweet Binder, the advanced report, we will have more rankings with more number of accounts per ranking. In fact, with the PRO version (plans or specific reports), we will have the ability to check up fourteen rankings: more active, more IN's have sent, those who have shared more original tweets (very interesting to detect prescribers), accounts with more followers, which have generated the Highest Impact, those who have shared the most photos, the most mentioned users , and those who have been retweeted the most. These user rankings are not only available in the reports we've just seen, but can be accessed in the Excel file generated with the PRO reports. This document contains a tab with the full list of accounts that have tweeted. It also provides several parameters that allow us to sort the results based on what we want to know. Instagram user rankings In this post we're talking about tracking Twitter followers, but let's also make a little room for Instagram. In addition to having a Twitter tracker tracker, we are also working on a tool for Instagram followers. When we analyse Instagram hashtags, we also generate a very complete and Report. We can consult statistics from the publications. Also, we can quickly know which are the most commented or those who have received more likes. In addition, we can check the locations where the publications were shared and there are also six user rankings included. These rankings are: Instagram users rankings list The rankings of are not simple lists. They are valuable information to better know who is related to our campaign or brand. So, to be able to treat them better. Whether it's rewarding more active users with competitions, or if it mentions them in a publication. We must take advantage of those who help us to make ourselves known or those who talk about us. Because they are not just users or a number, they are very valuable. And, as we've seen, discovering them is very easy with Tweet Binder. Access Tweet Binder now! Nwo!

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