



PROFESSIONAL CLUB MARKETING ASSOCIATION

## **What's Trending?**

### **Research & Listening Tools**

The world of social media is ever changing. While the latest Google tech may be a hot topic on Tuesday, a political fiasco may be trending on Thursday. Listening to your audience and understanding what they are talking about can help ensure you're part of the right conversation. Two tools that can help with this are BuzzSumo and Mention.

**BuzzSumo** can help you discover content and keywords that are currently trending, find influencers, and share content to help ensure you're always creating relevant and engaging content.

**Mention** on the other hand can give you live updates about your brand on social media so you can easily join the conversation and manage the community you have already built more effectively.

With this data at your fingertips, you can focus on future content, isolate areas for improvement, and enhance your social media strategy.

PCMA members are invited to read this full perspective from the **MembersFirst** marketing team in our May issue of **Club Membership and Marketing Magazine**.