

A B2B Marketer's Grading Chart

You can use this grading chart to assist in evaluating different social media management platforms and comparing their features.

Category	Function	Scoring 1 - 5 (worst to best)		
			___	___
Social Publishing	Post to the major B2B social networks (e.g. LinkedIn, Twitter and Facebook)			
	Attach rich media to social posts (e.g. images, videos, GIFs)			
	Automate scheduling of social media posts			
	Manage, arrange, and categorize company-wide content across an editorial calendar			
	Categorize social media content into campaigns and manage multiple campaigns at once			
	Ability to discover and share curated content			
	Control user roles and permission heirarchy			
	Sub total			
Social Listening	Ability to track and monitor keywords and mentions in real time			
	Ability to view and repsond to important comments generated through social content			
	Sub total			
Social Analytics	Track conversions from social media activities and identify which channels and messaging drive results for your business			
	Track engagement metrics from social media (e.g. clicks, likes, shares, comments)			
	Measure the success of social media content and identify which content is driving engagement and conversions			
	Create in-depth reports based on periodical social data (daily, monthly, or yearly)			
	Ability to share reports with other tools			
	Sub total			

Category	Function	Scoring 1 - 5 (worst to best)		
			___	___
Social Advocacy	Ability to set up an employee advocacy program within a single platform			
	Segment employee advocates and content into boards or topics			
	Ease of use for employee advocates to share content (i.e. mobile app, notifications, web interface)			
	Ability to gamify employee advocacy experience			
	View and compare advocacy results within the context of your social media marketing			
	Sub total			
	Integrations	Ability to sync social data with your marketing automation system for better lead scoring and nurturing programs		
Ability to better retarget audiences by triggering Facebook Ad pixel				
Ability to integrate social lead journies and data with Salesforce leads and contacts				
Ability to integrate social data with Facebook Ads Trigger Facebook Remarketing				
Ability to share social analytics data with BI tools for a complete picture of your organization				
Ability to easily access your favorite content through the Feedly integration				
Ability to understand how users interact with your website through the Google Analytics integration				
Ability to replace native links created by the platform with your brand's customized links (e.g. Bitly)				
Sub total				
Total Score				