Innovation and Tech

Part 1: Tech tools for start-ups

This four part series will look at a digital collection of resources and tools to help build your new business or startup.

Having been in the startup phase since 2013, it's been an interesting journey coming from a background of education, rather than business.

Measure on the go, adjust accordingly

Maths was never my strongest subject at Uni, yet #bigdata absolutely fascinates me. If it's the #onething I could pass onto any startup or new business, is learn to read your figures and do it fast. Analytics are the way to tweak your business whatever you are startup you have begun. When it all comes down to it, your own data will determine where you are going. A great website that I have recently discovered for #Startups is Startup Stash. With this link, they have some great tools listed for analytics.

So, what are some of the initial tools that you should look at?

Google Analytics

Make sure you have Google Analytics set up correctly for your website first.

Social Media Examiner has Google Analytics explained in a really clear manner and easy to follow instructions.

Google Analytics Solutions Gallery includes 'Dashboards' (these are really a set of data tools that are already pre-set) that can be added to your Google Analytics.

Social media analytics (and why you really need them)

The biggest question I get asked as a #socialmediacoach is 'When is the best time to post my content on Social Media for ….'? My first question will always be, what is your #data telling you? Where is your audience? What age is your audience? What day is your audience most engaged?

Social media analytic terms explained

Social Media metrics explained in layman's terms from Simply Measured.

Facebook

For any business on Facebook, the key to learning 'when to post, and what to post' is really to drill down and see who and what is your audience wanting.

Here are two external websites to assist with managing Facebook Business Pages:

- Simply Measured goes through all of the Facebook Insights terms (and exactly what they mean).
- Likealyzer: Analyses your Facebook page and gives you recommendations on what you should be doing to improve your page.
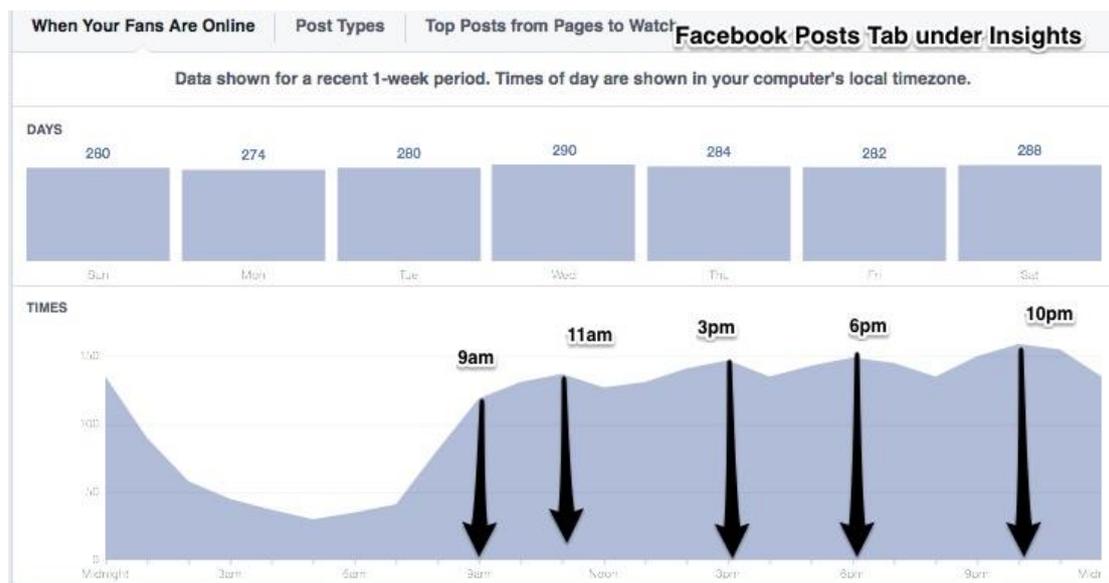

Tip: My favourite Insights 'Tab' is the 'Posts' tab letting me know when my fans are online, what content works best and 'top posts from pages you watch - which you can add in'.
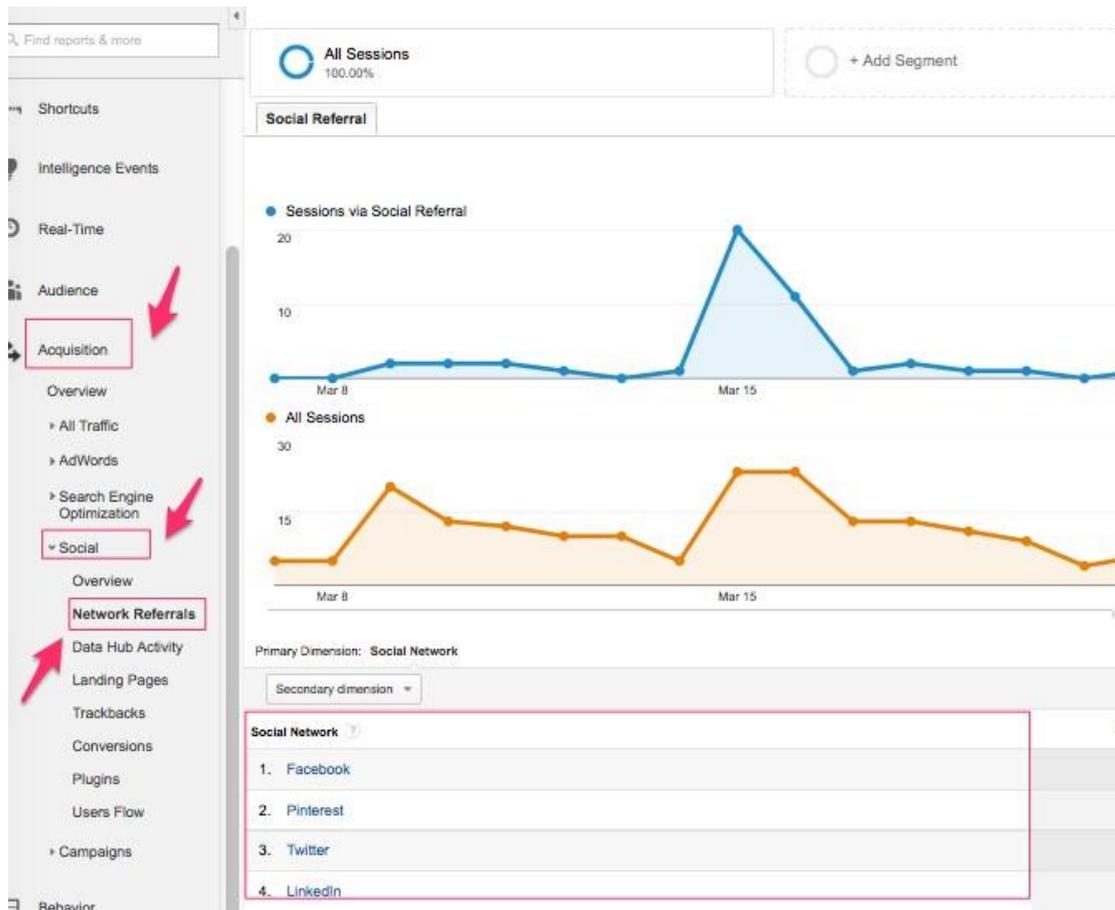
Twitter

Did you know that Twitter has it's own analytics tool? With Twitter you can also analyse #hashtags to see the best keywords to use. Hootsuite has a great blog post listing 59 different free twitter tools that are available.
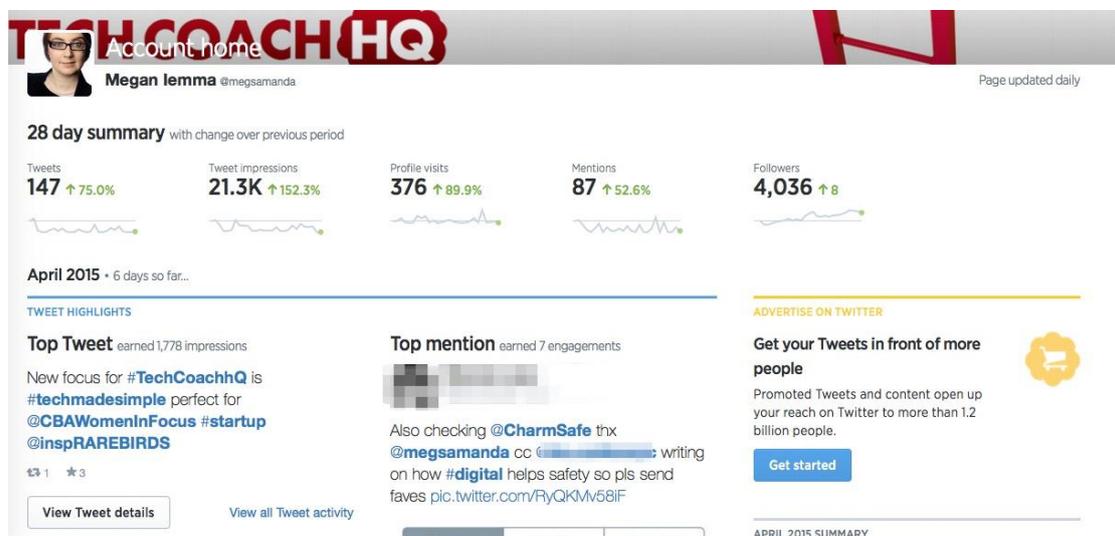
Here are my top five Twitter analytic tools:

1. Twitter Analytics (Native tools for Twitter): Great charts explaining the breakdown of your popular tweets and re-tweets. Updated daily.
2. Hashtagifyme: Analyse the #hashtags and keywords related to your business
3. Bit.ly: Use Bitly to shorten your weblinks for Twitter and then track the data for those links. Also great for using in other social media.
4. SumAll: this is a great social media tool (that reports on a daily basis) your social media following.
5. Tweetstats: This tool will graph your most popular tweets and you can zoom on each month and day to see which tweets and re-tweets were the most popular.

LinkedIn

LinkedIn has analytics available for your LinkedIn Company pages.

Pinterest

For me, the Pinterest analytics tool (native) has been the easiest way of tracking the best 'pins' and ideas that people are searching for. You will need to have a Pinterest Business account first to access the metrics but this is well worth it as you can track traffic back to your website from Pinterest.

Instagram

I recently discovered 'Iconosquare (previously Statigram) for analysing my Instagram posts and followers. A great post from Jenn's Trends explains exactly how each of the graphs work and how to use it to your advantage. Below is the example of my own personal Instagram account.
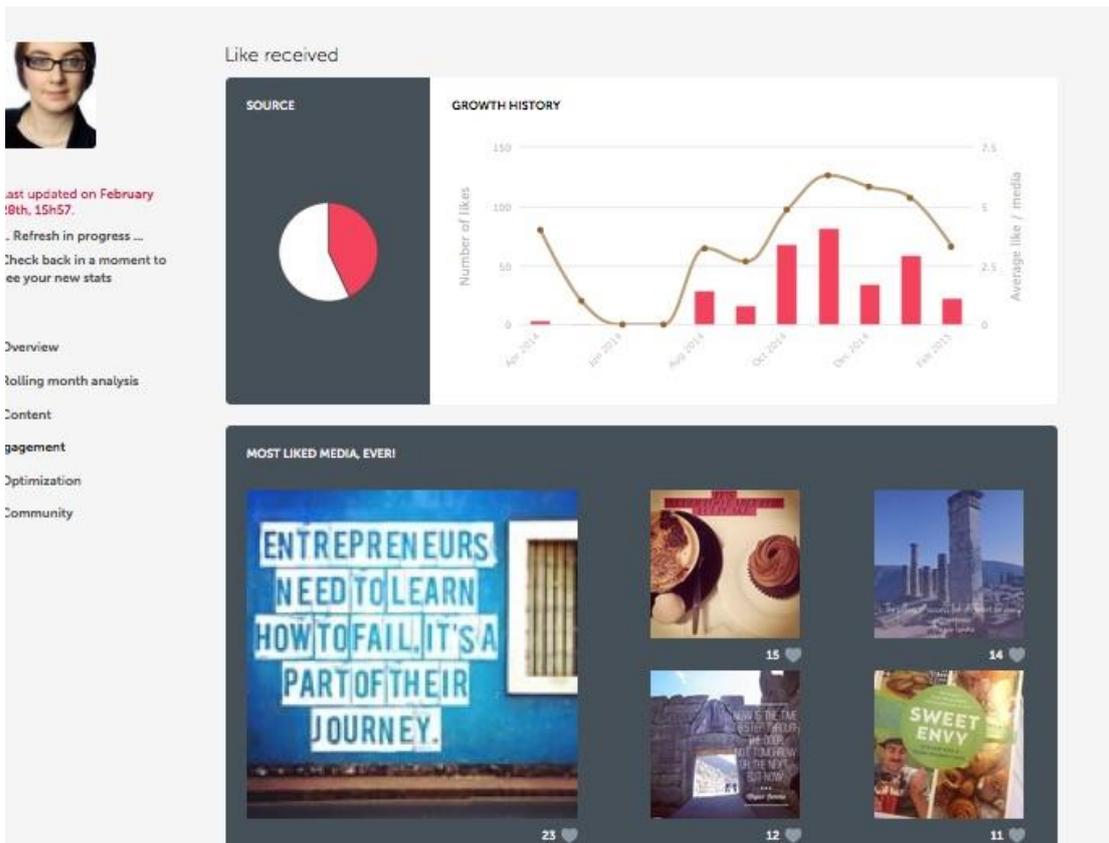
What analytic tools do you use? What would you recommend to other #startups and #entrepreneurs? My recommendation to stop #infowhelm. Choose one tool and focus on that for a month and then choose your next one. Too many tools and your brain will be overloaded.