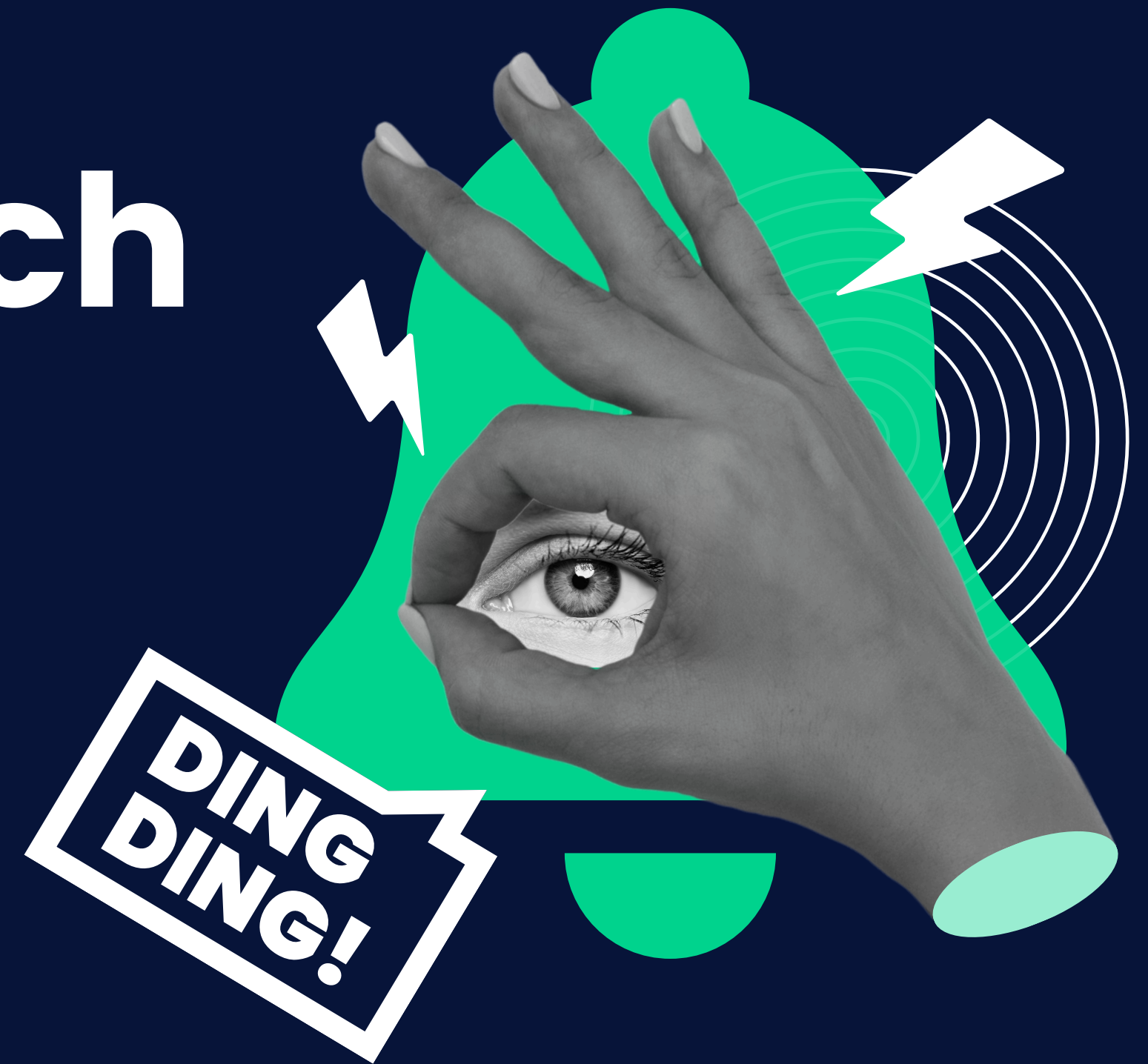


The Social Tech Buyer's Guide

Motivate. Measure. Implement. Repeat.



WHY ARE WE HERE?

The Tech Paradox: From Shiny Tools to Smart Strategy

Let's be real. The social tech space is jammed with shiny new platforms that promise the world but often end up collecting digital dust. Not because the tech is bad, but because businesses aren't ready for it. We call this the Tech Paradox:

Most companies don't have a tech problem. They have a readiness problem.

This guide is your antidote. Whether you're trying to win budget internally, compare tools, or make sure your next platform actually gets used, we'll help you map your way from intention to impact.

We have put together a clear plan for you that connects social tech to real business results.



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PHASE 1: MOTIVATE

The Tech Paradox: From Shiny Tools to Smart Strategy

Define your runway before you take off.

Most tech investments fail not because a business picked the wrong tool, but because they started with a product instead of a problem. Our take?

Don't ask for a tool. Ask for a solution.

The C-Suite isn't interested in Brandwatch, Hootsuite or Audiense by name. They're interested in *how* those tools will move the impact the business.



"We need X platform."



"We can't measure sentiment in real-time across markets, which leaves us blind to early reputational risk."

Framework: The 3R Problem Lens

Use this to frame your social tech problem in terms your business will care about:

	Guiding question	Example
Revenue	Will this help us grow, convert or upsell?	"Audiense could uncover new segments for personalised offers."
Risk	Will this prevent reputational damage or compliance breaches?	"Brandwatch alerts help us jump on viral issues before they explode."
Resource	Will this improve efficiency and reduce waste?	"Hootsuite's shared inbox will reduce agent response time by 40%."





PHASE 2: MEASURE

Research, Compare & Justify

From 'what's out there' to 'this is the one'.

Your Research Roadmap

1. Start with the problem

Use The 3R Lens

2. Google wisely.

Search use cases, not products. ("Social publishing for banks," "Social listening for telcos.")

3. Ask around.

Tap peers in your industry—real talk beats review sites.

4. Shortlist & demo.

Don't look at more than 3–5 tools. You'll lose clarity.

5. Prepare for sign-off.

Don't send a PDF of features—build a business case.

What to expect in a demo

Make sure it answers:

- "Does this solve the problem we defined?"
- "How will our team use it day-to-day?"
- "What will implementation actually look like?"

Treat it as a two-way interview, not a show-and-tell.

What to Expect from a Quote

(and Why You Can't Always Find Pricing Online)

Getting a quote for enterprise social tech can feel like trying to pin jelly to a wall. You just want a number, right? But the answer is... it depends.

That's not a dodge. It's the reality of complex, enterprise-grade platforms where **pricing reflects your needs**, not a fixed list.

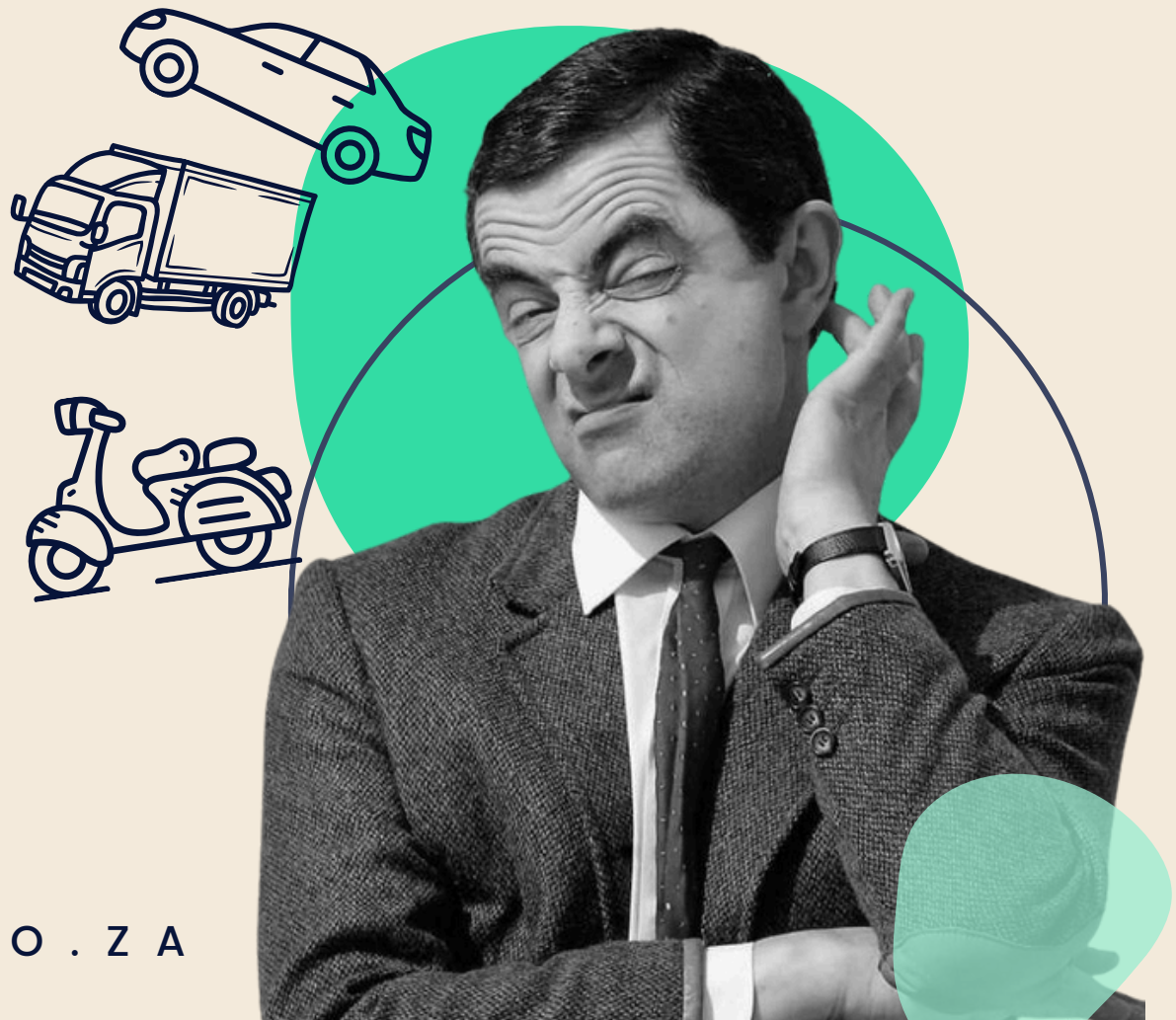
Why You Rarely See Pricing Online

It's not about secrecy. It's because:

- A small brand and a multinational bank need very different setups.
- Volume, users, integrations, and support needs vary widely.
- Pricing isn't just licensing — it includes onboarding, training, and often managed services.

Asking “how much does Brandwatch cost?” is like asking “how much is a vehicle?”

Is it a scooter, a sedan, or a delivery truck? We will help you figure that out.



Factors That Influence Pricing

The key variables that influence pricing aren't about a single product; they're about your unique needs:

FACTOR	WHY IT MATTERS
Scale	How many users will be on the platform? How many brands or markets will you be listening to?
Number of Search Queries	How many different topics, brands, campaigns, or competitors do you need to monitor? Each one counts as a separate search query and will help determine the right plan for you.
Customisation	Do you need a basic dashboard or a highly customised, integrated solution that connects to your existing business intelligence tools?
Services	Will you need onboarding, training, or ongoing managed support?

The more clearly you define your needs (see Phase 1), the faster and more accurately you can get a quote.

Understanding Pricing Models

Most social intelligence platforms, including the ones we champion, use a combination of these:

- User based pricing:** This is straightforward. The cost is based on the number of people who need access to the platform. This model is perfect for teams that need to collaborate on publishing, engagement, and reporting.
- Query-Based Pricing:** Instead of charging for the sheer volume of mentions collected, some platforms (including Brandwatch) focus on how many different search queries you want to run. Each query is essentially a unique topic, brand, campaign, or competitor you want to monitor. The more queries you need, the higher your plan needs to be.
- Feature-Based Tiers:** Platforms often have different tiers (e.g., Basic, Pro, Enterprise) with varying feature sets. A more advanced tier might offer deeper analytics, more integrations, or enhanced reporting capabilities.



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Beyond the Licence: What a Good Quote Should Include

Quotes are often only the start of the conversation. Here’s what else you should expect:

Component	Why it Matters
Licensing costs	Base access to the platform
Onboarding & Implementation	Ensures you’re set up for success, fast
Training	Empowers your team to use the tool confidently
Managed Services	Optional: We run it for you (ideal for busy teams)
Currency & Billing	ZAR quotes mean predictable costs, no forex admin

The ZAR Advantage: A Local Bonus That Matters

If you're based in South Africa or Sub-Saharan Africa, billing in USD adds admin and risk.

Problem	Solution with YOUKNOW
Unpredictable forex rates	Fixed monthly ZAR billing
Finance team headaches	Local invoices + easier procurement
B-BBEE compliance goals	Tick your boxes with a local partner

The YOUKNOW Difference

You won’t just receive a PDF with a dollar sign on it—you’ll get:

- A quote tailored to your context
- Clear breakdowns of value, not just cost
- Local support through every phase, from scoping to scaling.

Quick Checklist:

What to Have Ready Before You Request a Quote

Key business goals	To frame your problem/ROI case
Size of your team	Determines seats, training needs
# of brands/markets	Impacts data volume + complexity
Platforms of interest	Helps assess data coverage
Existing tech stack	For integrations and dependencies

Framework: The FITT Test:

Use this to compare apples with apples:

Factor	What to Ask	What to Look For
Fit	Does it solve our specific problem?	Clear use case alignment
Integration	Can it plug into our existing stack (CRM, BI, etc.)?	Open API, existing connectors
Team	Can we realistically use this without hiring five new people?	Training, usability, onboarding plan
Track Record	Is this proven in our industry/market?	Local case studies, peer references

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PHASE 3: IMPLEMENT

Make It Stick

Don't let your tech become a digital white elephant.

Buying the tool is just the beginning. The real magic happens when it becomes embedded in your team's daily work.

Appoint a Champion – But Don't Be a Lone Wolf

A single person can lead the charge, but they can't carry the load. Make sure there's a plan for onboarding, knowledge transfer, and continuity, especially if roles shift or teams change.

Framework: The 'Sweat the Asset' Checklist

- ✓ Dedicated platform owner (your champion)
- ✓ Training booked for key users
- ✓ Workflows and use cases mapped
- ✓ Regular check-ins with vendor or partner
- ✓ Success metrics agreed and tracked



Why local is actually lekker for you.

We've been the go-to local social tech experts for over a decade. When you go through YOUKNOW, you're not just buying a licence. You're getting:

- Local support and strategic consultation
- ZAR-based pricing for easier budgeting
- Tailored onboarding for your unique team
- Ongoing success plans to drive adoption and prove ROI
- An experienced partner who knows your sector and your market nuance

We're here whether you're:

- Still building the business case
- Drowning in demo notes
- Sitting on a contract but not sure how to activate
- Trying to recover from a tech misfire

FINAL THOUGHTS:

Smarter Tech Starts Here

You don't need every tool. You need the right one, at the right time, with the right support.

The next time someone says "we need a tool," stop and ask:

- What's the business problem?
- Who's involved in solving it?
- How will we know it's working?

If you're ready to talk through your social tech runway—from strategy to selection to scaling—we're ready to help.



Ready to start your tech journey?

Let's turn your next tool into your
team's unfair advantage.

Book a strategy call with us

