



Introducing #quintlyIQ - Social Media Webinars Series starting in July

Social Media Analytics provider [quintly](#) has announced a [social media webinar series starting from July 7th](#). The newly created webinars will discuss various topics, which will enhance attendees' knowledge of data-driven marketing by sharing best practices and providing deeper insights into social media performances.

In addition to ramping up on educating the market and sharing knowledge with customers, quintly plans to set up an academy providing information that will empower marketers as well as clients. These webinars are quintly's first steps towards providing better educational possibilities for webinar attendees.

"After the great feedback from our first webinars, we see our duty as a professional social media analytics tool to go beyond scratching the surface of social media marketing and offer help with more advanced topics. We are excited about the webinars, gaining a better understanding what people are interested in", explains quintly CEO and co-founder Alexander Peiniger.

The first webinar will take place on July 7th and discusses ["Top 5 Reporting Approaches in Social Media"](#) and clarifies crucial factors of how to transform data into a presentable form. Upcoming events include topics such as ["Digging Deeper into Metrics"](#) and will give attendees an overview of predefined and custom metrics. Correctly chosen metrics can set companies apart from competitors through having detailed KPI's and can help to set up the perfect social media strategy.

On top of the advanced webinars, every second Tuesday quintly will offer a “Getting started” event, tailored towards new clients of the platform. All webinars are free of charge but seats are limited to 500 people. On top of webinars, quintly plans on using Google Hangouts to utilize the potential in dialogue between marketers.

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