

BLOG MONITORING & BRAND AWARENESS MEASUREMENT



Description

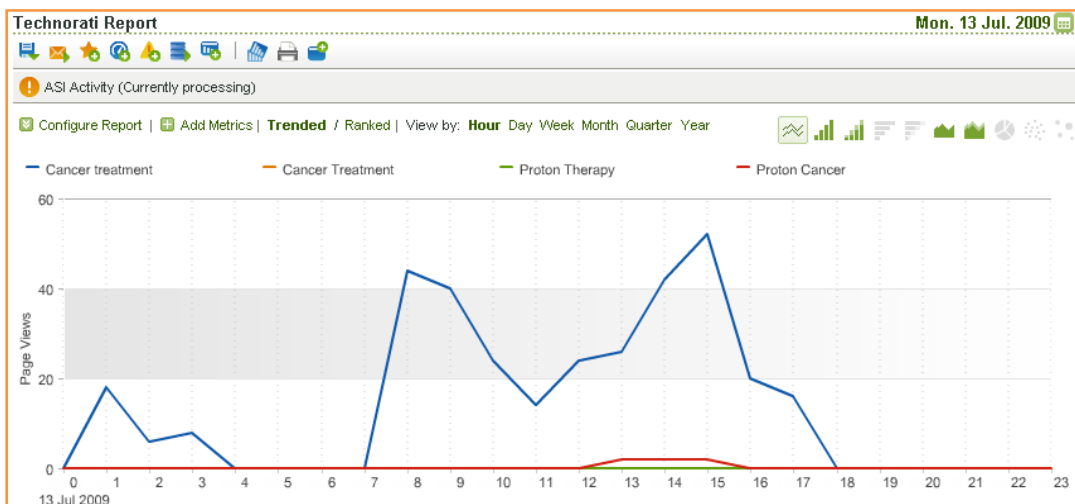
Our application allows you to effectively monitor your brand across the blogosphere and micro blogosphere. Additionally you will be able to measure linking activity to supplement your search engine optimization efforts.

Track these metrics

- Brand mentions across the blogosphere utilizing Technorati data
- Brand mentions across the micro blogosphere utilizing Twitter data
- Blog links to your site utilizing Technorati data

Utilizing the Technorati and Twitter APIs we query hundreds of millions of tagged user generated content to measure brand mentions and define the number of links generated to your website. Efficiently monitoring nearly all blog and micro blog activity we provide insight into brand awareness that can be utilized to measure the effectiveness of your marketing efforts such as viral marketing or digital public relations.

Sample Technorati Brand Mentions Screenshot



Use this application to

- Monitor brand awareness across the blogosphere and micro blogosphere
- Correlate brand mentions to measure marketing effectiveness
- Supplement search engine optimization efforts through link monitoring

Through custom traffic variables you will also be able to compare multiple related terms within the same report. This feature will enable you to further analyze brand awareness through the analysis of multiple terms of interest within the same report. Cross analyzing grouped brand mentions will also allow you to measure brand sentiment to drive online reputation management activities.

Requirements

- Three custom traffic variables(prop)

Contact Information

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