

CONTENT

WEBSITES

SEO

■ SOCIAL MEDIA

LEAD LIFECYCLING

MOBILE

VIDEO

SOCIAL MEDIA SERVICES

What's All the Buzz About?

Social media – from the big networks to industry-specific forums and blogs – offers opportunities to build your brand, create valuable dialogue with your customers and prospective customers, gather competitive intelligence, identify valuable content creation ideas, generate links to improve your SEO results, and drive relevant and qualified website traffic.

Gain intelligence and engage in the hundreds of conversations occurring across the web that are directly related to your products and services. Monitoring social media can provide valuable insights to your marketing, sales, product and customer service teams.

eListening and monitoring helps answer...

- Who's talking about the business?
- Where is this conversation occurring?
- What is being said online about your brand & products?
- Who is saying it? (decision influencers)
- Is it positive or negative?
- Should we react and how? (influencing the influencers)
- What are our competitors doing?
- Are we missing important info about our brand perception, or industry, or audience...?

top networks

1. Facebook: more than 600 million active users
2. Twitter: around 600 million search queries per day
3. LinkedIn: Executives from all Fortune 500 companies are members

beyond big networks

1. Conversations take place across the web on industry-specific websites, blogs and forums
2. There are more than 150 million blogs online with trackable conversations

internet users

1. 72% of internet users have at least one social network profile
2. Social media networks and blogs consume nearly 25% of people's time online

Contact your sales representative or Penton Marketing Services directly for more information.

eLISTENING PACKAGES

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Capabilities:

- Identify strategy
- Strategy implementation
- Blogging Strategy
- "Buzz" Monitoring
- Competitive research
- Analysis

Enhance your Social Media efforts with these related products:

- Social Media Marketing Campaign Implementation and Execution
- Blogging
- Digital Media Buying
- Video

Contact your sales representative or Penton Marketing Services directly for more information.

Knowing how your products, services and company are being discussed on the web gives you the opportunity to manage the conversation. Let our expertise in Social Media guide your online marketing, optimize your marketing campaigns, allow you to act quickly on opportunities and positively impact the effect of SEO programs and other online tactics.

eListening Audit and Benchmark Study

This one-time Social Media Audit is essential for benchmarking your brand's perception across the open web in order to develop and implement a long-term social media marketing initiative. The study provides detailed measurement and analysis on your topics of choice and your competitors.

- Analysis and benchmarking of web and social environment activity over **past one month** (30 days)
- Evaluate client's social media presence across core social networks as compared to top **three (3) competitors**
- Assess and measure current brand conversations and topic profile mentions to provide key insights based on your defined business objectives
- Provide sample conversations based on client goals and profile categories with suggestions for future interaction
- Prepare benchmark metrics report and summary of findings. Includes 60 minute web conference **consulting session** with a Social Media expert. Reporting could include:
 - Social media action plan
 - Digital media advertising suggestions for social media penetration
 - SEM keyword and topic focus recommendation areas based on conversation analysis
- **Three (3)** reporting topics with three (3) modifying keywords
- Analysis of up to **3,000 mentions/posts** across the web

Social Media eListening Packages

The following packages give you thorough tracking, competitive analysis and comprehensive Social Media recommendations and action plans.

<ul style="list-style-type: none"> ■ Analysis and benchmarking of web and social environment activity during a set period of time ■ Evaluate client's social media presence across core social networks as compared to top three (3) competitors ■ Assess and measure brand conversations and topic profile mentions to provide key insights based on your defined business objectives ■ Provide sample conversations based on client goals and profile categories with suggestions for future interaction 	<ul style="list-style-type: none"> ■ 1 year commitment ■ Quarterly (4 total) reports, each showing past 90 days
<ul style="list-style-type: none"> ■ Prepare benchmark metrics report and summary of findings. Includes 60 minute web conference consulting session with a Social Media expert. Reporting could include: <ul style="list-style-type: none"> • Social media action plan • Digital media advertising suggestions for social media penetration • SEM keyword and topic focus recommendation areas based on conversation analysis ■ Provide statistical analysis of key offerings, major competitor, and industry 	<ul style="list-style-type: none"> ■ 6 month commitment ■ Monthly (6 total) reports, each showing past 30 days
<ul style="list-style-type: none"> ■ Twelve (12) reporting topics with three (3) modifying keywords ■ Analysis of up to 10,000 mentions posts per month across the web 	<p>Custom</p> <ul style="list-style-type: none"> ■ Define your requirements