



BuzzMonitor: What are people saying about your brand on the internet

Do you have control of your Brand?

Do you want to know what your audience are saying about you? Do you want to be able to react to your audience's needs?

Do you want to know the buzz about your business?



Every day the impact of social media is influencing your business. As people twitter, poke,

swap and share across the numerous social media platforms, your brand, reputation and sales could be affected. Buzz Monitor gives you the tools to enable you to listen to the conversations regarding your brand, to know what your audience is saying, to act before you need to react to your customers needs.

Listen In

Buzz Monitor give you un-paralleled access to the conversations about your business across the social web. You can monitor the buzz about your brand on twitter updates facebook posts, photo and video sharing, plus the numerous blog posts and forum reviews that populate the web. It offers real time monitoring of buzz words and phrases as they pass through the social web, whether this is mentions of your company and products, or recent issues and events, enabling you to answer the 3 key questions;

- **Where is my audience?**
- **What are they saying?**
- **How do I act?**

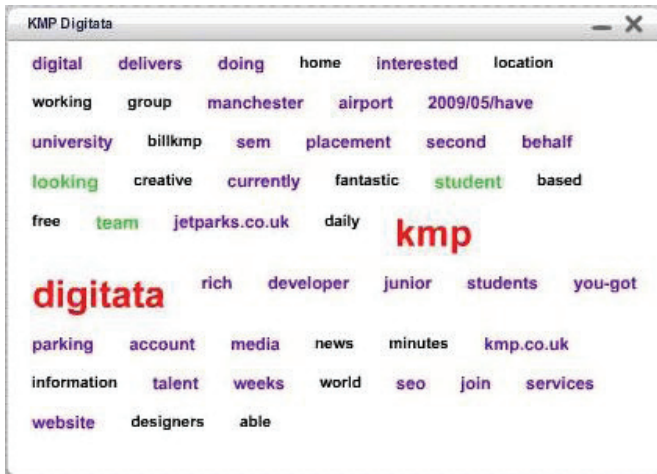
The screenshot displays the Buzz Monitor dashboard with several key components:

- Navigation Bar:** Includes 'Buzz Monitor', 'Dashboard', 'Configuration', and 'Help'.
- Search/Filter Window:** A window titled 'KMP Digista' showing a grid of search terms like 'start', 'sites', 'twitter', 'time', 'development', 'think', 'internet', 'job', 'google', 'websites', 'read', 'engine', 'pulpit', 'preachers', 'social', 'looking', 'networking', 'online', 'good', 'learn', 'success', 'design', 'business', 'ways', 'free', 'software', 'takes', 'facebook', 'company', 'best', 'using', 'right', 'great', 'important', 'better', 'cligs', 'news', 'media', 'tips', 'jobs', 'things', 'marketing', 'work', 'information', 'world', 'seo', 'guide', 'website', 'services', 'bit.ly'.
- Bar Chart:** A window titled 'KMP Digista - (Total # of posts: 46383)' showing a bar chart with categories: 'small marketing' (red), 'web design' (green), and 'social media' (dark red).
- Social Media Feeds:** A window titled 'KMP Digista - (Total # of posts: 460793)' displaying a list of tweets from users like RADIANT_HEART, MICHAELFIALA, SPARKLYHERO, and LAGERFRENZY, each with associated follower and update counts.
- Line Graph:** A window titled 'KMP Digista - (Total # of posts: 88483)' showing a line graph of 'Number of posts' over time from May 16 to June 13, with data series for LinkedIn (black), Facebook (green), and twitter (yellow).

At the bottom left, it says 'Transferring data from login2.radian6.com...' and at the bottom right, there is a logo for 'ackura powered by radian6'.

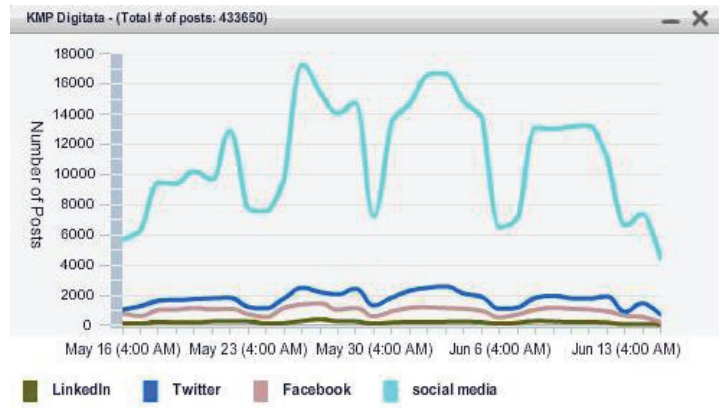
Get Your Message Out

If you understand who your online audience are, and where they are talking, you can better direct your marketing efforts and budgets into those places. Buzz Monitor not only directs you to your audience, but also makes you aware of the topics they are discussing, enabling you to tailor your marketing message accordingly, giving you the tools to talk with them and not over them. This also allows you to gauge what the fastest growing topics of conversation are, very useful in staying one step ahead of your competitors, or addressing an issue before it becomes a problem.



Monitor Your Message

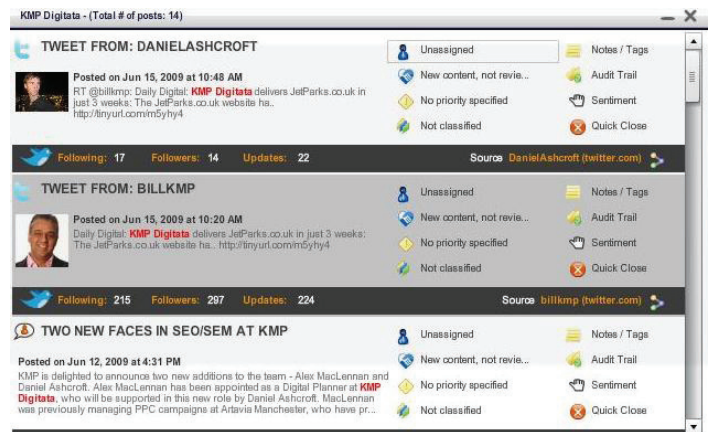
Buzz Monitor's Comment Sentiment allows you to determine how well your activity is being received. When you have to monitor several thousand comments, it can be a long and arduous task understanding whether each comment is good or bad. Buzz Monitor does this automatically, rating each comment on a scale. You can then track this sentiment and understand how well or poorly our activity is being received, giving you the opportunity to address any dropping sentiment a push the activity that is being positively received.



Engage The Influencers

It is all well and good getting the right message out; however, if you want this message to reach a truly global audience, you need to use the influence of those who shape the opinion of many others.

Buzz Monitor's Influencer analysis tells us who these people are, and where you can find them. This enables you to engage with these people and ensure that when you do eventually deliver the message, you have the ears of the people who can affect change.





10 reasons why you should Buzz Monitor

1. Monitor all the comments regarding your company across the social web.
2. **Collect all the threads from different places together for greater analysis**
3. Track the life span of a message.
4. **Be made aware of negative posts about your brand & resolve the issues before they escalate**
5. Collect positive posts as testimonials for future campaigns
6. **Be aware of the expressed needs of your customers**
7. Be alerted to the activity of your competitors
8. **Know who the influencers are and use them to push your message**
9. Discover where you are being talked about for future targeting
10. **Be in control of your brand**

Please give us a call on +44 161 429 1497 to find out how Buzz Monitor can have a positive impact upon your business.



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ackura.com/buzzmonitor