



Increase Customer Loyalty by Managing Your Brand Online

Millions of customers, journalists, hecklers, advocates, and enthusiasts participate in social media in ways that are directly relevant to your brand and 90 percent of consumers trust reviews and recommendations of other consumers. This new generation of "brand influencers" is collectively shaping corporate perceptions and influencing purchase decisions as consumers now trust "peer-to-peer" Web communications to be the most relevant and reliable source of news, information, and consumer opinion.

When thinking about social media discussions and managing your brand how do you and your organization:

- Monitor or listen to what people are saying about your brand online?
- Measure and assess these conversations?
- Identify and engage with brand advocates, dissenters, and spot potential crisis issues?
- Generate awareness and build brand loyalty?
- Assess the competitive and market landscape?
- Evaluate marketing programs and maximize spend?

Visible Technologies truly understands the dynamics of providing effective online brand management. As a leading social media monitoring, analysis, and engagement pioneer, we have been enabling the world's largest brands to listen, learn, and participate in social media channels.

SOPHISTICATED LISTENING, ACTIONABLE INTELLIGENCE, AND RESPONSE TO BUILD AND MANAGE YOUR BRAND ONLINE

Our truPULSE, truVOICE, and truSEARCH applications empower brands and marketers to effectively tap into the vast sea of consumer conversations to gain real-time business insight. This actionable intelligence helps you to build meaningful relationships with consumers, bolster and protect your brand, maximize marketing spend, and ultimately grow revenue through increased sales and enhanced customer loyalty.

Achieve Your Online Brand management Goals Through

Brand Perception Assessment - listen and engage in social media conversations to generate immediate feedback on marketing messages, brand perception, products, and test campaigns to optimize communications and outreach

Actionable Insights - understand your consumers and market and identify the most relevant conversations and influential websites and authors to analyze competitors, find new markets, generate awareness, increase sales and maximize marketing spend

Customer Engagement - directly participate in social media conversations to build tighter relationships with customers, influence purchase intent, and strengthen brand loyalty

Online Brand Management - monitor and listen to social media conversations about your brand to preempt potential crisis issues

Program Measurement - establish social media KPIs like conversation volume, sentiment, and influencer growth to evaluate marketing investments and measure success via real-time dashboards and reports

Expert Guidance & Support - ensure that you are tracking, analyzing and participating in the online discussions most relevant to your marketing objectives and managing your brand online with support from a dedicated team of social media experts and service professionals