



## Target Influencers and Make Word of Mouth Work for You

Over 280 million brand-related conversations occur each day among online consumers as Internet Word-of-Mouth (WOM) rapidly disseminates consumer opinions across blogs, video sites, forums, review sites, social networks, and other online outlets. These new digital channels are creating unique revenue opportunities for advertisers to raise awareness, gain influence, and execute campaigns at a lower cost to more targeted and influential audiences than traditional advertising and promotion efforts can reach.

### When thinking about online advertising how do you and your organization:

- Identify and assess target markets for online campaigns?
- Evaluate campaign messaging and consumer campaign response?
- Measure campaign and program success?



## EXECUTE AND ACHIEVE GREATER ROI FROM ONLINE AND WORD OF MOUTH CAMPAIGNS

Visible Technologies truly understands the dynamics of successfully executing online WOM campaigns and programs. As a leading social media monitoring, analysis, and engagement pioneer, we have enabled the world's largest enterprises and agencies to drive awareness and promote their brand and client companies through social media channels.

Our truVOICE and truSEARCH applications and truINSIGHT services enable marketers, advertisers, and agencies to effectively leverage social channels and target their campaigns at online audiences who have the most influence, reach, and brand advocacy. As a result, you spend less than traditional promotional efforts and achieve a greater ROI.

### Optimize WOM Campaign Offerings Through

**Increased ROI** - drive greater return on campaigns by directing efforts toward the online audiences with the most relevance, reach, and influence for your brand and advertising objectives

**Campaign Validation** - generate rapid feedback on ad messages, concepts, products, and test campaigns to optimize ad programs

**Heightened Brand Awareness** - increase brand awareness among key audiences and influencers by engaging with consumers in social media conversations

**Campaign Analysis** - benchmark pre and post campaign results, establish social media KPIs like conversation volume, sentiment, and influencer growth and measure ad program effectiveness through dashboards and reports

**Expert Guidance** - ensure media placement success with support and best practices guidance from an experienced team of social media experts and service professionals

*"Social media can generate recession-resistant word of mouth, but it requires a new measurement tool set. We recommend working with brand monitoring companies to assess the impact of both social and traditional ad campaigns."*

**Forrester** January 2009 report, "Top Social Computing Predictions For 2009"