Brandwatch/
Social Media Monitoring

2012

Inside the can/

It's **dark**.

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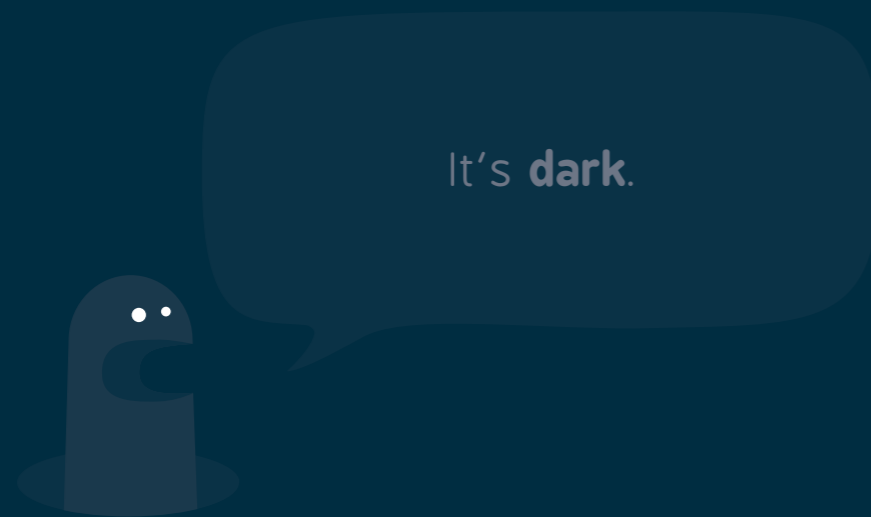
Let there be **light**.

Uh-oh...

I just opened a can of worms.

Opening the lid on social media can be like opening a can of worms. A world of pain. It's noisy, messy and making sense of it all can be overwhelming.

Fortunately, Brandwatch extracts the good stuff. This is why over **500 global agencies** and **brands** rely on Brandwatch to leverage incredible data and give their business the edge.

> How on earth
> do I assimilate more
> **fans** and **followers**?

Community/
Identify the most influential conversations in Brandwatch.

Si Borg manages the social media channels for a games company. His remit is to engage with forum chatter and gather fans and followers into a loyal army of advocates, or risk a shrinking audience.

Brandwatch transmits relevant, timely data straight to Si's inbox, giving him the power to instantly plug into gamers' conversations. A deep understanding of the audience helps him engage in a meaningful way, providing tips and expert commentary. His community is growing at a healthy rate and is now more active than ever, and Si is building a lasting relationship between brand, product and consumer.

And most importantly, more people are now playing his game!

Market research/

Brandwatch uncovers meaningful insights through deep analysis of quality data.

This **undercover work** is giving me a headache.

Agent Lee Bidot's mission is to investigate the lingerie market. He must get to the bottom of the female psyche to reveal the specifics of such a considered purchase. Shaken by the exhausting nature of his task, he lacks crucial intel and needs a robust tool to finish the job.

He enlists Brandwatch, a reliable ally, to strip down large volumes of intelligence by segmenting data in lots of different ways. Bidot is now able to determine different trends, topics and patterns, discovering the deep truth about the female lingerie market.

Now, on top of his mission, Agent Bidot always delivers a complete and powerful report.

Marketing/

Brandwatch accurately reflects online buzz, making it easy to predict trends and invest marketing spend effectively.

Tell me **what's hot, what's not** and **why**.

Stella Bucks is the marketing manager for a top brand of sneaker. She's behind the curve and her competitors are stealing the show. She desperately needs to fix a breaking brand image and get the low-down on the next big thing.

Being first to know the hot topics helps her to identify fads and trends early and turn insight into opportunity. With dynamic metrics at hand, Brandwatch helps Stella accurately chart the reach and impact of her campaigns, demonstrating money well spent and securing a leading market position.

Down with the word on the street, Stella now runs rings around the competition.
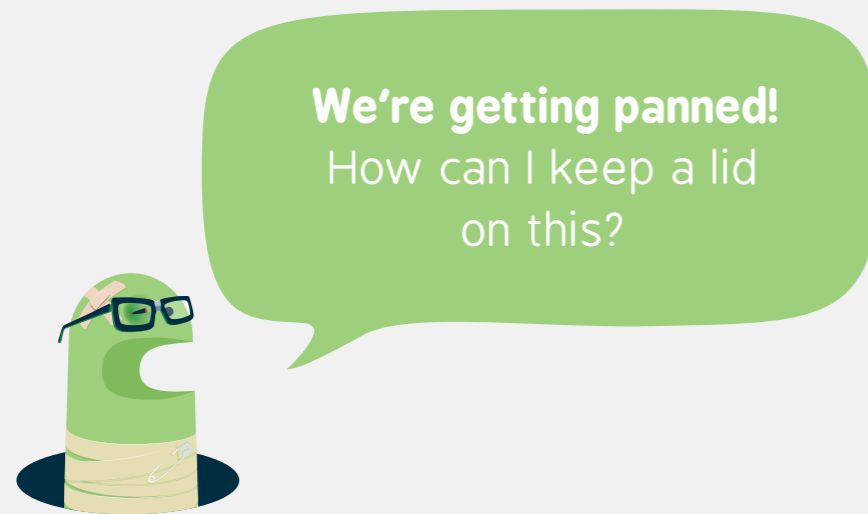
PR/

Brandwatch tracks your brand in real-time with concise, spam-free data.

We're getting panned! How can I keep a lid on this?

Monty Glue is managing the erratic reputation of a temperamental celebrity chef. He needs to take stock of the social buzz surrounding his high-profile client to maintain a healthy brand appetite and avoid the chop.

Real-time email alerts keep Monty on top of mentions as they happen. They also help him to target negative comments, whip-up a positive brand message and diffuse any bad press before the gossip escalates. Crucially, Brandwatch's digestible reports let Monty easily track and measure his client's growing popularity.

The only thing that now outshines Monty's reputation is that of his client.

Sales/

Chase down prospects and capture quality leads by monitoring relevant conversations in Brandwatch.

How do I sink my teeth into **new leads**?

Finn Sharpe is a new breed of intelligent salesman – he wants to go beyond the traditional sales network to engage with the social network. He knows he needs to target the richest waters to turn the conversation into sales.

Brandwatch provides Finn with the relevant data to locate and engage with more potential customers. He now follows the market and is all over the competitor chat. Suitably equipped, he easily identifies and charms new prospects who, in turn, help drive his referral business.

A big fish in lots of ponds, Finn now regularly smashes his targets.
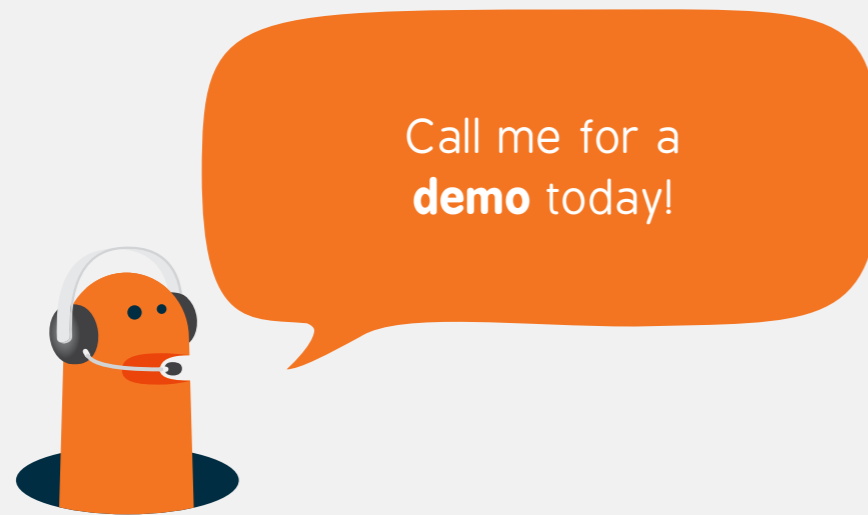
See it live/

Embed Brandwatch into your organisation and get straight to the conversation that matters. Book a live demo with our team today: **brandwatch.com/demo**

Call me for a **demo** today!

Contact us/

Visit **brandwatch.com** for more details and a breakdown of our competitive pricing.

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Inside Brandwatch/

Gather / Clean / Analyse / Present.

Gather a wide breadth of social data across 20 different languages.

Get **clean** data with our advanced spam detection and flexible filtering.

Efficiently **analyse** big data sets with topic extraction and categorisation.

Chart data and export reports to **present** meaningful insights.

Watch our overview
brandwatch.com / social-media-monitoring