



MONITOR



MAP



MEASURE



ENGAGE



How is social media affecting **your** company?



**BUZZ**LOGIC

**Social media has changed the marketing and communications landscape forever.** Some 60 million Americans are regularly reading blogs, often at the expense of television, newspapers, magazines and other mainstream media. These readers form and join online communities, and are beginning to share their views in ways that may impact the success or failure of your business.

### **Influence moves markets.**

Now you can understand, manage and monetize social media. Built on a trusted index of social media conversations, BuzzLogic is the pioneering on-demand software that uses powerful algorithms to identify influencers in areas that matter to you, enabling you to track and affect how people perceive your service, product, or company. Whether you're a nimble start-up or a dynamic global enterprise, BuzzLogic can meet your needs by offering an on-demand social media solution that can accommodate, inform, and promote companies of all sizes.

- **Corporate Communicators** rely on BuzzLogic to influence communication programs and to stay a step ahead of any impending crises.
- **Product Marketers** depend on BuzzLogic to launch and promote products, and to successfully reach the opinion leaders impacting both adoption and sales.
- **Product Managers** keep a finger on the pulse of the market with BuzzLogic, using it to monitor competitors and gain insight into future product requirements.
- **Brand Managers** leverage BuzzLogic's insight to guide research programs and help define product benefits.
- **Advertisers** use BuzzLogic to listen to major influencers, enhance ad creative and target their advertising with a dramatically higher success rate.
- **SEO Managers** rely on BuzzLogic to zero in on the influencers who can drive traffic and raise their page position on major search portals.
- **Customer Service Managers** depend on BuzzLogic to identify and publicly address small customer problems before they become big issues. Now, proactive customer service drives positive marketing.
- **Agencies and Consultants** look to BuzzLogic to fuel winning new business pitches and to power more effective and efficient client programs.

### **Make it happen with BuzzLogic.**

BuzzLogic's savvy and simple-to-use technology is delivered through an intuitive customer dashboard, so protecting and enhancing your business using social media is easy. And because you can visually map the online communities that matter to you—and target the hotspots in social media conversations—there's never been a more effective way to gain insight, manage opinions, and move markets.



## **BuzzLogic Features**

**On-Demand Dashboard** that provides insight into dynamic conversations.

**Watchlists** that track your must-watch bloggers or your own corporate blog.

**Community Maps** that visually depict the impact of an active community.

**Activity Alerts** that expose threats and opportunities.

**Precision Targeting** to ensure your messages are inserted at the highest points of impact.

**Reports** that measure the effectiveness of your participation in social media.

# **BUZZLOGIC**

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