2009

SOCIABILITY

Gravity7
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SOCIABILITY REPORT FOR BRANDS

Learn how yoiur brand looks and talks across social media. LIsten in on the marketplace. Look for resonance. Leverage the sociability of your brand.

Brands today want to benefit from the growing consumer adoption of social media. And why not? Brands are already social. Reputation, popularity, and value are all impressions many brands make with lifestyle and social references.

Brand image is reflected in the consumer's choices. You want to use the medium in which consumers reflect their values. That's social media.

But leveraging social media to extend and enhance brand presence is a bigger challenge than it first appears. Conventional brand messaging is told from the brand perspective. Social media are a communication platform — not a PR and marketing tool.

Efforts must be authentic, relationships should be transparent and helpful, and, most importantly, brand image should be replaced by messaging that is conversational. This means faceted branding for greater appeal to different consumers across different social media spaces.

Messages should resonate. Brand crafted for pass-along in the consumer's voice.

Values and interests of different kinds of consumers echo across social media at different frequencies. And the habits of key influencers and their audiences vary, too.

This Sociability report is custom designed to your budget and produced to a depth best fitting your needs and interests.

Brands can be closer to consumers today than ever before. With this come opportunities for direct and social communication into the marketplace. But also the risk that comes with being in the consumer's own media space.

Your sociability report can include the following:

- overview of social media participation in your brand
- review of existing brand networks, communities, fan pages, blogs, and twitter account
- recommended brand-faceting approaches
- conversation strategies for time-released social media messaging
- analytics and metrics goal setting
- review of metrics and analytics reports
- social scenes and engagements to avoid
- application of SEO-ready phrases for use in twitter, in comments, blogs, and more

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Past clients include: Smith & Hawken, Reel.com, Harbinger, Intraspect, Goingon, Asmallworld, Anderson DBB, Traction, Oracle, Razoo, France Tel/Orange, Trusted Opinion.

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