

Get Continued Benchmarking & Strategic Analysis Of Your Brand

Ongoing eListening Service

The Ongoing eListening Service is a comprehensive program including social media marketing measurement, strategy recommendations, and reporting on brand performance. Learn what is impacting your target market and your brand's positioning to drive marketing programs that perform and evolve your business within the market.

You receive:

- Analysis and benchmarking of past 30 days
- Evaluation of top 3 competitors
- Assessment of brand sentiment, industry topics, and identification of audiences or influencers
- Findings reported in a 60 minute web conference

Useful For:

- Drive marketing programs that perform
- Evolve your business with the market
- Continuously revise your approach to position your brand as a thought leader



87% of B2B marketers

use social media to distribute content.

SEO

Use findings to identify keywords and competitor data.

PPC

Using findings to identify keywords and relevant sites.

Content

Develop content around hot topics uncovered.