



The complete system for monitoring blogs and social media

## Blog Watch from LexisNexis® Analytics

Blog Watch enables you to track and monitor the most influential blogs and quickly react to any coverage and identify opportunities.

Blog Watch provides a tailored service, homing in on the blogs that matter to you. The blogosphere is ripe with opportunity. Make sure you take the initiative ahead of your rivals and detractors.

## The complete system for monitoring blogs and social media



Blog Watch enables you to track and monitor what the most influential blogs are saying about your company's brands and services, quickly react to any coverage and identify opportunities that may have previously gone unnoticed, all in a time and cost effective manner.

### Take the initiative

Social media is a growing channel for both business and customer marketing.

You have to understand and influence what's being said about your business. If not, you could miss an opportunity that gives your rival the edge. Ignoring negative customer comment can harm your bottom line. And if your business gains a reputation with bloggers for being out of touch, you risk being caught in a vicious circle.

For a fixed price subscription, Blog Watch provides a tailored service, homing in on the blogs that matter to you. Investing in this area now provides a chance to innovate faster than your competitors. The blogosphere is ripe with opportunity. Make sure you take the initiative ahead of your rivals and detractors.

Blogs matter. And Blog Watch can help you identify new opportunities and manage potential risks.

### Track customer behaviour and online comment that could make or break your business

- Prevent online comment damaging your brand
- Measure the success of your social marketing
- Monitor up to 50 key topics for a fixed-price subscription
- Monitor 2,000 blogs continuously
- Rank blogs against the five-level LexisNexis Influence
- Index and understand their influence
- Share vital information with your colleagues

### The value of Blog Watch

When bloggers exchange comments about your product, it's like a global focus group. With Blog Watch, you can see what the opinion leaders are saying about you. It provides visible customer feedback, sorted by topic. And it automatically measures the volume of comments and posts, providing an early warning of controversy.

You can harness promoters and target detractors, by finding the best channels and sites for online marketing and PR. And Blog Watch can track key words to show you the impact of this activity.

LexisNexis have monitored blog coverage for many European consumer and technology brands, helping them to spot emerging trends, track marketing initiatives, gauge product success and safeguard their brands.

### Unrivalled coverage

Blog Watch continuously monitors the 2,000 most influential blogs in the UK, France, Netherlands and America. It makes all this feedback easier to understand, by segmenting blogs under six headings: Activist, Corporate, Journalist, Academic, Guru and Personal. Blog Watch tracks up to 50 key topics, including your brands and company names, and alerts you to any important posts. It simply wouldn't be practical to monitor so much foreign language content manually.

Blog Watch can focus on posts, comments or both. Unlike search engines, which may flag up comments months or years after they were posted, the coverage is always current.



**i** Blog Watch continuously monitors the 2,000 most influential blogs in the UK, France, Netherlands and America.



## Watch the blogs that matter

Not all blogs carry equal weight. Some of the best-written have only a limited following. Some of the least erudite are nonetheless popular. And there are many so-called spam blogs or splogs – created for referencing and search-engine optimisation (SEO) purposes.

Manual monitoring is complex and inefficient. And unless you can gauge how influential a blog is, you can't respond in proportion. But research is costly and time consuming. Blog Watch solves the problem, using the LexisNexis Influence Index to rank blogs against three measures:

### Referencing

Their position in search engine results

### Networking

Their connection with other social media and websites

### Contribution

The level of reader-involvement in conversations

Blog Watch uses these criteria to establish a five-level influence ranking. No other system offers a comparable grading system. We constantly update the panel of selected blogs and recalculate their impact on corporate reputation.

## The LexisNexis Influence Index:

Our five level index, enables you to rank blogs by their significance:

### The most important and key blogs

With a global audience similar to that of a national newspaper, critical to the industry they discuss.

### Very influential blogs

Important to the brands and firms they discuss within, large readership and important authors.

### Influential blogs

Authors may not be known, however they will have an impact on the specific industry they are discussing.

### Developing blogs

With growing readership numbers, often fairly new to the industry and growing in importance New/establishing blogs, blogs gathering readership and authority in the industry, interesting for detecting new trends.

## Blog Watch is designed for:

### PR/Communications

Monitor and track how your brand is perceived in the increasingly important blog space and efficiently respond to any bad coverage. Demonstrate the success of social media campaigns and secure future budgets.

### Marketing

Measure the success of marketing campaigns through online reaction, provide specific metrics to your stakeholders and evaluate your coverage compared to your competitors.

### Research & Development

Track any comments or opinions regarding new product or service launches and react to negative customer feedback in a timely way.

### Business Development & Strategy

Build useful insight on customers and prospects, see how competitors are viewed in their customers' eyes and help generate customer profiles.

### Customer Experience/Services

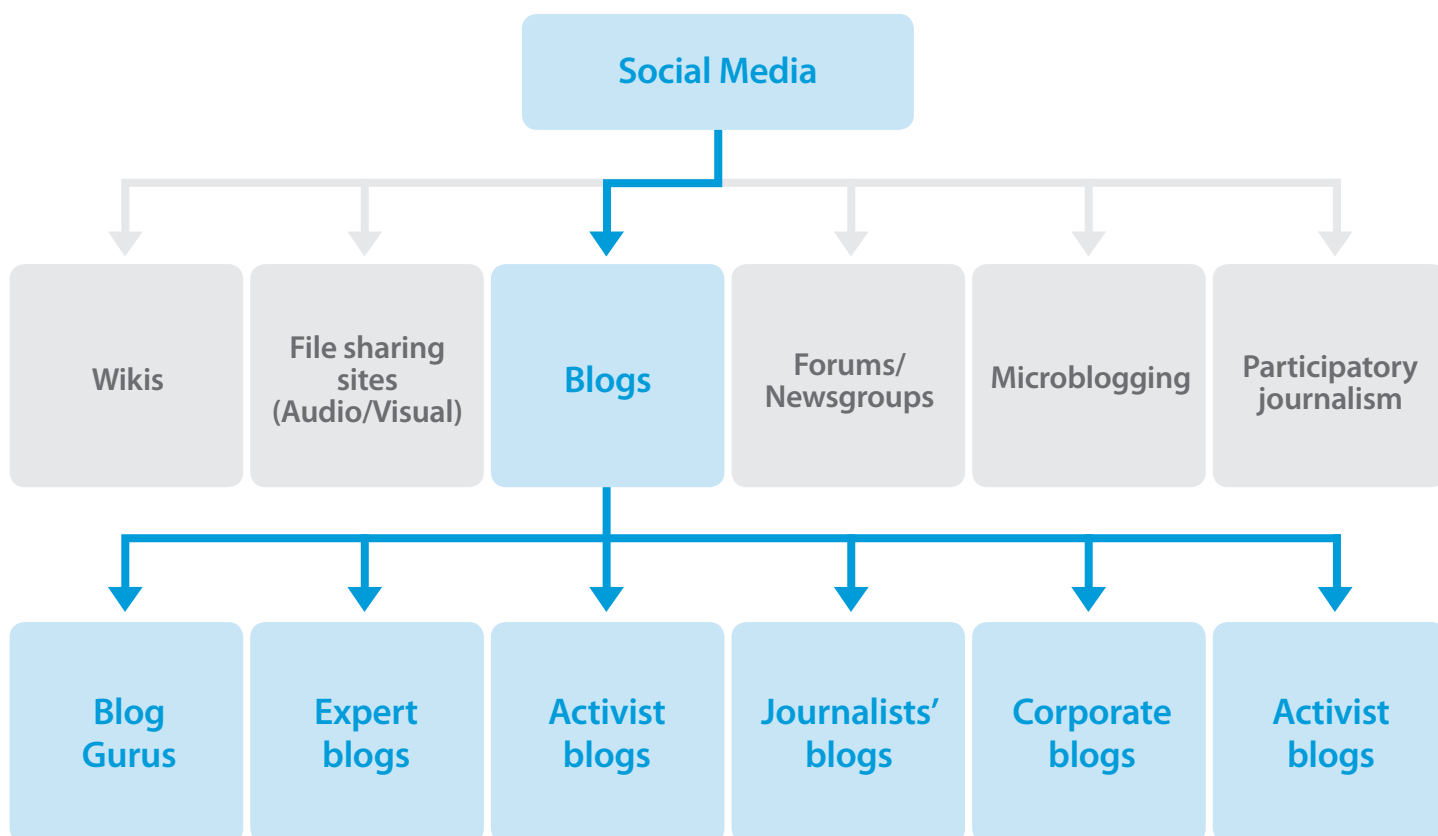
Analyse your customers feedback on social media sites, investigate their comments and respond quickly to any negative remarks.



### Share information with your team

Blog Watch automatically creates newsletters and alerts, and allows additional manual alerts to be produced. Blog Watch helps you to share up-to-date information and guide decision making throughout your organisation.

## The Social Media Landscape



## Get in touch

To find out more about LexisNexis solutions:

+44 (0)20 7400 2984 | [nexisinfo@lexisnexus.co.uk](mailto:nexisinfo@lexisnexus.co.uk) | [www.nexis.co.uk](http://www.nexis.co.uk)