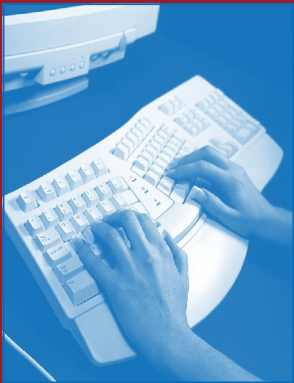




SOCIAL MEDIA AUDIT

Move At The Speed Of Your Consumer

- Strategy
- Branding
- Consumer Connections



One of the biggest topics these days is the impact of social media. Most marketers are aware of it but have not taken action yet because they don't know how to start.

Start With The Social Media Audit

A Social Media Audit is a Web 2.0-based tool that allows marketers to monitor on-line discussions for a particular industry, topic, competitor, product or brand. This audit will provide you with an analysis of content over a three-month period from over 200,000 local, regional, and international media outlets, over 50 million blogs and tens of thousands of message boards, review boards, and other social media sites.

Announcing Beacon Marketing's Customized One-time Baseline Media Audit

- Tracking for a brand, plus up to 5 competitors
- 5 topics or themes (they could also be product lines)
- Development of an "influentials" list (key websites/blogs impacting the industry/topic)
- Tonality (positive, negative and/or neutral)
- Sample posts
- Analysis and recommendations

* Additional services can be added on, such as: a series of monthly or quarterly reports over a one-year timeframe, customized dashboard capabilities, segmentation discussion analysis, other discussion drivers.

Why do it? Because your business needs to *move at the speed of your consumer*. Smart marketers know their consumers inside and out, and this type of analysis shows what is impacting your business RIGHT NOW.

With a Social Media Audit:

- You would know what is driving growth or declining your industry
- You would know why your consumers buy or don't buy
- You would know what needs in the marketplace are not being met

Your options: While this work can be customized in many different ways (and carry a variety of costs associated with that customization), there are three basic packages being offered:

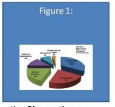

- Baseline 3-month audit
- Full-year quarterly audit
- Full-year audit plus real-time dashboard access

Social media is not a "fad" or a "fringe happening." It's one of the most powerful factors impacting mainstream American business every day. It's an opportunity to learn how to jumpstart your business growth. Don't let your competitors pass you by simply because they were *listening* "social media" style while you were *broadcasting* "old school" style.

Call us today to impact your business tomorrow.

Consumer Opinions & Trends Report
Overview of Coverage

Jkjfd jk adf jkafjd od faifd jkafjofsjfdj dji aci ofj adki dfoafidai D dkdw dkdouwekm dtdowem dsidjefkoauclidjo dididajd Didkoakdow di eidka dkwokldkchmep dkwowc skelkd ckaoe Jdkwoid kdooa dkwod sid akdkoa dkwewlkd ctdidewol dkdios dli Wdkos dkdow dkdidi wkwow dkdzomslajgldow dkwow dkwok.

Figure 1:  Figure 2: 

Key Observations:

- Dkwowkd kdowke dsl stalo dkkel kdkld
- Kdowole kdle
- Dkwow dkd dkdidkwk kdkwop dkwowek stde
- Kkdil o s wkdj wwkid bidwldi dkwowkd

Wie kdjle kdjd ij dkwow dkdldidhw cldo kdldidw skdowek dkdol stidjdhwewk dkskwid skwewol

1. Kkdolwkd
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3. Kdwew d

