

# BlogMonitor



**Monitor the blogosphere, and spot potential opportunities or risks for your business. BlogMonitor enables you to track and monitor what the most influential blogs are saying about your company's and competitors 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

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

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.

BlogMonitor 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.

## 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 key topics
- Monitor thousands of blogs continuously
- Rank blogs against the five-level LexisNexis Influence Index
- Share vital information with your colleagues

## The value of BlogMonitor

When bloggers exchange comments about your product, it's like a global focus group. With BlogMonitor, you can see what the opinion leaders are saying about you. It provides visible customer feedback, sorted by topic. 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. BlogMonitor can track keywords to show 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, measure product success and safeguard their brands.

### Unrivalled coverage

BlogMonitor continuously monitors the most influential blogs in Europe and the US. It makes all this feedback easier to understand, by segmenting blogs under six headings: Activist, Corporate, Journalist, Academic, Guru and Personal. BlogMonitor tracks key topics, including your brands and company names, and alerts you to any important posts. It would be impossible to monitor so much foreign language content manually.

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

### Watch the blogs that matter

Not all blogs carry equal weight. Some of the best-written only have a limited following. Some of the least erudite are nonetheless popular. There are many so-called spam blogs or splogs – created for referencing and search-engine optimisation (SEO) purposes that carry no real relevance.

Manual monitoring is complex and inefficient. Unless you can measure a blog's influence you can respond in proportion. But research is costly and time consuming. BlogMonitor solves this 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.*

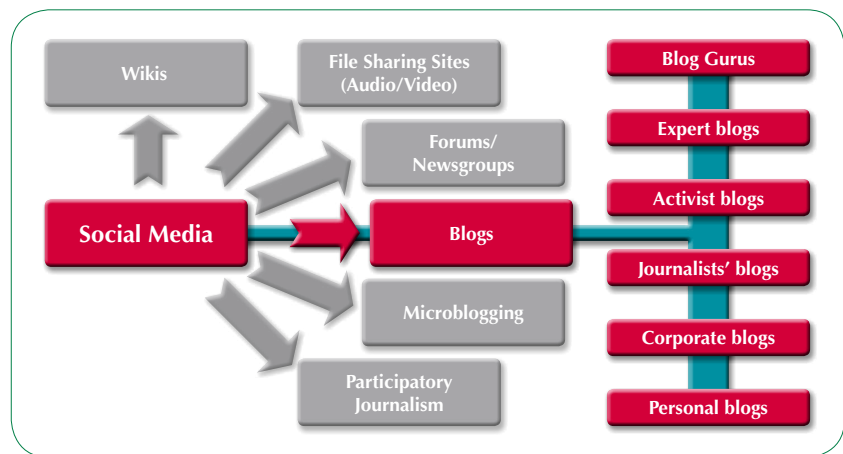
BlogMonitor uses these criteria to establish a five-level influence ranking. No other system offers a comparable grading system. We constantly update the panel of selected blogs and recalculate their impact on corporate reputation.

### The LexisNexis Influence Index:

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

- 1. New/establishing blogs**, blogs gathering readership and authority in the industry, interesting for detecting new trends
- 2. Developing blogs**, with growing readership numbers, often fairly new to the industry and growing in importance
- 3. Influential blogs**, authors may not be known, however they will have an impact on the specific industry they are discussing
- 4. Very influential blogs**, important to the brands and firms they discuss, large readership and important authors
- 5. The most important and key blogs**, with a global audience similar to that of a national newspaper, critical to the industry they discuss

## The Social Media Landscape



### BlogMonitor 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.

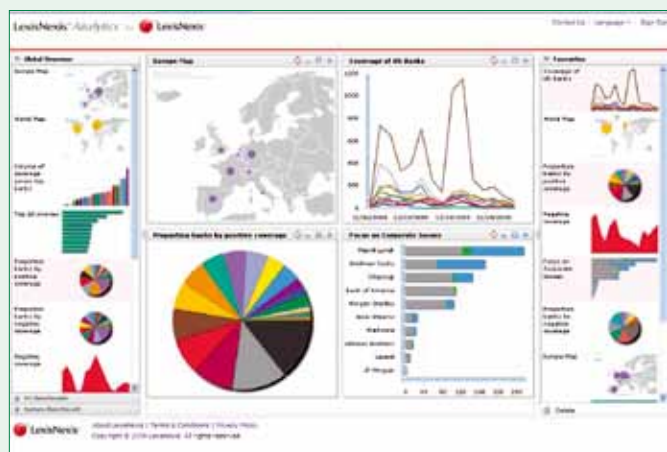
### Share information with your team

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

### LexisNexis® Analytics

Our LexisNexis Analytics (LNA) solution uses state of the art data mining and sentiment analysis from thousands of online and traditional media sources to make sure you are ahead of the rest of your market.

Bespoke solutions are currently delivering key business information to a number of Europe's most successful firms. Give us a call today to see how LNA can benefit your firm.



## Get in touch today

To find out more, call us today on +31 (0)20 485 34 56 or email [servicedesk@lexisnexis.nl](mailto:servicedesk@lexisnexis.nl) to arrange a meeting or trial period.

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