

ONGOING ELISTENING SERVICE

When you want continued benchmarking and strategic analysis of your brand, services or products.

Comprehensive social media marketing measurement, strategy revision recommendations, and reporting on brand performance, specific marketing campaigns and evolving trends. Learn what's impacting your target market and your brand's positioning within it.

SIMPLE DETAILS

- Analysis of past 30 days per report
- Evaluate top 3 competitors
- Assess brand sentiment, industry topics and identify audiences or influencers
- Findings reported in a 60 min. 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



Compelling content

drives successful social media campaigns - cited by 3 in 4 marketers as a factor in closing sales.

ADDITIONAL SERVICES

These additional marketing services compliment or work well with Ongoing eListening:

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.