

Do you capture your customers' feedback – online?

Being blogged about, you'd better get used to it!

Consumers, industry experts, employees, as well as any other group - publish their opinions about your company, service and products in mini-websites called blogs.

The opinions published may have a negative as well as positive influence on your reputation, You need to know what is being said to give you valuable feedback for your own communications and marketing.

Just recently, consumers complained online about the topping on the no. 1 frozen pizza in the Norwegian market. The manufacturer monitored the surprisingly high amount of support for removal of this element in their recipe and soon decided to change the topping accordingly. They even used this in their new TV-ad - which gave them high recognition, lots of good product-PR and satisfied customers, resulting in increased sales.



Another company, not normally covered in standard media, found themselves highly profiled on the web - with comments and articles published by unsatisfied ex-employees. Hardly good PR, very difficult to handle and impairing future recruitment.

Increasingly keeping track on this output is regarded as essential in monitoring feedback.

A blog is a mini website that is usually maintained by an individual with regular entries of commentary and descriptions of events for personal and corporate use.

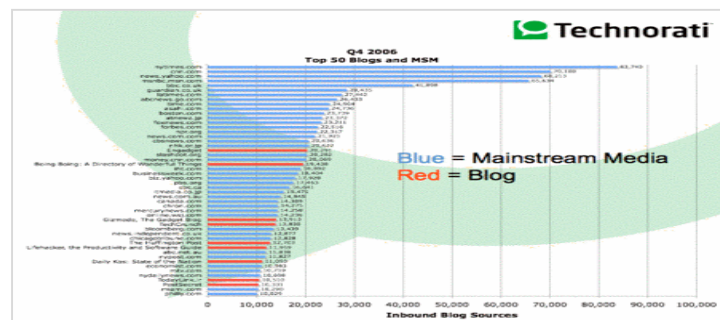
At Updatum we now provide a blog monitoring tool which allows you to:

- Monitor what is being said about you, your brand and your products and services
- Discover the sentiment and opinions of people important to your organisation
- Keep your finger on the pulse, as readers react to information on the blog

Should monitoring blogs be an essential part of your media mix?

Fully integrated into our online monitoring service, with content from the top sources, our customer relationship team will work with you to create a personalised monitoring of blogs relevant to your organisation's needs.

We are now providing a free 7 day trial of our blog service. If you wish to see for yourself how this addition can broaden and enrich your results from online monitoring please email back or telephone +358 (0)9 549 12400



Blogs are becoming

the media mix

an important part of