



BrandsEye

Protecting your online reputation

Why you should be using BrandsEye?

BrandsEye is a powerful tool – one that can provide a solid foundation for any online marketing campaign. There are a host of reasons to utilise it, but we know that not everyone has the time to read through an entire website. That's why we've decided to provide you with this non-technical description of BrandsEye as a brief overview.

What is BrandsEye?

BrandsEye is an Online Reputation Management tool that scans the entire searchable Internet, picking up every mention relating to the terms that you're looking for. What can be monitored is limitless; companies, brands, products, members of staff, competitors, celebrities – they can all be tracked and categorized and rated by their impact.

Once BrandsEye has picked up a mention it can then be rated across a range of data points, such as the credibility of the author and the sentiment of the mention. These rated mentions are then processed through BrandsEye's unique algorithm, giving you a single number; a Reputation Score that provides the most realistic measurement of your brand's online reputation at a given point in time.

This Reputation Score is then continuously mapped for each specified category. By benchmarking your brand's online reputation you can then compare its performance against that of your competitors over an ongoing period of time.

What does BrandsEye give you?

What is it about one mention over another that makes it more or less important in your online reputation? We look at factors such as age, link data, credibility, traffic volume and page prominence. This data is fed into an algorithm with different weightings of importance assigned to each variable. These mentions are then rated across a sliding scale, with "bad" mentions being given a negative rating and "good" mentions a positive one. This algorithm then calculates a Reputation Score to act as a practical display of your online reputation.

The criteria used to establish this score can then be further utilised as tags to mine and fetch individual mentions of your brand that meet a specific combination. This means that you can choose to only look for mentions of your brand with an extremely negative sentiment that have originated from consumers, or positive mentions that your own business has generated, etc.

Aside from providing you with a rich analysis of sentiment surrounding your brand this also acts as an information management system. Senior personnel do not have the time to constantly monitor a brand's online activities.

BrandsEye gives them the opportunity to only be notified once a mention meeting an established level of importance has been picked up.

www.BrandsEye.com



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By picking up mentions in real time BrandsEye allows you to react to any potential online reputation crisis immediately. The Internet is littered with examples of brands that have suffered by ignoring the conversation. Businesses that are on top of their game are learning to listen and understand these conversations.

In a nutshell BrandsEye gives you:

- the opportunity to listen to the discussion about your brand
- a chance to respond to the conversation
- the ability to react as quickly as possible to a potential crisis
- quantified reports so you can plot trends
- comparative insight into your competitors
- total coverage across the entire searchable Internet.

The most difficult step in managing your online reputation is taking the first proactive step. BrandsEye is easy to implement and will provide your business with an edge that is crucial in today's consumer driven world.

For more information email us at: helloquirk@quirk.biz