

SOCIAL MEDIA

MediaMiser's experienced team and industry-leading software help you take advantage of Web 2.0

Through blogs, wikis and online communities, your stakeholders have a louder voice and a wider audience than ever before. Are they talking about you? What are they saying? Why are they saying it? MediaMiser understands social media, and can help you make sense of the messages distributed in the Web 2.0 world. MediaMiser provides the tools you need to get in touch with the opinions of your consumers, and react accordingly.

In addition to traditional media, MediaMiser's industry-leading software provides detailed, cost-effective and timely analysis of new media. With MediaMiser Enterprise, you have everything you need to:

- instantly generate updates and analysis of the most prominent blogs related to your industry and vertical, and track trending on your key issues;
- determine who the most influential bloggers are in your industry and devise a strategy for communicating with them; and
- quickly and easily access and sort through content from all relevant social media sites, chart the results and generate user-friendly documents for more effective decision-making.

In addition, MediaMiser's experienced and innovative media consultants can provide expertise in determining which new media sources best match your requirements, tracking issues and campaigns in real-time and producing detailed and meaningful analysis reports.

Contact MediaMiser today, and start Turning News Into Knowledge.

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