



ACTIVE SOCIAL LISTENING



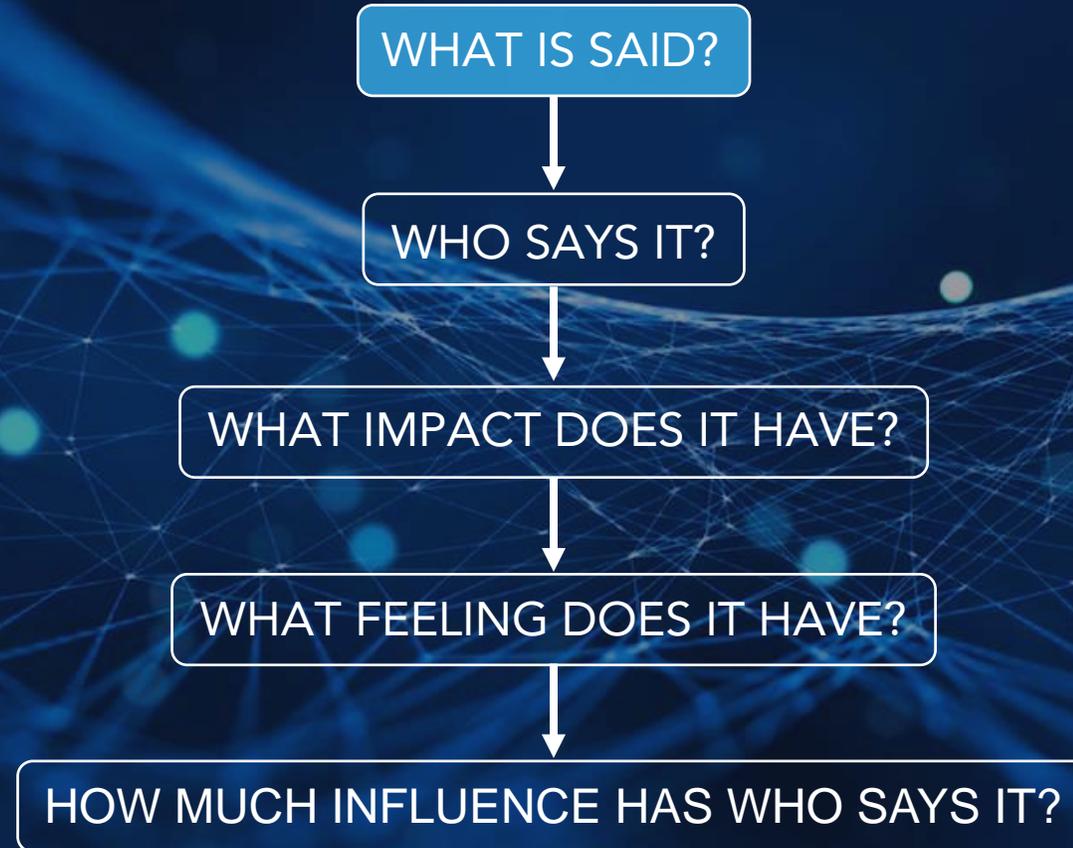


Through the combination of tools and specialists in trend analysis, we identify patterns and/or behaviors of users of digital media, which have a high potential to generate positive and/or negative situations for a company, government, brand or public person.

Active Social Listening monitoring allows knowing the positioning and perception of users towards any factor that may be of interest, in addition to measuring the impact of communication actions and identifying the best opportunities to join the social conversation.



ACTIVE SOCIAL LISTENING ALLOWS DETECTING



HOW DOES IT WORK?

We share some of the main characteristics of our tools.



Our platforms have a high level of infiltration, which allows us to monitor conversations in digital media, on all the strategic issues of our clients.

WE IDENTIFY



- CAMPAIGN PENETRATION
- BRAND HEALTH
- IMAGE OF GOVERNMENT OR INSTITUTION
- REPORTS AND COMPLAINTS (BEFORE GOING VIRAL)
- MEDIA TONE AND COMMUNICATION OPPORTUNITIES



COMPREHENSIVE GLOBAL SERVICE



WEBSITES

**SOCIAL
NETWORKS**

**NEWS
PORTALS**

OUR SOLUTION IN FOUR BASIC STEPS

1

Determination of
topics of interest

2

Implementation of
Active Social Listening

3

Detection and analysis
of themes and trends

4

Sending of reports

DETERMINATION OF TOPICS OF INTEREST

1

It allows us to know exactly what are the strategic issues for our clients that we must monitor

IMPLEMENTATION OF ACTIVE SOCIAL LISTENING

2

Inclusion of the client in our listening tools and initiation of activities.

DETECTION AND ANALYSIS OF THEMES AND TRENDS

3

Once identified, a report is generated detailing the feeling of the conversation, scope and impact of the topic.

SENDING OF REPORTS

4

The report is sent to the client at the agreed frequency.



SCHEME

ESTIMATE

The amount of investment varies depending on the volume of mentions generated around the strategic issues for our clients.

- ▶ INFORMATION REQUEST
- ▶ PROJECT DEVELOPMENT AND ESTIMATE
- ▶ PROPOSAL APPROVAL
- ▶ CONTRACT SIGNING
- ▶ START OF ACTIVITIES

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