

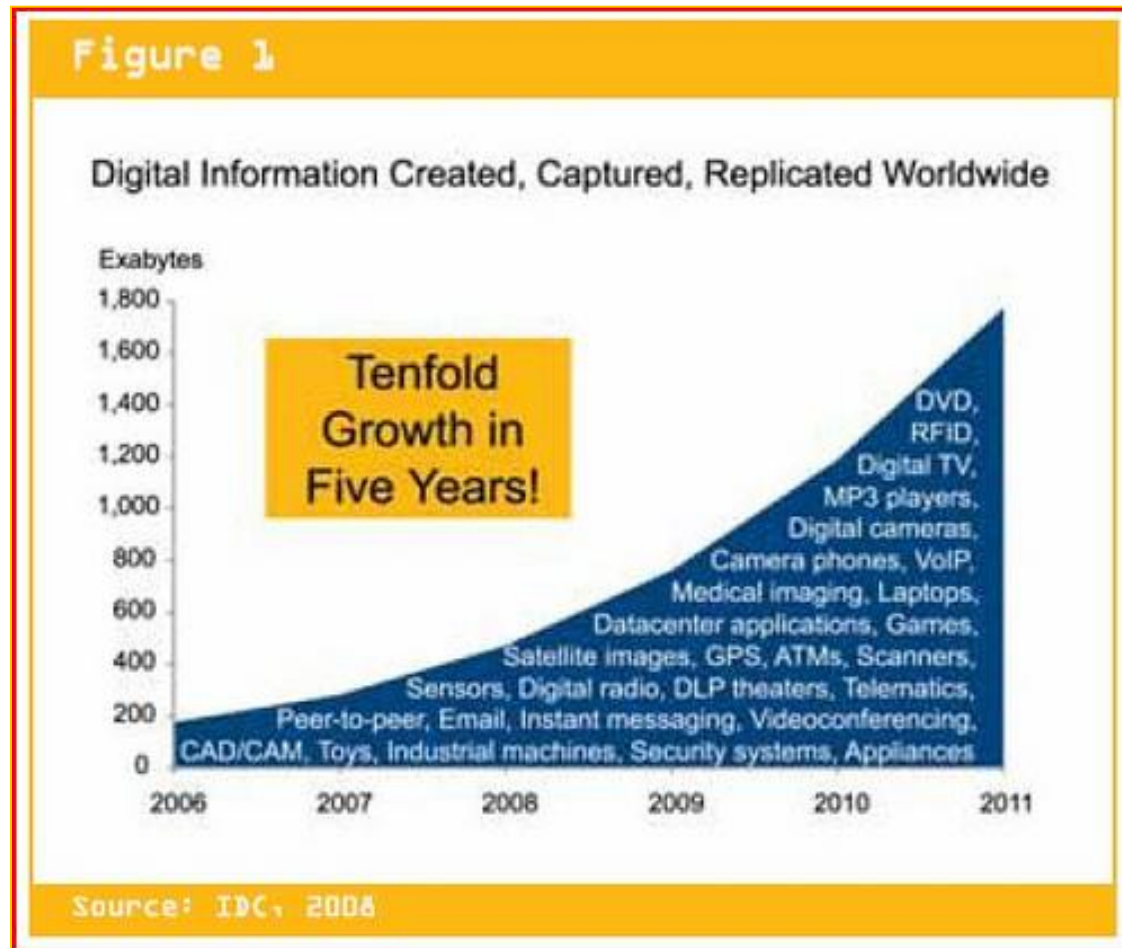
Ennect

Building Your e-IQ

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Problem with Collecting Data



“It’s not information overload. It’s filter failure.”



-- Clay Shirky, Author
Hear Comes Everybody

What Info Are You Trying to Net?



- News
- Trends
- Competitive data
- Customer feedback
- Partner/affiliate spin
- Prospect opinions
- Employee insights

Nets vs. Lures





What They Say About Themselves



News releases, financials, recorded analyst briefings



Keep an eye on SEC filings of publicly-traded firms



Subscribe to corporate-sponsored RSS feeds or blogs



Track new content on Web pages without RSS feeds



What the Media Is Saying

SmartBrief

Industry news via email



Regional business news via digital subscription



PR Newswire

United Business Media

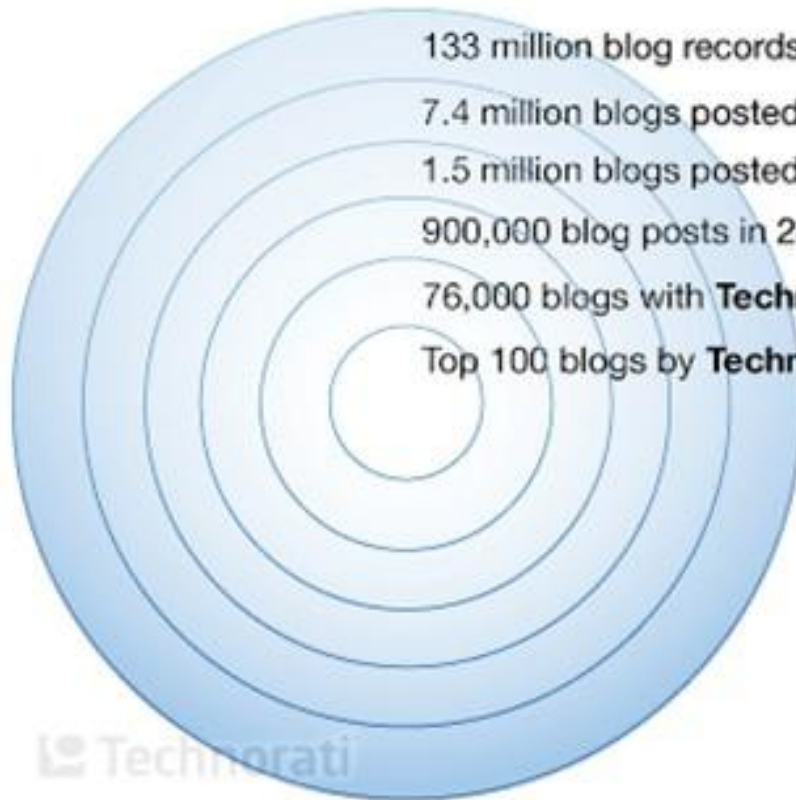
eWatch™ service monitors online and offline news



Topic alerts via email



Citizen Journalists Rule!



Technorati Authority is the number of blogs linking to a website in the last six months. The higher the number, the more Authority the blog has.

Source: Technorati



Citizen Journalists Rule!

twitter

15 Million members

LinkedIn

35 Million members

facebook

200 Million accounts

Ning

800,000 Social networks created



Track Web 2.0 Commentary



Wikis: Track changes. Find background info, context, competitors.



RSS aggregator: Top web stories on particular topics. Twitterati. Trends.



Technorati: Tracks ~21 million blogs. Browse by topic.



BlogPulse: Trends, blogger profiles, Conversation Tracker.



Epinions: consumer reviews.



Follow Followers



Monitor Fans & Groups. Search keywords. Track /compare keyword use in posts.



Get RSS feeds on new images that match your keywords.



Search for companies, people, keywords. Monitor Groups. LI's *CompanyBuzz* shows Twitter activity for your company.



Sort tweets by topics, keywords. Get alerts. Search.



Find Searchers



See which websites get traffic for which keywords.



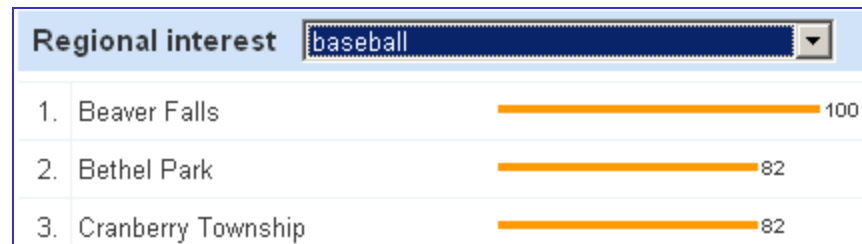
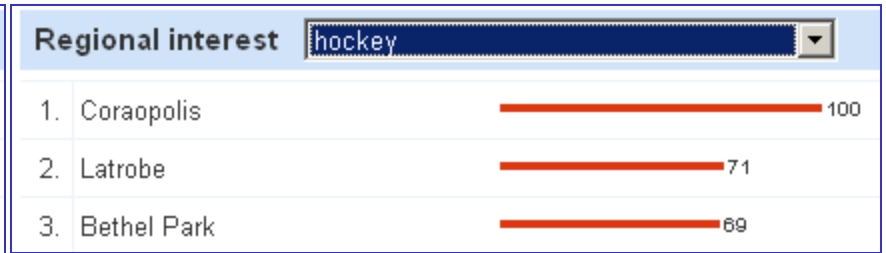
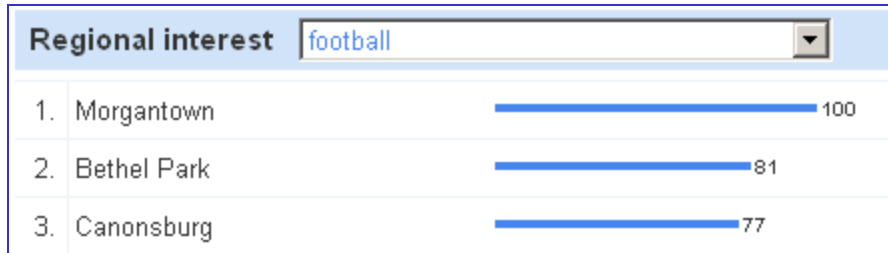
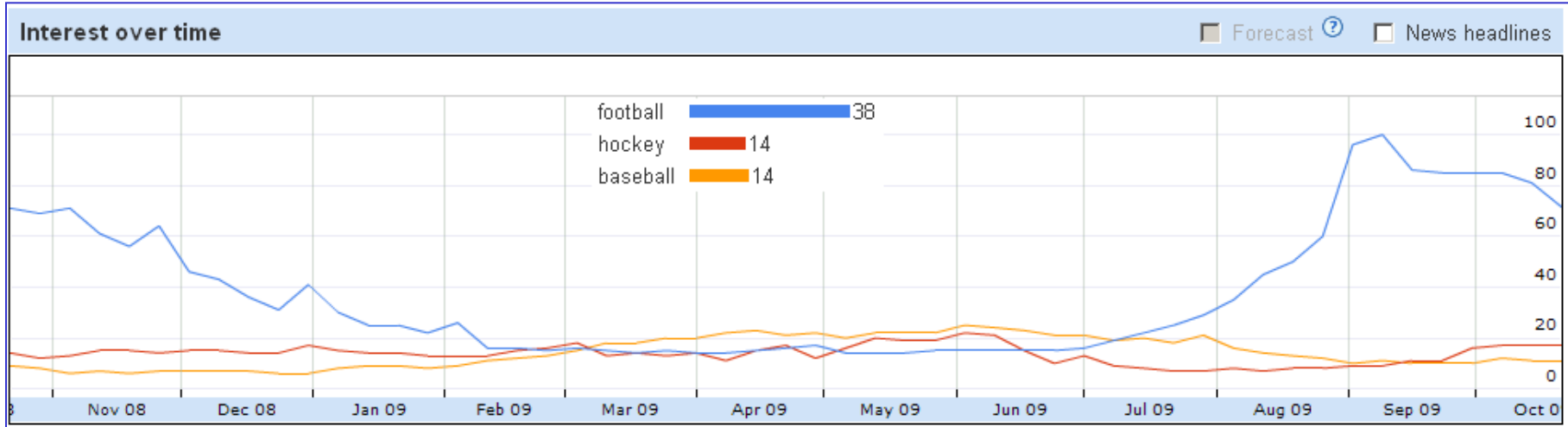
Find keywords based on site content; negative keywords.



Identify keywords relevant to your business. Free and paid.

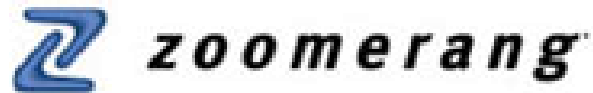


Compare trends in search terms.





Ask Directly





Who Should You Survey?

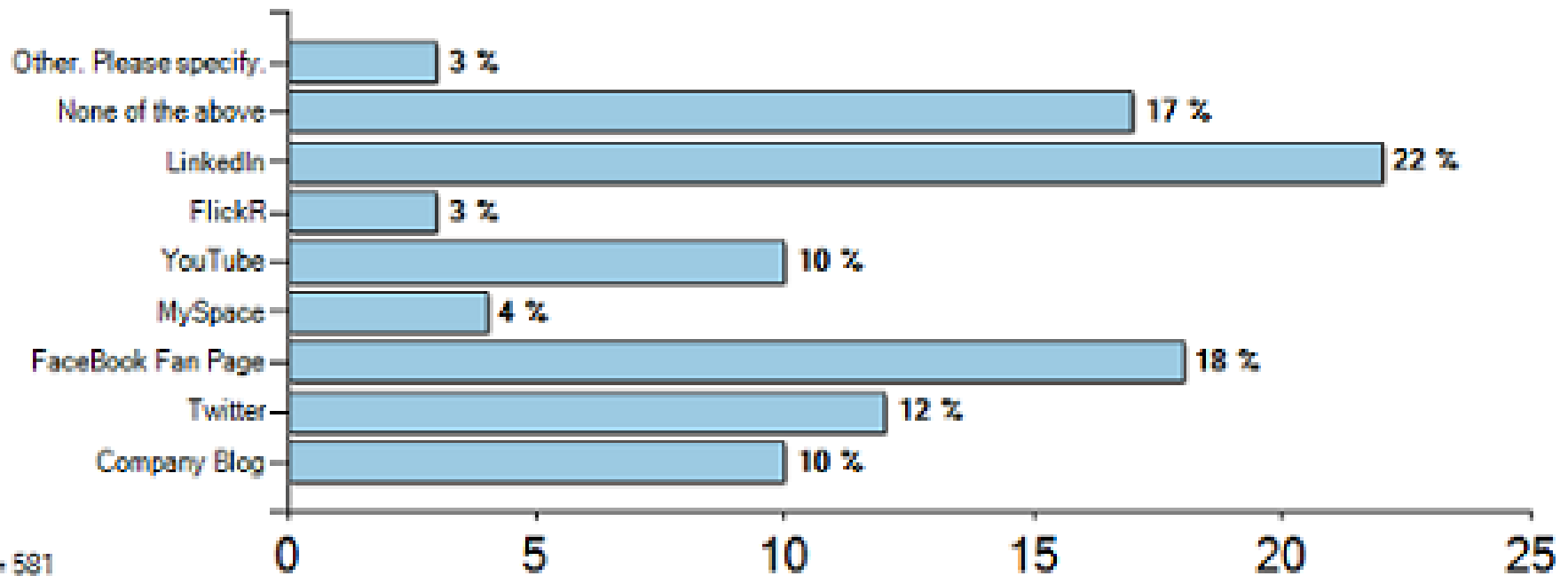
Depends on what you want to know!

- Prospects & customers
- Partners
- Influentials
- Employees who spend time with customers
 - Sales, support, call center personnel
 - Marketing: User group coordinators, PR
 - Front desk personnel



Duquesne SBDC & Ennect Survey

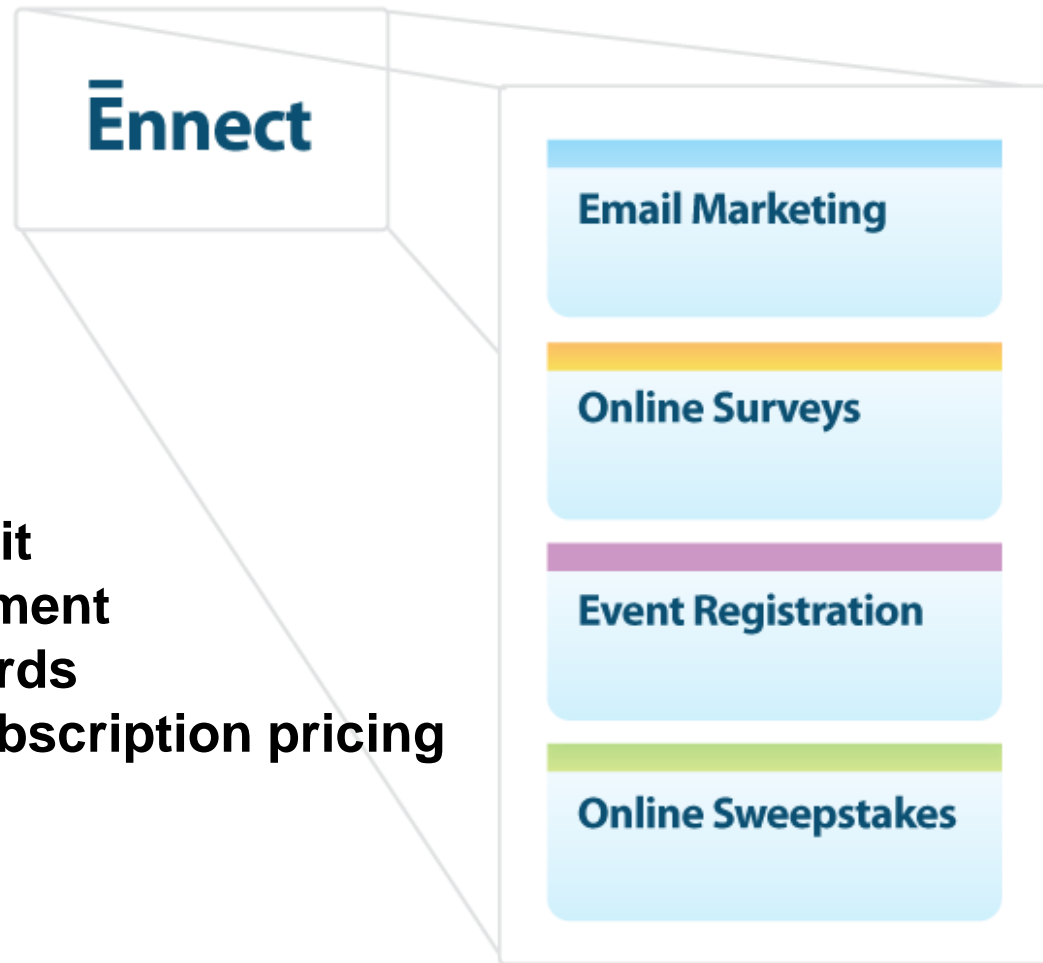
Which of the following social media tools does your business currently employ for marketing and outreach?



Base = 581

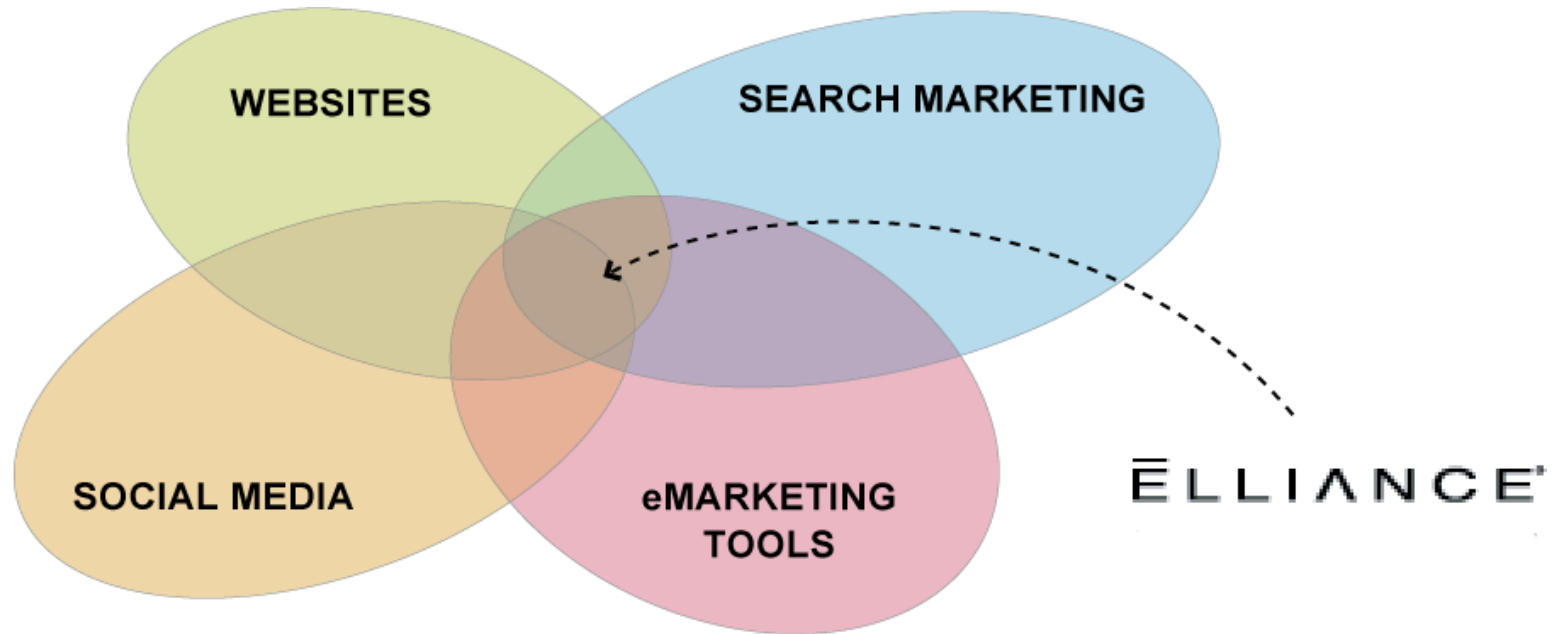
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About Ennect



- **4 tools, 1 easy toolkit**
- **Shared list management**
- **CAN-SPAM safeguards**
- **Pay-for-usage or subscription pricing**
- **Insightful reports**

About Elliance



Thank You

Questions?

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