

Listen

Understand your customer needs and expectations. Listen to the buzz about your brand across millions of sites, blogs and tweets in real-time



Discover

Analyze customer perception and sentiment of your brand and those of your competitors. Identify key influencers and fans.



Engage

Converse with your customers and collaborate with them to be your brand ambassadors. Share positive news about your brand using social media.



Brand Monitor™ Dashboard



Post Volume
Overall volume for the last 30 days

Source Volume Analysis
A breakdown of the post displayed by source

Sentiment Analysis
Daily sentiment tracking

Multi-layered Sentiment Pie chart
Displays source, volume & sentiment for all posts

Top Conversation Sites
Sites with the highest conversation on the brand

Tag Cloud
Popular keywords associated with the brand

Latest updated posts

Features Overview

- Track Articles, Blog Posts and Tweets in Real-time
- Automated Sentiment Analysis on Social Conversations
- Customizable Dashboard, Daily and Weekly Email Alerts
- Share Posts, Engage with Authors, Track Workflow

Top reasons to use Brand Monitor™

- Track and respond to positive / negative sentiment about your brand
- Provide extended customer support
- Track your competitors in real-time
- Discover sales leads from conversations
- Get product feature ideas from users

Success Stories

Financial services firm
Share of voice increased for the important keywords from 15% to 46% over a period of two months

Medical devices industry
The positive mentions for the brand's main keyword increased by 30% in search rankings in less than 2 months

Position² is a leading Search & Social Media marketing firm that delivers continuous growth for its customers through the proprietary 'Surround & Intent Marketing' methodology. Position²'s flagship product is Position² Brand Monitor™, a platform that allows users to listen, discover and engage with social media conversations in real time. With a team of over 100 professionals, Position² also provides expertise in online marketing solutions: **SEO, PPC, Media and Advertising.**

Products & Services

Online Brand Solutions

Brand Defender™
Brand Touchpoint Manager™
PR Maximizer™
Website Calibrator™

Customer Acquisition Solutions

Performance Leads™
Trial Calibrator™
Organic Rank Optimizer™

Technology Solutions

Brand Monitor™
AutoBid Recommendations Engine™
Analytics Configurator™
Conversion Optimizer™



Overview

- Passionate professionals with expertise in multiple functional areas like media, advertising and technology
- Over 100 professionals around the world
- Clients portfolio includes startups to large Fortune 500 companies in technology, financial services, consumer products, Internet and B2B industries
- Certified Agency with Google, Yahoo and Microsoft
- Venture funded by Accel Partners

A Few of Our Clients

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