



We Help Brands Connect The Dots

SafetyNet is like eavesdropping for your brand

Their employees are always so rude.....
Wow! love the new menu.....

Our agency utilizes multiple platforms to obtain intelligence about your brand, person of interest, or media promotional responses. Additionally, we offer historical scans which allows us to scour the internet back as far as 2007. This is especially helpful when looking for competitive intelligence or for litigation purposes.

SafetyNet Features and Benefits

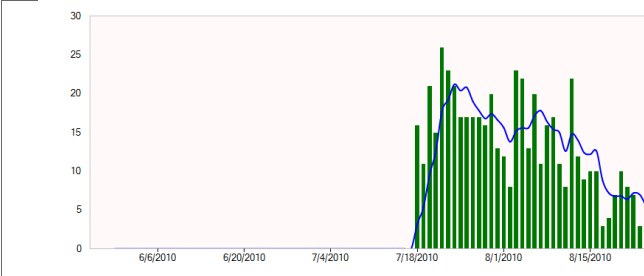
- ↳ **Insights** - transform social media data into actionable business intelligence
- ↳ **Dashboard** - know what is being said about your products and competitors
- ↳ **Identify** - the strategic influences around your brand
- ↳ **Reputation Management** - take care of negative reviews quickly and efficiently with realtime alerts
- ↳ **Lead Generation** - pull in content about your industry
- ↳ **SEO** - gain more effective methods when using keywords to optimize your company's SEO



Dates Covered: 5/26/2010 - 8/24/2010
 Report Created: 8/24/2010
 Profile: Cadillac

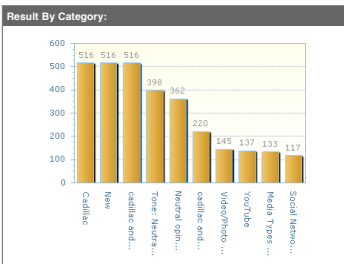
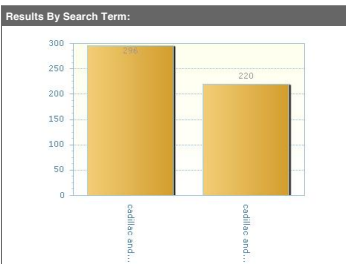
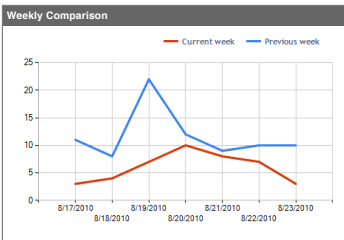
Profile Overview

Number of Search Results by Day



Weekly Statistics

Current week:	42
Previous week:	82
Percent change:	-48.8%
Historical weekly average:	40.0
% Change over historical average:	5.0%



Analytics

Sentiment

MapOverlay

Daily Volume

Influence

Demographics

Themes

Date Range Reports



FAQ'S

1. How will Ann Michaels work with our company?

Utilize our services the same way in which you would outsource any other vendor for an ongoing program or project. Contact us with the project criteria and we will give you our pricing. We bill you - you bill your client, leaving you the ability to add whatever you would like.

2. Do you have the ability to white label? Yes, we do for an additional fee.

3. What about confidentiality? We are happy to sign off on any NDA you wish to use, or we can use our general form.

4. What type of support do you offer? You will be assigned a social media specialist who is equipped to help you any way you need from sales to day to day tasks.

5. What is your pricing? Just as with any marketing/market research program or project the pricing is determined by many factors. We will provide you with a customized quote each time.



ANN MICHAELS & ASSOCIATES, LTD.

Ann Michaels & Associates is a customer engagement management firm who has helped clients across all industries listen to the voice of the customer. Experience with companies of all sizes from Fortune 500 to medium size businesses across North America. We monitor and manage social media campaigns.

www.socialmediamanagement.net Contact Info: Office 866-703-8238