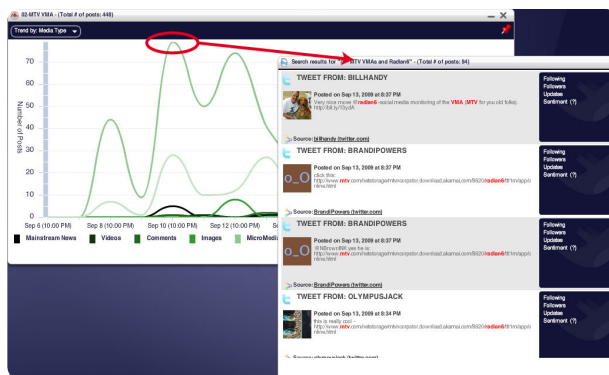
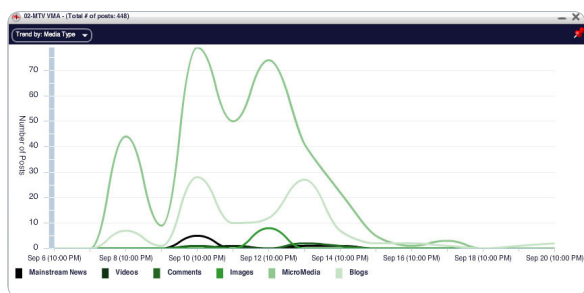


The Lifecycle of Buzz

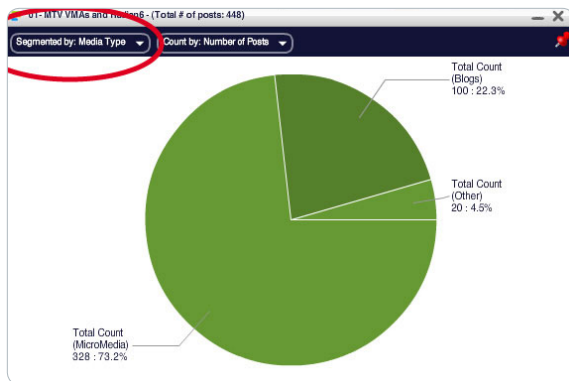
One of the biggest advantages to monitoring social media is the ability to track the spread of your campaign, press release, or other communications initiative in real time, on the web. Now that content often jumps across media types and gets resurrected in mashups, case studies, or other references online, it's important to see what the full life cycle is for the information you send out into the world.

Use a simple Topic Trend graph to track the launch, stamina, and total lifecycle of your announcements. You can set a select time period to coincide with the start of your campaign or the date of your release, if you'd like to keep your analysis finite, or starting on a consistent launch date.

You can even drill down into a particular day, to understand more about the spikes or the dips on the graph, and what may have prompted either.

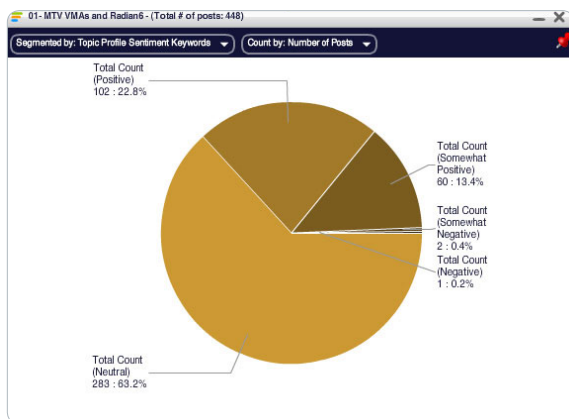


Want to understand more about how various social media channels are helping? Hear your community's reactions? You can use Topic Analysis widgets to evaluate your campaign, and look at the different media types that are carrying your message. If you sent out a traditional release over the wire, you'll be able to see in real-time if it spawns blog posts, tweets, or even videos across the social web.



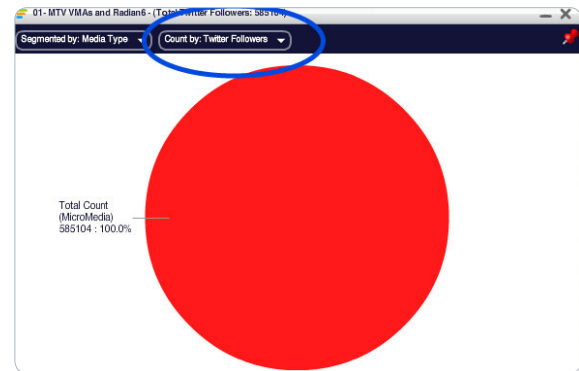
How has the conversation changed over time? Turn on the percent change option to compare the volume of posts around a topic today to the volume of posts from the past.

Mark sentiment for the posts as they come in, and then give yourself a picture of how the community at large is feeling about your news or what you're saying to them.

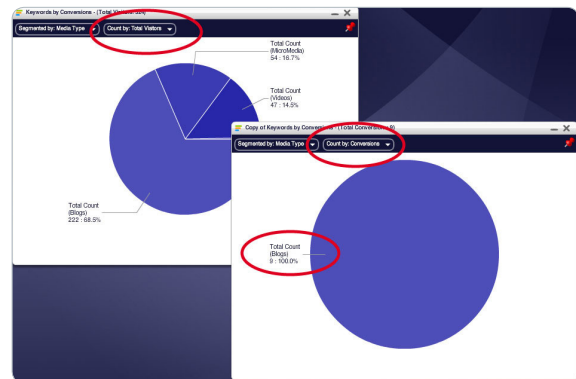


You might even get a new definition of reach for your audience: see how far a tweet spreads across Twitter

by analyzing your topic by Twitter followers to see the aggregate of how many people your announcement might have touched through the network:



The important question, of course, is whether or not your campaigns are driving traffic back to your home base – your website. With web analytics integration, you can see at a glance the posts that are driving new visitors, or creating the conversions you define (like newsletter subscriptions, or contact form submissions).



By layering Radian6 analysis into your campaigns and media outreach, you can see not only traditional ideas of "hits", but the entire social landscape of how a message spreads, sticks, and morphs over time. You'll even be able to tell if your campaign or messages are struggling to take hold at the beginning, and adjust your strategy in real time to react and respond to your community's feedback. No longer will you have to wait weeks or even months to see how your campaigns have fared; with Radian6, you have continuous, real-time analysis at your fingertips.

