

# NEWSPOINT

18 AREAS  
IN WHICH YOU WILL USE  
BRAND MONITORING



Brand monitoring is increasingly being used in various departments of firms: whether they are corporations, small and medium-sized enterprises, administrations and offices or foundations and sports, cultural organizations and a whole range of different entities and institutions. In an era of such rapid growth of blogs, vlogs, comments, social media platforms and their users, it is already a necessity. Our experience and business contacts show that brands use such monitoring for a variety of activities. Gone are the days when only spokespersons and PR people used this tool. The number of possibilities is almost unlimited. However, many firms do not realize, that monitoring can be used in this way.

In this guide we want to reveal the secret and show how and in which areas you can benefit from the advantages of monitoring the Internet, social media, press, radio and television. Let's take advantage of the experience of others. Let's get ahead of the competition. Let's prevent any crises. Let's be vigilant.

We wish you a pleasant reading and invite you to contact us.

Newspoint team.  
January 2018.



- HR and employer branding
- PR and media crisis prevention
- Competitive analysis
- Sales and new customer acquisition
- Marketing and brand image research
- Product Development
- SEO and keyword research
- Customer service
- Influencer marketing

- Analysis, research and opinion audit
- Sentiment analysis
- Contact databases
- Analysis of the industry and industry trends
- Content marketing
- Analysis of campaign reach and reception
- Virtual customer service office
- Social CRM
- Quality audit



# HR and employer branding

How media monitoring supports employer branding



and the work of HR departments?



Brand monitoring makes it possible to comprehensively track all mentions of changes in the labor market, published job offers, opinions and comments on the employer written by the pen of current and ex-employees, job candidates, experts, investors, competitors or business partners. If until now we have listened only to voices inside the organization based mainly on so-called „exit interviews,“ now thanks to monitoring we have access to an unlimited base of sources.

Thus:

- We will learn what positions are increasingly being sought, what the requirements and rates are, what we should offer candidates to outbid the competition and catch the best ones,
- We will reach candidates who are looking for a job at our firm faster,
- On an ongoing basis, we will optimize the recruit-

ment campaign or modify the parameters of job advertisements,

- We will learn the reasons for departures from the firm,
- We will track market trends regarding the introduction of new solutions for personnel and business management,
- We will immediately respond to any unfavorable opinions affecting the current image of the employer and prevent various crises,
- Thanks to the clear form of image reports of your brand and the brands of your competitors, you will easily see quantitative changes and changes in overtones for specific queries. Appropriate use of this information will allow you to plan intensified marketing activities at critical moments of the campaign or in specific areas of the campaign.



# PR and crisis prevention media

How media monitoring helps in



communication & crisis situations?



Sooner or later, any brand that operates in the media may face a minor or major image crisis. Not only will your reputation depend on how and how quickly you respond to it, but it will find its way into your profits.

Proper use of media monitoring tools can effectively assist us in responding to and even nipping crises in the bud, as well as in communicating.

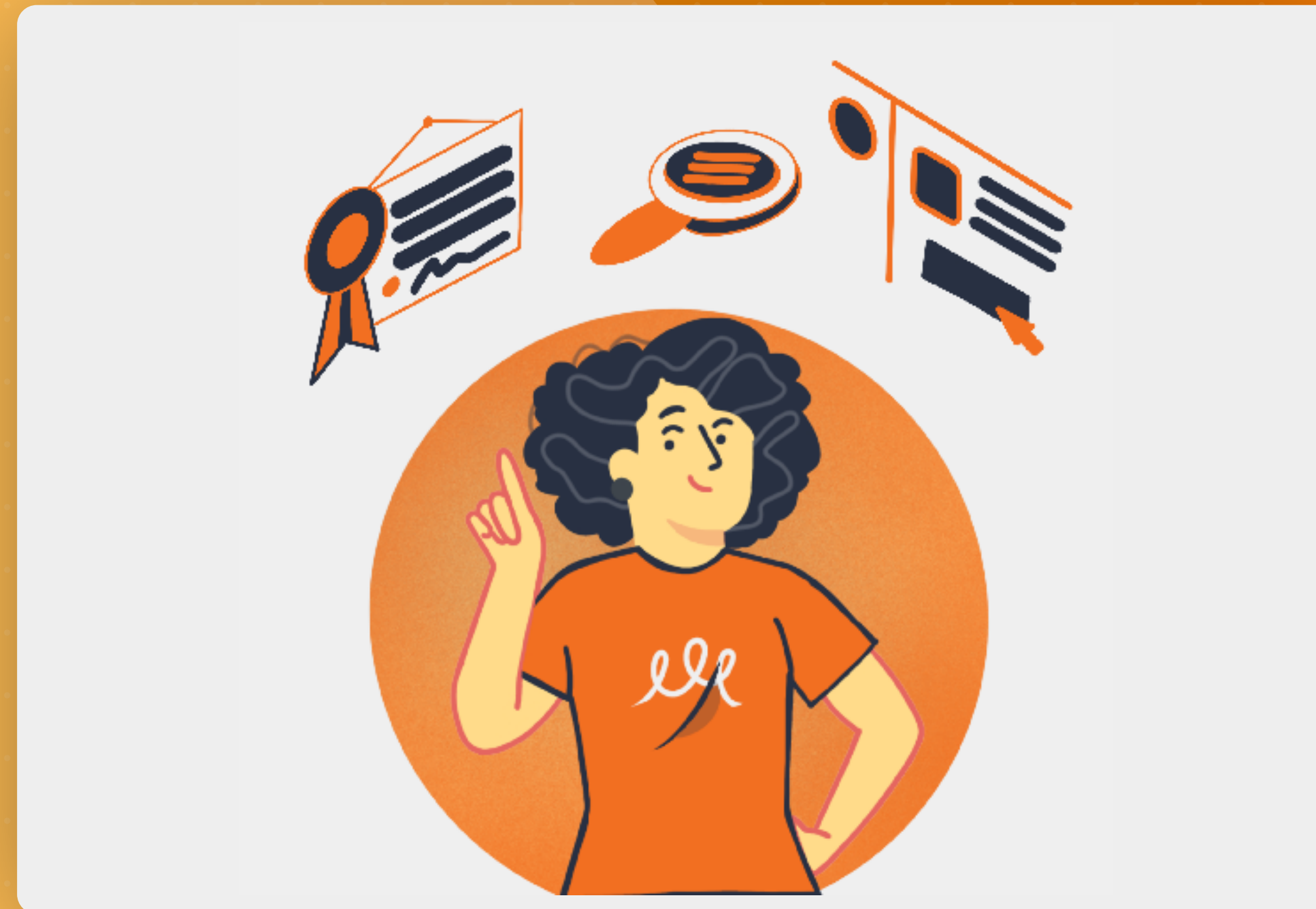
With monitoring tools:

- We can set an alert for certain keywords. This way, we will quickly know when someone comments, criticizes or asks questions in a certain way. This will allow us to respond immediately,
- We can track mentions of past crises of similar or competing brands. This will help us develop a strategy for action, taking into account many different variables,
- When we plan communication strategies, it is possible to monitor metadata from other campaigns (including competitive ones). Their analysis will make it easier to select such messages that have the best chance of achieving the effect we want,
- Monitoring the media activities of competitors will allow you to learn from their mistakes and avoid such crises that have already occurred in the industry.



# Analysis of competition

How do you use media monitoring



to peep at your competitors?



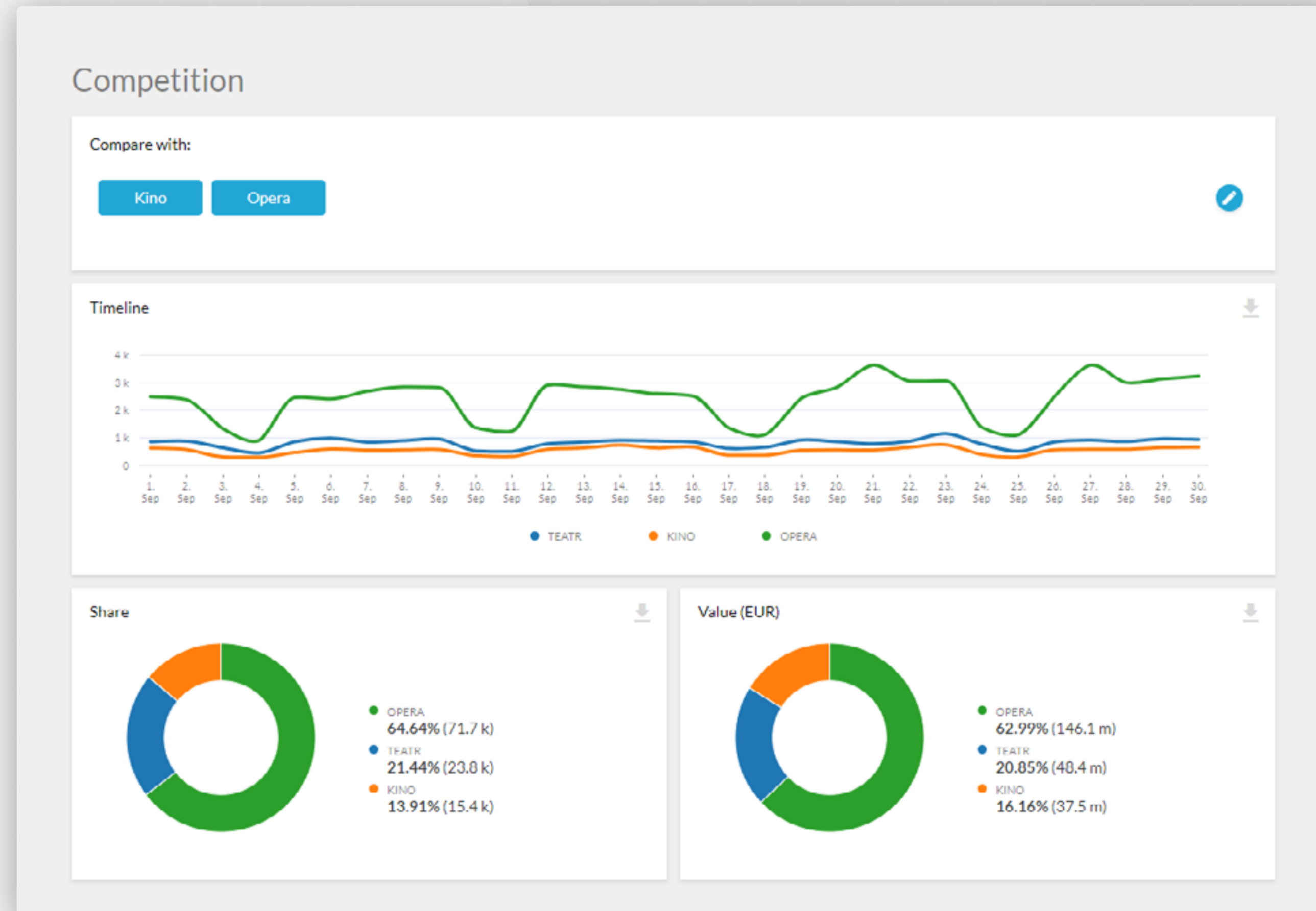


By setting keywords on competing brand names, products and firms, we can preview the doings of closer and further competitors. We will see what media they cooperate with, in which services on the Internet and which titles in the press mention them. In which discussion groups and on which social media platforms do representatives of their firms actively participate (it is worth joining the discussion then)? In what tone do they express themselves? Who works for them? Who is favorable to them and what enemies do they have. What problems do they face? How are their products received in the market? What do they do better and what do they do worse? What is their weakness? Or are they just fighting a crisis?

We can use monitoring to see what news competitors are releasing to the media. What's new with them? What is changing in their technology? What financial results do they have? Who is the new strategic investor? Who did they just hire, or maybe someone valuable

has left them and another is looking for a job? After all, we can also monitor the names of their CEOs, board members and directors. Any such information can be very valuable and contribute to the so-called competitive advantage. It's always better to be one step ahead of the competition, and if you can't, to react quickly to their moves on the business chessboard.

Another aspect is any promotional, advertising campaigns and contests. It is not the best idea to launch a similar campaign with a much smaller discount or weaker prizes than the competition. How about using their actions to prepare an even better campaign? It's worth adding such proven concepts to our ideas and going through the blazed trails.

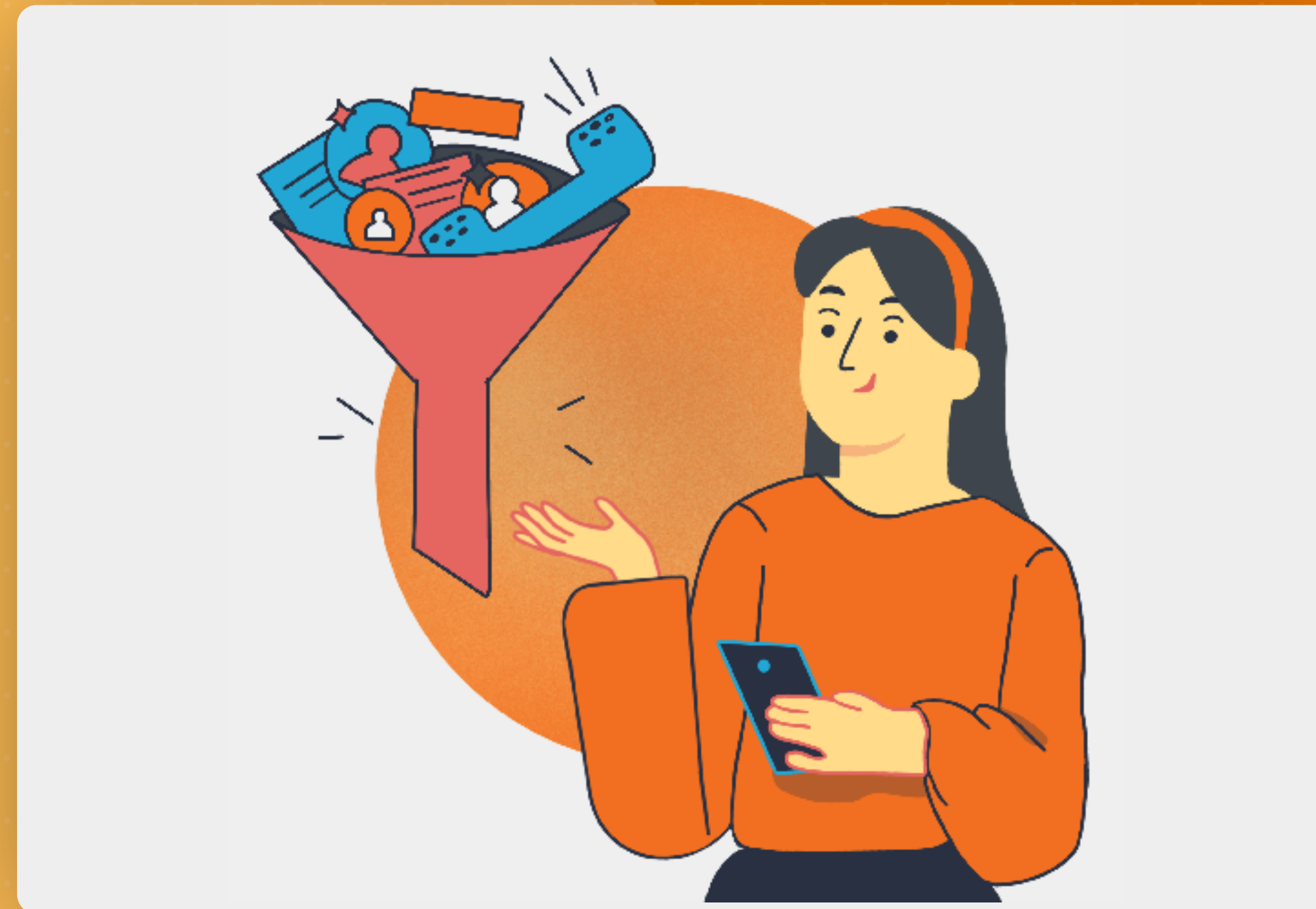


Newspoint Panel. Competitor analysis.



# Sales and acquisition of new customers

How to support marketing efforts with brand



monitoring and help with sales?



It may not be obvious to everyone, but monitoring is one of the tools that can support sales, and it can do so significantly. For any firm, this is the most important area, so it is worth learning how to use media monitoring in the daily work of a salesman.

In fact, monitoring is useful at every stage of sales. From pre-launch planning for a particular product, to customer acquisition, to product improvement.

## Customer acquisition

Researching any phrases related to literal queries about a product or industry that Internet users may ask is a great way to be close to potential customers. When a question about a product or service is asked online, a salesperson can respond quickly, meet the customer's needs and present a specific offer.

## Customer contact

Do not forget about the customer right after the trans-

action is completed. After the sale, it's a good idea to turn yourself into a customer caregiver and ensure further contact between the parties. Monitoring product usage statements is a great way to find current customers and suggest them to buy again or ask for feedback. Such actions are sure to pay dividends in the future.

## Measuring effectiveness

Monitoring product and sales phrases makes it easier to see if a lot of people have made purchases and are using our products. This helps us measure the effectiveness of the sales campaign and make appropriate changes if necessary.

## Product Improvement

Another advantage of monitoring is the possibility of catching flaws, imperfections in a product or service and, consequently, the possibility of making changes. Any consumer feedback helps to develop sales and improve the product.



# Marketing and brand image research

How media monitoring supports employer



branding and the work of HR departments?



Analyzing the effectiveness of marketing activities, including the image of a firm or brand, has never been among the easy ones to measure. One of the adages often quoted by marketers is the thesis of John Wanamaker, who is supposed to have once stated that half of the advertising budget is always wasted - the snag is that you don't know which one.

Assuming even the partial truth of the above conclusion, what should a marketer do? Agree with it and allow himself to make excuses? Can he reach for more efficient, comprehensive tools?

Media monitoring not only makes analysis less time- and resource-intensive. It also provides the broadest spectrum of analysis, due to the automation of the process of searching and retrieving data from a database of thousands of sources.



## What advantages does media monitoring provide in marketing?

- You optimize spending: aggregated analysis of product/brand discussions allows you to know the areas where the investment will be most profitable. This is possible by recognizing in which specific channels Internet users are active. Thus, the marketer learns not only whether forums/social media share is dominant, but also knows which ones exactly. We can analyze for cost-effective spending expand on timing: the monitoring panel will indicate on what days and times activity increases and when it decreases.
- You traffic precisely to your target audience: the nickname analysis provided by the tool allows you to distinguish the gender of the authors.
- You know where the competition is: when preparing the analysis, all you need to do is combine the competitors' brand with the desired keywords. The result of a keyword-free search will return data on the overall media presence of the studied brand, which will allow you to compare Share of Voice with your own brand.

Brand image research using media monitoring tools provides a faster, more precise and less expensive solution than the traditional output, which is marketing surveys. When using them, one must reckon with all their imperfections, such as: randomness or unreliability of data, limited control over the selection of the research group. Opinions expressed online and in forums, when properly selected, are a source of valuable and authentic data for given industries or target groups.



# Product development

Can monitoring help with



product development?





Internet users' reviews of our products are, in a sense, a free opinion poll. Honest and authentic statements mean a lot. You just need to reach them and draw conclusions. No one better will not tell us what to change, what to improve and enhance, than the users themselves. On this basis, we can decide to change our product range, introduce more models or add new ones functionalities to be even more responsive to the current needs of the audience. And all this without the need to prepare survey questions or conduct interviews.

We can also use monitoring to analyze market trends. We'll check what's trending, what's on-trend and what's already going out of fashion and we shouldn't invest any more in that product. Given that a lot of news comes from the West - the average lag depending on the industry is from a few months to as long as 3 years - maybe it's enough to monitor foreign media in this regard and we have ready ideas for new products and functionalities. We can check on an ongoing basis how long the

product life cycle has been in individual markets. Recognizing each phase of the cycle will be a very valuable guideline for us and will allow us to adopt an appropriate business strategy.

Monitoring will still allow us to assess the quality of comments. Do we have more positive or negative reviews of the product. Such overtones compared month to month can be the basis for working on further development of the product or for deciding to withdraw it from the market.



# SEO and search keywords

How to use monitoring in getting



higher rankings on Google?



A beginner SEO needs information on what keywords to position their web site for how their competitors are doing it, and where the posts that lead to us and them appear. Gaining links is still very important. Content marketing plays an important role but if everyone does a good one, unique and readable content then the one who beats the rival in other positioning parameters will win. And the list of factors that make a big difference in search engine positions is long. On this list valuable links leading from thematically convergent sites are very high. What matters is quality and then quantity. It is very important to find such places where we can appear with our entry.

Brand monitoring comes to the rescue here. Daily alerts on any rankings, best tools for..., lists of firms..., recommended tools for..., list of programs that facilitate..., etc. and competitive names will help to quickly spot specific pages or discussions on social media platforms and fight for the appearance of a post about our solution or brand.

With monitoring, it is quite easy to spot our keywords and phrases appearing in different contexts and on different sites. Both on the Internet and in other media. Analysis of such entries, on the other hand, will expand the range of phrases with new ones that we haven't thought of so far and for which we may need to start positioning ourselves.

Much has been written about so-called brand signals. This is just any occurrence of a brand name on the Internet. It's also worth monitoring our domain name itself and competing domains and keeping track of their presence in the media.



# Customer service

How to get out of problematic situations



with the help of monitoring?



Online customer service in the current world is extremely important. It is very important to be close to customer and respond quickly to their needs. Internet users and thus our current or future customers expect an immediate response to their questions and concerns. Failure to respond to what is happening on the web, can amount to a loss of trust and, or even damage to the brand image. Irreplaceable In this regard, media monitoring can prove to be a good solution. You just need to know how to use it properly.

## **Ongoing monitoring of posts**

on online forums, fanpages, where there may be discussions about our product or service, allows us to respond quickly if there are any questions. Thanks to the monitoring information, we can come to your aid very quickly.

## **Response to negative comments**

monitoring will help us catch negative content, e.g. by setting up an alert containing only the negative tone of

the publication. We will always be in the loop. Our quick response will always help to alleviate the situation more effectively.

## **Monitoring of phrases**

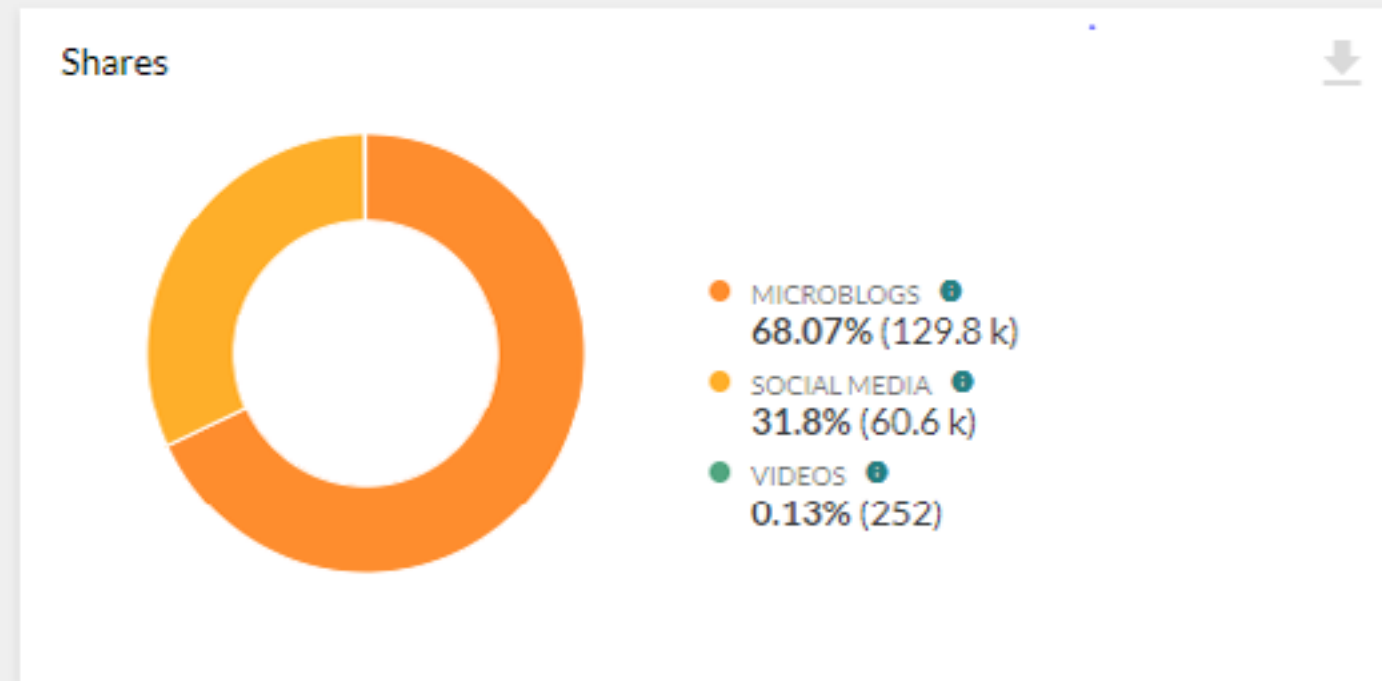
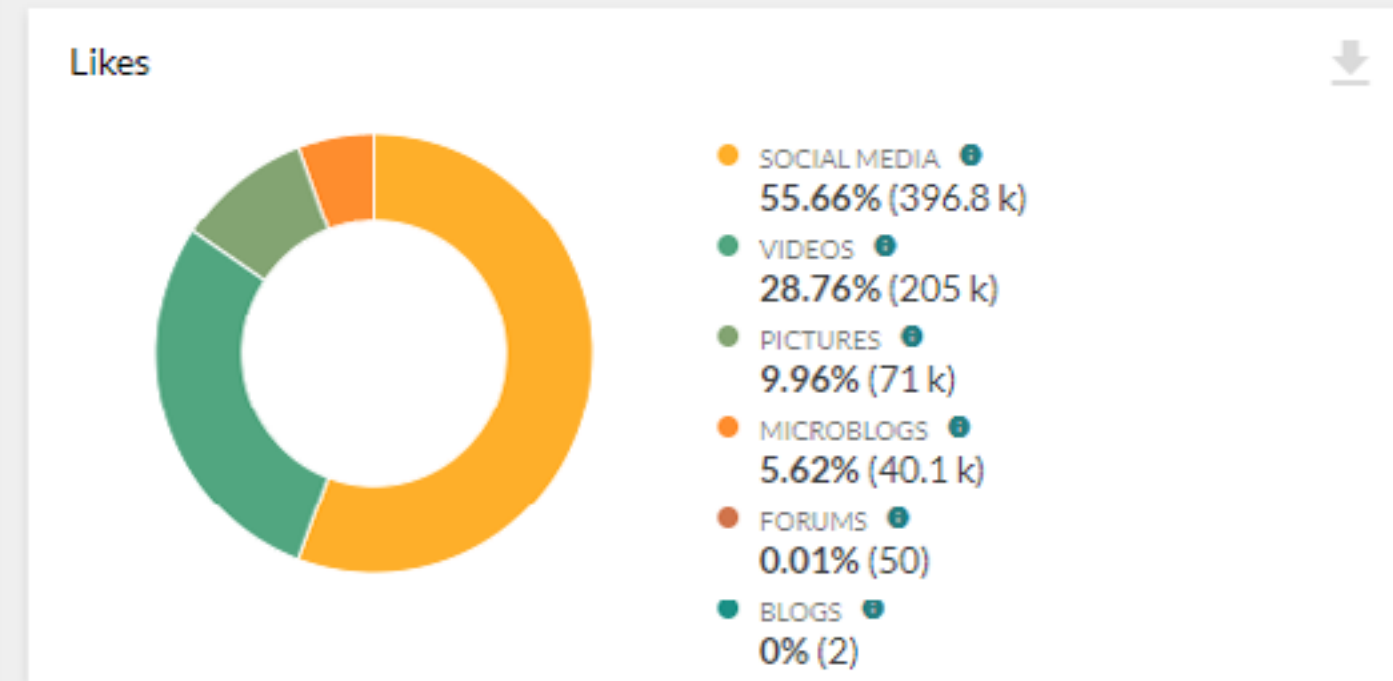
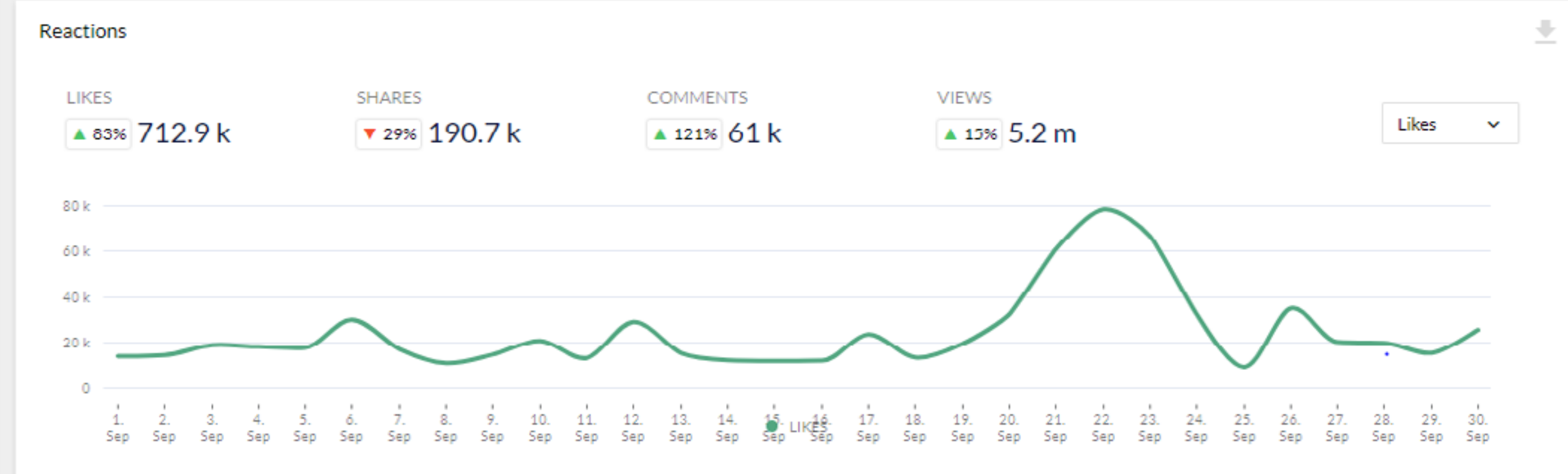
that Internet users may use when asking for a product or service related to our industry. With such knowledge, we will easily reach a potential customer and offer our offer.

## **Catching not only negative but also positive content**

about us - praise from customers can pay off even more strongly if we respond to them. With a brief, modest thank you for the recognition, we will gain the sympathy not only of the author of the post, but also of the people who see our response.



## Metadata



Newspoint Panel. Metadata.



# Influencer marketing

How to use monitoring to find influencers



and measure the effectiveness of campaigns?



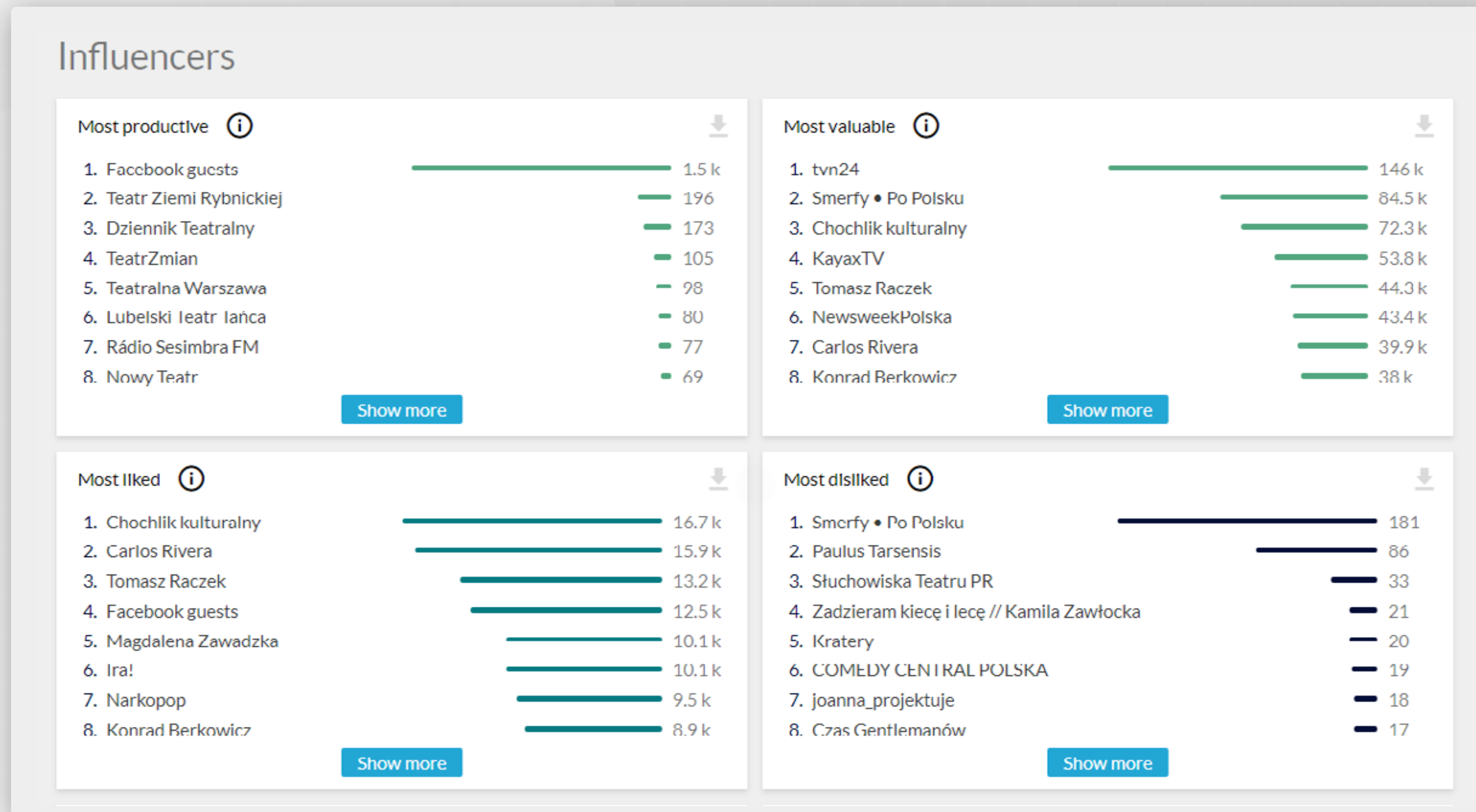
The number of social media platforms and their active users is growing rapidly. Looking for information on the web, we come across blogs, forums, opinions, advice, films, photos - accounts run by influencers. For many readers such posts are the first source of information about products and services - more important than the opinions of family and friends. Blogs and recommendations are not only a source of information, but also help build brand awareness and create new spaces for advertisers.

Influencers produce three times more engaging messages than others. Collecting huge amounts of data manually today is no longer enough. We live in an era of big data. It is in these petabytes of phrases that our and competitive brands. The problem is the correct classification, analysis and interpretation of this data.

Brand monitoring systems with a panel equipped with tools for full influencer analytics come to the rescue here. Measuring their activities is no longer just observing the number of posts, comments, likes or shares. Modern influencer monitoring panels allow, among other things, to search for people who are eager to publish texts on the studied topic. It is possible to select publications according to their reach, advertising equivalent, overtones or gender of the author. In addition, statistics are presented on, among other things, the authors of the largest number of posts, the most liked, circulated or commented.

The monitoring data will also allow us to calculate engagement rates, which will tell us which influencer was more effective and which campaign was successful and which should be modified.





Newspoint panel. Influencers module.



# Analysis, research and audit opinions

How to test business ideas with



the help of media monitoring?



Media monitoring is a very useful tool when it comes to conducting analysis and research of specific markets. There are a lot of business activities and small and medium-sized enterprises, where the owners often ask themselves questions like whether it is worth targeting this segment, Or, however, to another one? What benefits, if any, could they gain from choosing this path or that one?

It is media monitoring that can help in such dilemmas. Let's step into the shoes of a young entrepreneur, who is just starting out in the market. He already has some predetermined plan, knows specifically where to locate his products or services, but doesn't quite know how they will be accepted by consumers and whether they will meet their expectations. And this is where a monitoring tool can help with this. For example, we choose to check forums and social media to see what specifically people are saying about the demand for a particular product or service. All opinions and comments collect-

ed, can be easily divided according to their overtones: positive, neutral and negative. Thanks to this selection, we make sure what the mood is among my potential audience and what can be done to make the product you want to introduce fully satisfy future customers.

When conducting market research, media monitoring will allow you to check the business ideas that are going around in your head in such a way as to increase their chances of success, and above all, to put them into practice.

The purpose of these procedures is to find out what the situation is in a particular industry and to determine what, if any, share a particular firm has in it. Most often, we conduct these surveys when making new decisions, when we want to present an innovative product or service. Then we will also find out what the share of our future competition is and whether there are any niches. Similar procedures related to marketing, on the other hand, will allow us to determine what the firm will face



once it is launched. We can also include in this research an image analysis, the purpose of which is to evaluate the firm made by customers.

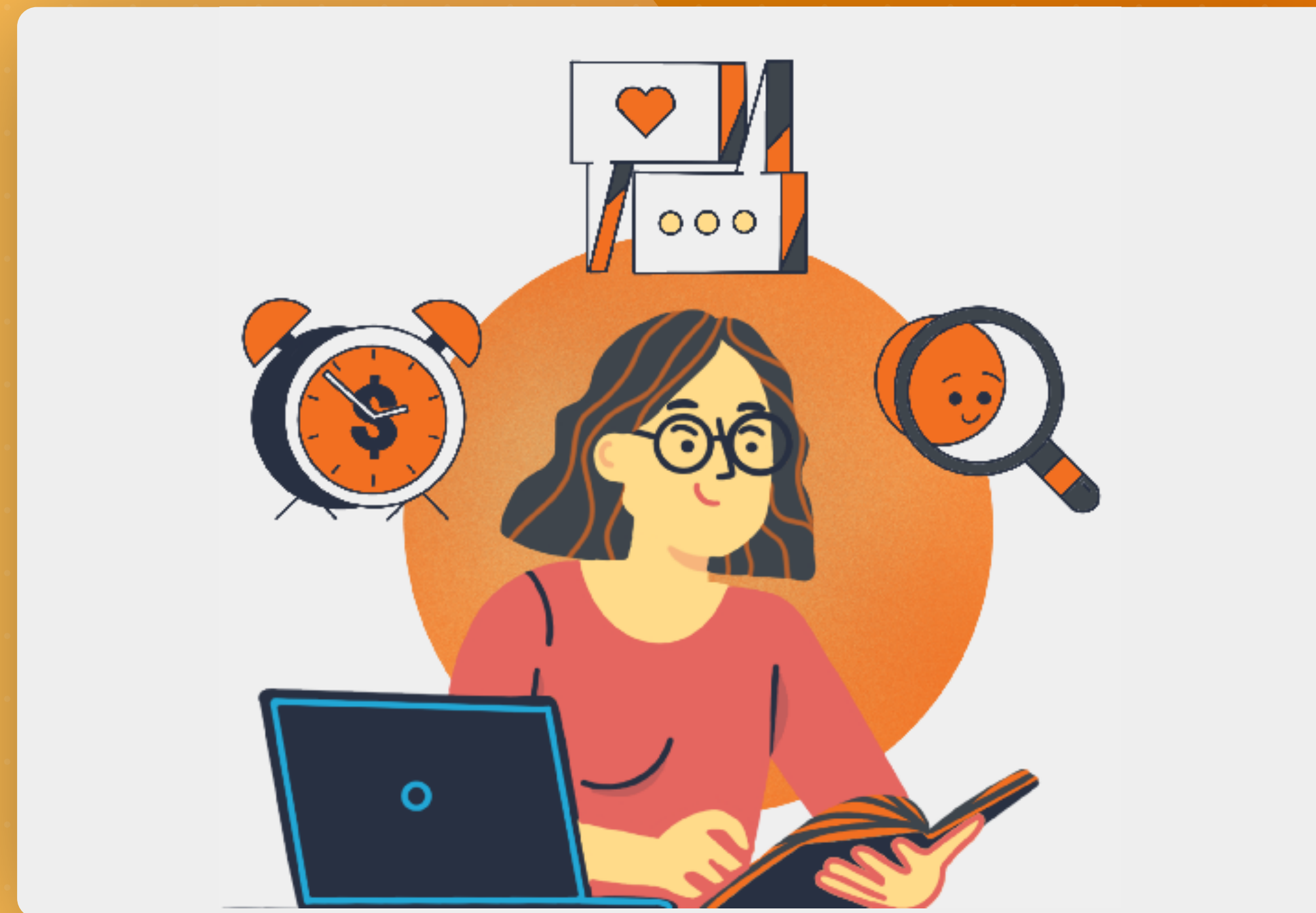
Let's assume that we have already implemented our venture. It is functioning very well, but how befitting a true businessman, we strive to make it as profitable as possible, improve its prestige and its position in the market. A process called auditing can then be carried out. This is a research instrument that is essential for assessing risks when managing an organization or project. By doing so, you can significantly improve the brand's performance in every area. In the early stages of this process, media monitoring can be used to guide what we really need to improve in a project or company. You don't necessarily have to immediately outsource such a process to institutions that are famous for Of conducting such audits.

In the age of the Internet, big data and new technologies, media monitoring is an ideal tool to bring our ideas to life and continuously improve them.



## Sentiment (overtone) analysis

How to use brand monitoring for evaluating



the effectiveness of image efforts?



Sentiment analysis is used to assess the emotional appeal of materials from all types of media (entries, posts, mentions, statements, articles, broadcasts, television programs) according to the adopted scale. The basic evaluation scale is three-level; we divide the evaluated materials into positive, neutral and negative. One also encounters scales with a more precise scale, e.g., 5-grade scales, which additionally take into account materials with very negative and very positive characteristics.

Sentiment analysis can be carried out automatically based on computer algorithms or manually. Automatic evaluation is usually based on a list of words with positive and negative tones, Their frequency of occurrence in the text and the distances between them. However, it has a number of limitations; the algorithms are not able to capture irony, humor, satire, perversity of language and do not handle complex statements very well. These problems are eliminated by manual evaluation of materials by an experienced analyst.

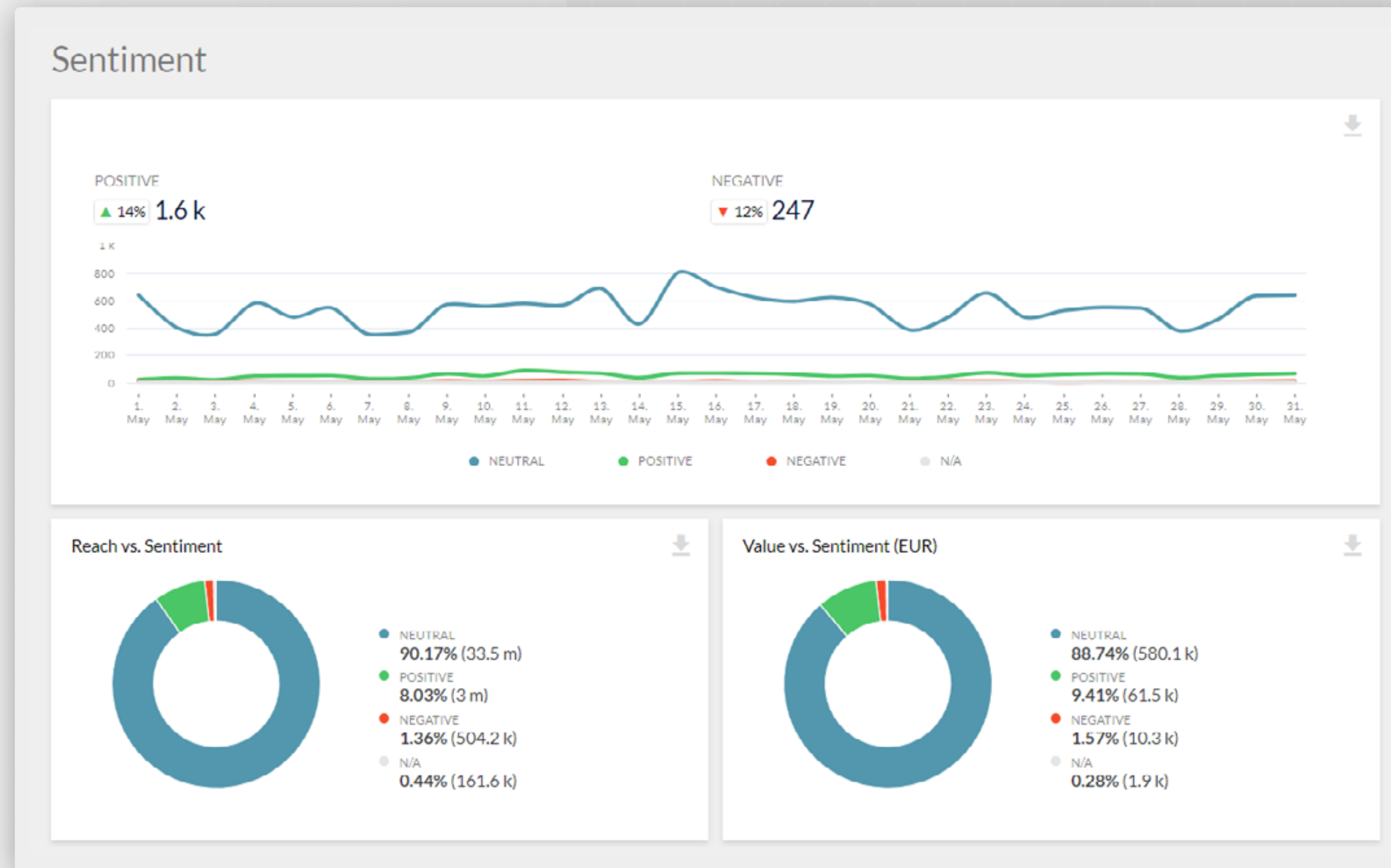
## **Sentiment (overtone) analysis of statements is widely used in firm communications. Allows:**

- Capture negative posts about the brand and engage with the

brand's audience to clarify their allegations and comments,

- Counteract communication crises by catching early posts that could foreshadow communication risks (e.g., a flurry of negative reviews about the brand, popular humorous variations of brand names),
- Measure the impact of the PR and marketing campaigns carried out on the overall distribution of the overtones of materials about the brand,
- Estimate the impact on the overall brand image of perceptions of particular people, events, topics associated with it,
- Compare over time the change in overtones for a given brand relative to the change in overtones of competing brands and analyze the strength of the impact of individual sentiment factors on overall brand overtones.

Due to its high cognitive value, sentiment analysis is a widely used method for evaluating the effectiveness of PR and marketing activities in terms of brand image. It is also used in the evaluation of a brand's image as an employer (employer branding), monitoring of influencers; hejters and natural brand ambassadors, preventing crises and setting communication goals.

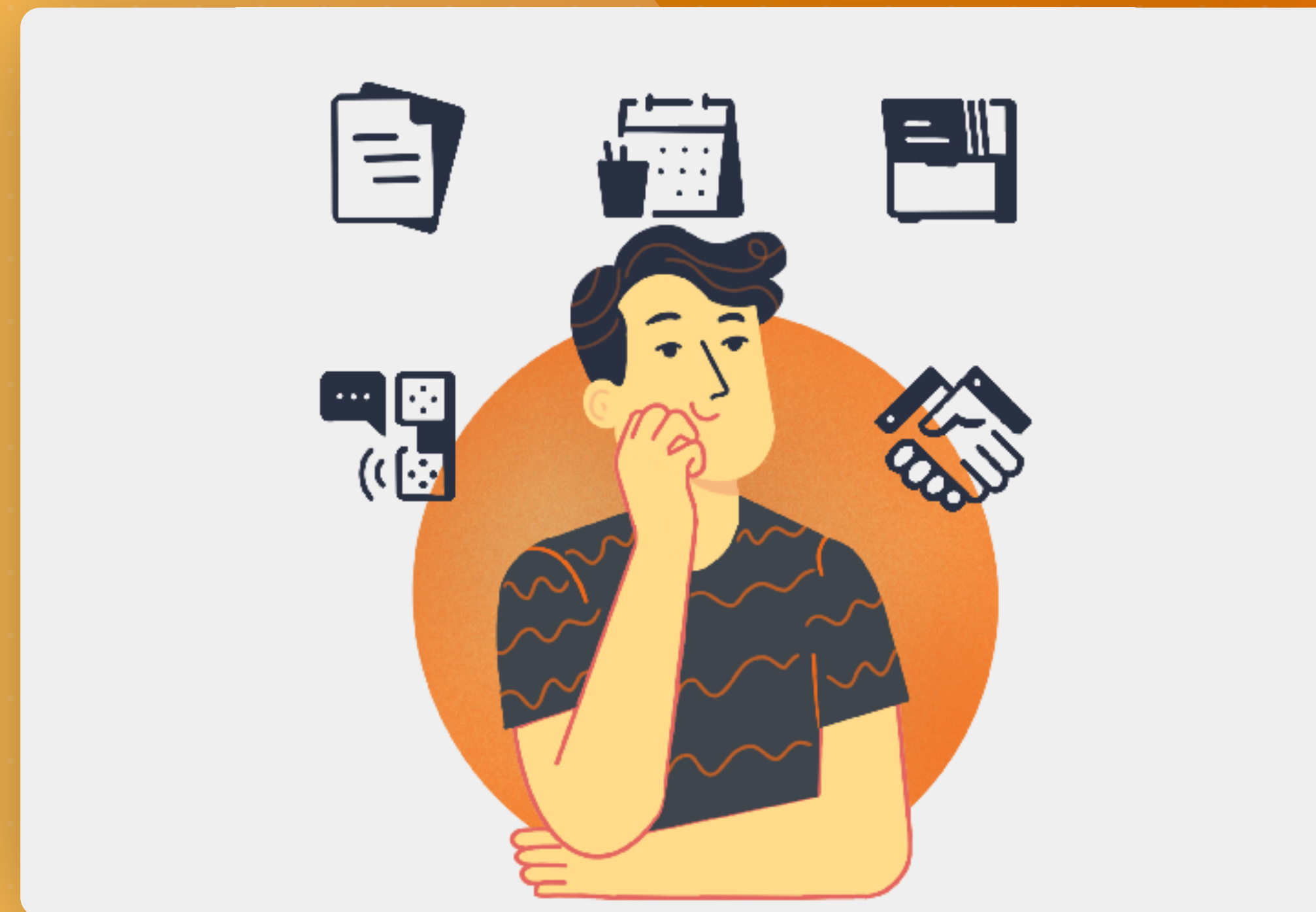


Newspoint panel. Overtone analysis.



## Databases contacts

How to use monitoring to expand the base



of journalists, bloggers and other partners.





A very big challenge for firms is to have up-to-date and extensive databases of people with whom we want to cooperate. Whether it is journalists from various industry editors, to whom we will send press releases, arrange interviews and send interesting white papers or reports. Whether it's influencers who operate in contextually convergent areas with our business. Or other partners, such as foundations, conference organizers, PR agencies, recruiters, academic career offices, advertising gadget services or event agencies. Searching for such contacts can be done manually using a search engine, but it will be a very time-consuming task.

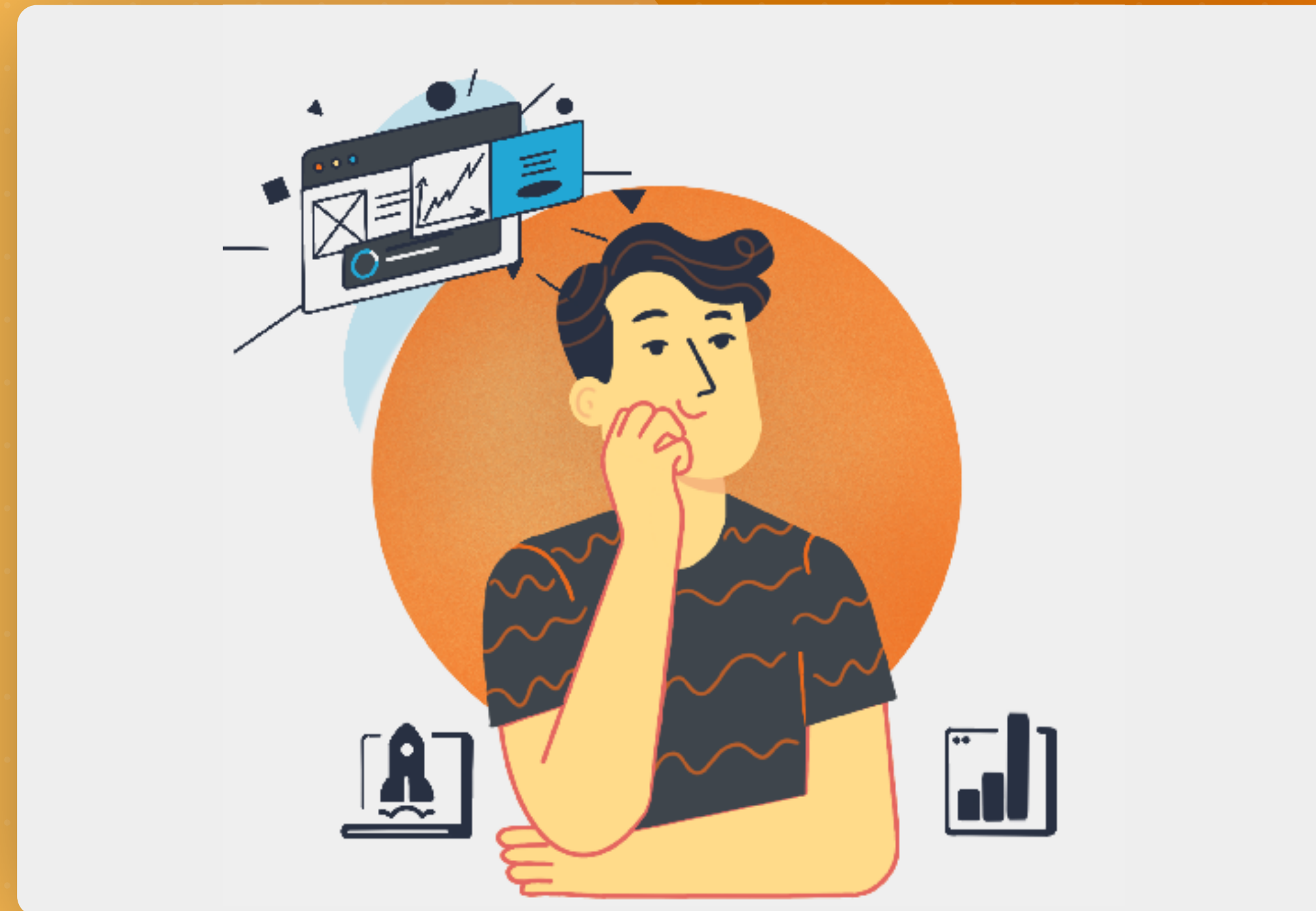
The hardest to deal with will be bloggers and journalists. Many editors do not provide free access to all articles published online and even fewer to those in print. Many articles that address important issues for our brand will go undiscovered.

It will be much faster and more effective to use brand monitoring. Getting to articles on topics of interest is a matter of moments. Articles are sorted by author, date, title, columns and by circulation. Knowing the author's name and editorial board almost always gives us his email address. In many editorial offices, addresses in the form of `firstname.lastname@brand.com` are standard - this way we achieve the goal and expand our contact base.



# Industry analysis and trends industry

Media monitoring as an excellent tool for



in- depth analysis of trends and forecasts.



- What is being discussed?
- Who is reaping the praise, and who is reaping the bitter harvest of misguided investments?
- What needs are born and what needs are dying?

Media monitoring tools help find the answers to these questions. They allow you to collect representative samples of data from online discussion sources to conduct a survey of the desired depth of analysis. There are numerous solutions available on the market that, are better or worse, meet the discussed need of marketers. Depending on the level of expectations and requirements in terms of detail - the choice falls on automated free or commercial solutions, provided by entities specializing in media monitoring. A typical example of a tool analyzing the popularity of a given phenomenon, product, brand - or simply a phrase, as it is the subjected to actual research - is Google Trends.

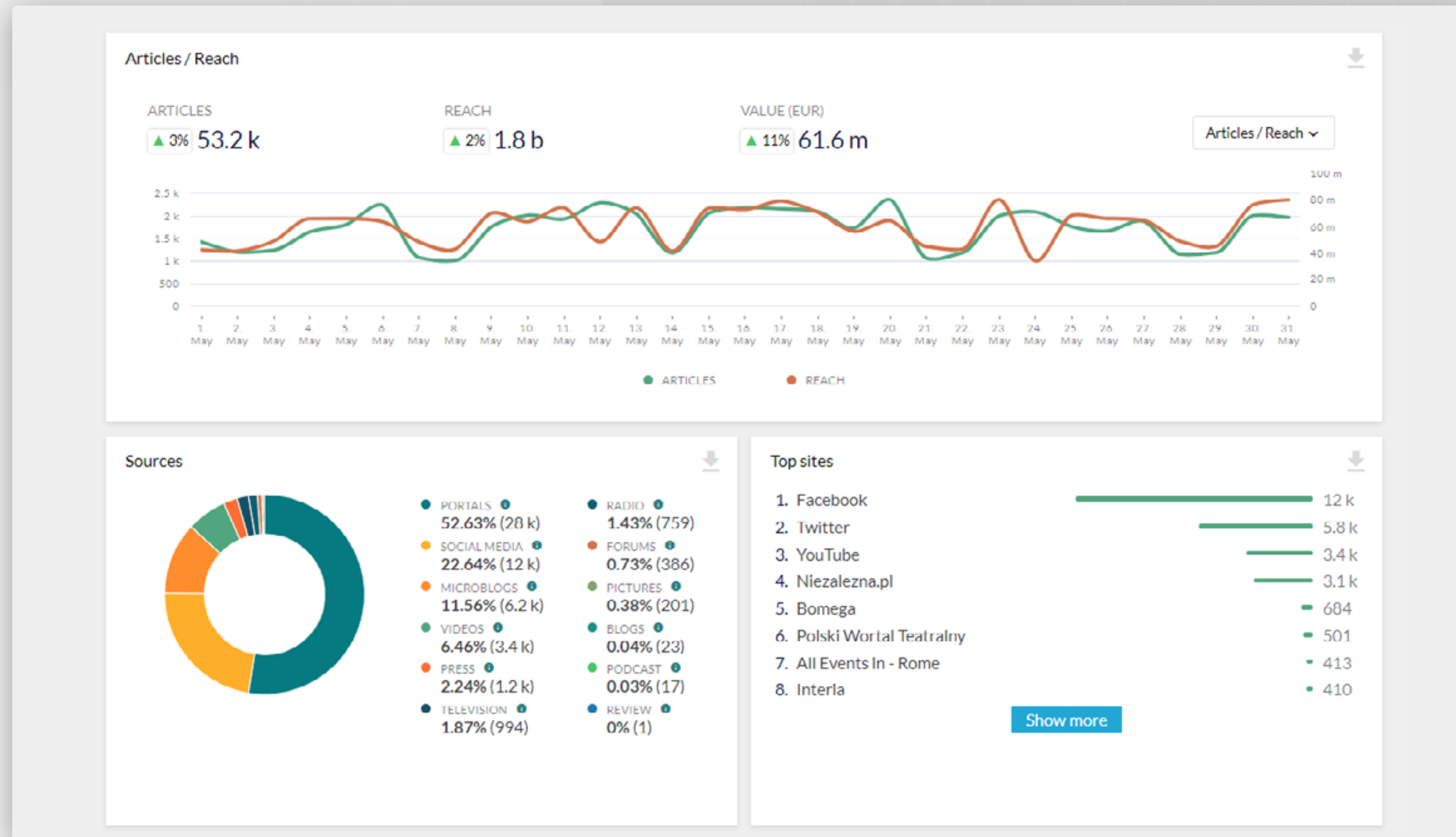
Using this solution will provide information on the relative increase in popularity of a phrase over a given period of time and location. As Google stipulates, the number 100 represents the maximum popularity, and the other values presented on the resulting chart correspond to the percentage popularity of the phrase. Thus, we only learn about relationships - the quantitative data remains unknown.

If you are interested in deeper analysis of industry trends and accurate quantitative data - the kind that allows for comparisons and some forecasting - it is worth considering commercial solutions in the form of monitoring media.



Taking advantage of such an advanced and dedicated tool and being assisted by a team of experienced consultants and analysts will ensure:

- Precise number of occurrences in given time periods and times of day,
- Identifying the most relevant sources of mentions,
- Analysis of the reach of published content and its advertising equivalent (AVE),
- TOP authors list - a collective survey will select the most active authors - that is, potential brand ambassadors,
- Gender of social media content authors based on nickname analysis,
- Email alerts for new appearances of industry words,
- In-depth industry reports and media analysis.



Newspoint Panel. Publications, reach, sources, most popular sites.



# Content marketing

Analyze the effectiveness of content marketing efforts.



Content marketing can be measured.



When measuring the effectiveness of content marketing, depending on the objectives adopted, you can focus on the following aspects:

- Measurement of movement parameters,
- The number of leads obtained with the material, the cost per lead and the impact on sales,
- The number of downloads of the promoted material/program/application,
- Time spent studying the material in question,
- Engagement and interaction on social media and under articles.

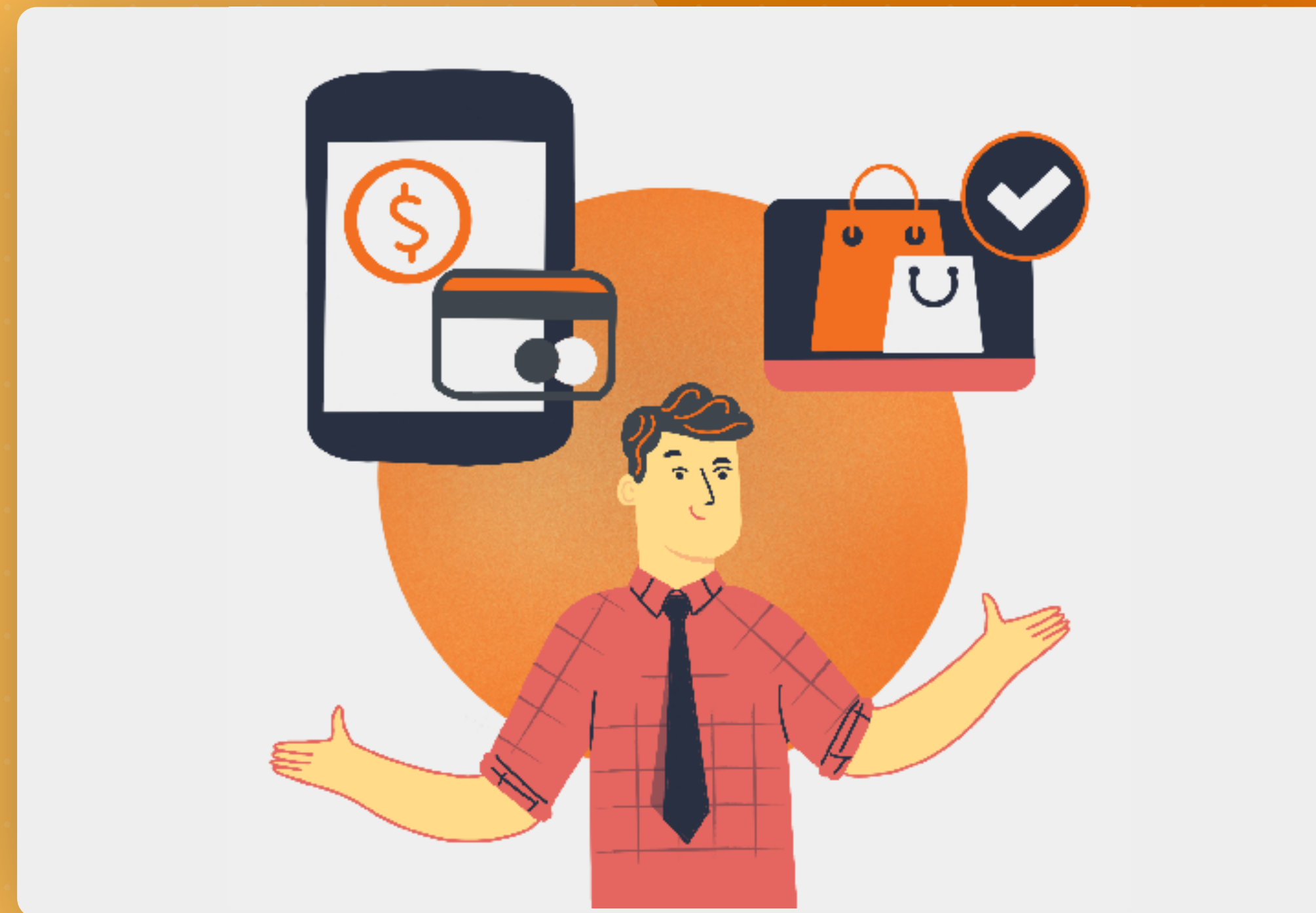
In the case of measuring engagement and interaction on social media platforms, it is impossible to fully implement it without a tool that monitors not only social

media, but also the media to which the material was directed (e.g., portals). It allows not only to keep track of where the material appeared or was mentioned, but also the reactions of Internet users to it. In addition, media monitoring provides an opportunity to observe changes in the buzz around a brand over time. This is useful because Internet users do not always directly refer to content marketing material. However, it can be an impetus to publish opinions about the brand, increase its recognition or the number of inquiries about its products online.



# Analysis of reach and reception of campaigns

Was the advertising



campaign a success?





When summarizing the results of an advertising campaign, it is not only important how many times the campaign was mentioned. It is also important how many people its message reached or could have reached, and how it was received. However, we don't always have the opportunity to get coverage data directly from the publisher.

In such cases, it is worth using other data. It is worth, first of all, calculating coverage based on such coefficients as:

- readership and sales of newspaper titles,
- In the case of portals, it is worth taking into account such factors as: unique users of a given site, frequency of new publications, the subpage on which the material appeared,
- in the case of communities and microblogs, the calculation of estimated reach should be based on such factors as the number of observers and the number and type of reactions to the post (depending on the social network

and the time of publication, different types of reactions may have different weights, for example, organic reach on Facebook is very much dependent on whether and how Internet users reacted to the post).

A good media monitoring tool automatically provides estimated reach values or values, based on which to calculate them without going into each link individually.

A separate aspect is the reception of campaigns by users. Internet users react quite vividly to some campaigns - they evaluate the content, the quality of their execution, the way the product is presented, influencers, among other things. or celebrities who have been invited to collaborate. Therefore, in this case, too, it is worth taking a moment to properly configure the profile in the media monitoring tool - thanks to it not only all information on a given topic will be collected in one place, but also it will be possible to monitor the situation on an ongoing basis and possibly adjust communications to changing conditions.



# Virtual Customer Service Office (e-bok)

How to solve



user problems?



Not so long ago, when a customer was dissatisfied with a service or product, or when they wanted to ask something, then he would go to the firm's headquarters (e.g. bank, dealership, insurer) or most simply try to call the customer service office.

Now such situations are a rarity, and BOKs have moved elsewhere - to the Internet. The customer now seeks contact through the website or the firm's profile in social media. No wonder - this method not only costs nothing, but, in addition, there is no need to waste time and move from the place. And what's more, there is a good chance that other users will also see our statement and endorse, complement or comment on it. And perhaps they are the ones who will provide a sufficient answer.

A user with doubts and looking for answers to various questions is eager to advise other Internet users on forums or newsgroups. While it is relatively easy to find such inquiries and respond to them when they are posted on our website or on our social media, that's it, What goes on outside is, from the perspective of one or even a few people working in the BOK, extremely difficult to search out. Time plays an important role here.

Media monitoring will help save a great deal of time. With the right tool, we can:

- Be informed of all mentions (after setting certain keywords) of our and potential customers on a regular basis. This allows you to respond quickly to all inquiries, problems and concerns.
- Follow up our customers' inquiries and complaints on forums and other places on the Internet, which will allow us to respond quickly. This, not only can amaze and satisfy the customer, but it also shows that the firm cares about them and can effectively encourage others to be interested in our services,.
- Investigate what customers complain about most often and thus meet their needs and improve what causes the most trouble.
- Find user mentions of our industry and enter into discussions with them, advise and ask. This makes it easier to find people who are interested in services like ours and helps get in touch with them.



# Social CRM

How to collect customer data



from social networks?



CRM (Customer Relationship Management), is a platform that facilitates customer relationship management. CRM allows ranking customers from the most prosperous to the least profitable for the firm. It is a database of contacts, offers sent, transactions made and business opportunities. If To this we add social media platforms and the sharing of a lot of information by customers about their interests and purchase preferences then we have Social CRM. We are building a new and even more perfect customer profile.

Brand monitoring platforms allow the collection of almost all social data. Such big data can include names, surnames, genders, dates of birth, phone numbers, email addresses, names of positions, addresses of blogs maintained, domains owned, names of friends, opinions on a given topic, favorite brands, attitudes towards given issues, favorite tourist destinations, sports acticed, political preferences and a whole range of other useful information. By having such data of our user, we can

prepare perfect persona profiles of our potential customers. Thanks to this, we will perfectly match the advertising message and reach with it only those who are interested in our offer or product. We will be able to create even more perfect groups of similar audiences (look alike) to our existing customers and reach them at a lower cost.



# Audit of the quality and value of brand communication

With the help of brand monitoring, how to



make an independent assessment of a brand?



An audit according to Wikipedia is an independent assessment of a particular organization, system, process, project or product.

It is very hard to find valuable and relevant materials, because nowadays a lot of information, that may be of interest to us can be found in various media. On social media platforms (Facebook, Twitter, Google+, Instagram, Youtube, Vimeo, etc.), websites (onet.pl, wp.pl, rp.pl,...) press and radio and television. Measuring the effects of conducting our communications allows us to determine the selection of appropriate activities and improve them.

An audit of the quality and value of brand communications will allow us to assess our activities. Through the audit we will be able to verify whether the assumptions of our communication coincide with the real state. When auditing we will determine the topics that are covered in the context of our brand, what is the reception of our

brand (overtone), what media and journalists/influencers mention us most often. A properly prepared audit also allows us to see which messages had the greatest reach, value, number of likes, comments, impressions or dissemination of a given piece of information.

Brand monitoring tools will make it very easy to conduct such an audit. You get access to all materials from different channels in one panel.

# NEWSPOINT

comprehensive media monitoring

internet, press, radio, television

analytical services

text analysis, text mining, influencer mapping, brand crisis, analytics social media

- Number 1 digital monitoring in Poland
- Best quality internet monitoring data - 160,000 sites from around the world
- Largest range of monitored social media sources (including Facebook, Twitter, Youtube, TikTokInstagram, Pinterest, Vimeo, Disqus, Slideshare) - 50 million sources from around the world
- Advanced system of collecting entries from blogs and forums - 20 thousand blogs and forums sources from all over the world
- 1,500 newspaper titles, copyright protection through Repropol agreement
- 200 RTV stations

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