

 **Gorkana Group**
Gorkana | durrants | metrica

keeping you in control of your
social media coverage

metrica

Metrica meets all of your social media challenges



Social media is changing the relationship between your company and its target audiences. Your service – and your reputation – is permanently in the public eye, and anyone can influence attitudes towards your products and brand. The growing power of social media makes it vital to understand what is being said about your company, and by who, and what effect it may have on your business.

With over 150 million social media sources, the challenge is not only to keep track of your social media content in real-time, as conversations unfold, but to accurately identify what is important. Achieve this, and you'll have an outstanding opportunity to engage with target audiences in new and different ways, building stronger relationships than ever before.

Metrica has been helping re-shape the way organisations respond to social media crises and engage with their audiences since 2005. Today we provide intelligent social media monitoring and in-depth analysis services for some of the world's leading brands. Our outstanding experience cuts through the daily volatility to deliver the knowledge, tools and insights you need to confidently tackle challenges and take advantage of opportunities.

Metrica Social Media Audits

If you're looking to venture into social media for the first time, you need to be prepared. Metrica's social media audit reports will arm you with the intelligence that you need, helping to identify the influencers and drivers of the conversations and reveal the tone, subjects and issues that matter to your audiences.

Metrica Social Media Reports


Whether you want a rapid top-line summary report of your social media coverage, or a more detailed analysis tailored entirely to your business objectives, Metrica's consultants can help. Reports can be provided focussed purely on your social media content or blended in to your traditional media analysis reports, giving you a 360 degree evaluation of all media content.

Metrica Daily Buzz Alerts

Ensure that you are always the first to know, with the content that matters most delivered direct to your inbox, first thing every day. Receive daily editorial-style summaries of your most important social media coverage, and stay ahead of your client.

Metrica Radar

Reap the benefits of real-time social media monitoring and analysis, which help to inform your reactions and responses as conversations unfold. Radar is powered by Brandwatch, chosen by us for its consistently high performance in social media monitoring.



Metrica Social Media Reports and Audits



From quick snapshot reports to detailed audits, our experienced social media analysts do all the work, tailored to meet your requirements and measured against your objectives.

Metrica Social/ite Reports

A quick and cost-effective overview of your social media coverage – whenever you need it.

These concise reports focus on the most important top-line metrics in social media, such as volume and favourability of mentions, share of voice, top sites, top contributors, number of tweets and topic clusters.

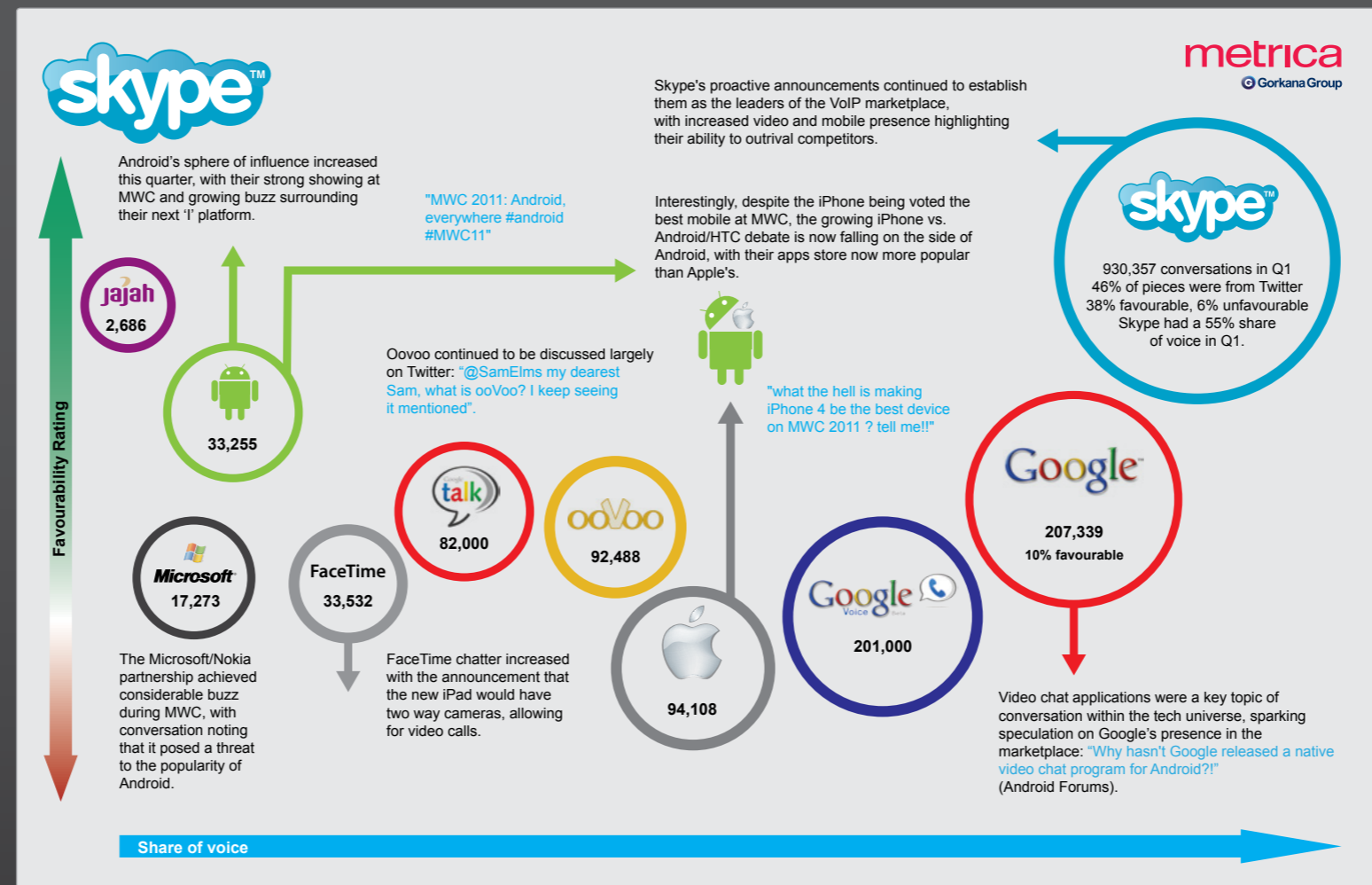
The report is presented in a simple presentation featuring an annotated dashboard and summary charts.

Metrica Social Insights Reports

A detailed and comprehensive analysis of your social media coverage – tailored to your needs.

Our consultants will work with you to understand your PR objectives in social media, and then develop a detailed brief from which to build these fully customised reports.

Reports are tailored to your KPI's, objectives, volumes and specific campaigns, themes, products, events and media types, as needed. Our analysts provide management notes and key insights to help you understand the highlights and key drivers of your content.



Emerging Topics ▲

◀ Competitor Galaxy



Metrica Daily Buzz Alerts

Daily editorial-style summaries of your key social media coverage, delivered to your inbox.

Keeping up with the torrent of social media content – and finding time to make sense of it – can be overwhelming. Our experienced analysts bring ordered knowledge to the chaos, with daily summaries and intelligent insights on the coverage that matters most to you.

Making sense of your social media coverage

Much more than just a tracking service, daily email alerts include actionable insights and commentary around key themes, topics and sentiment, with links through to view content. We also summarise your content by importance, subject, issue or business area – whatever suits you.

Experienced social media analysts get to the parts automated tools can't reach

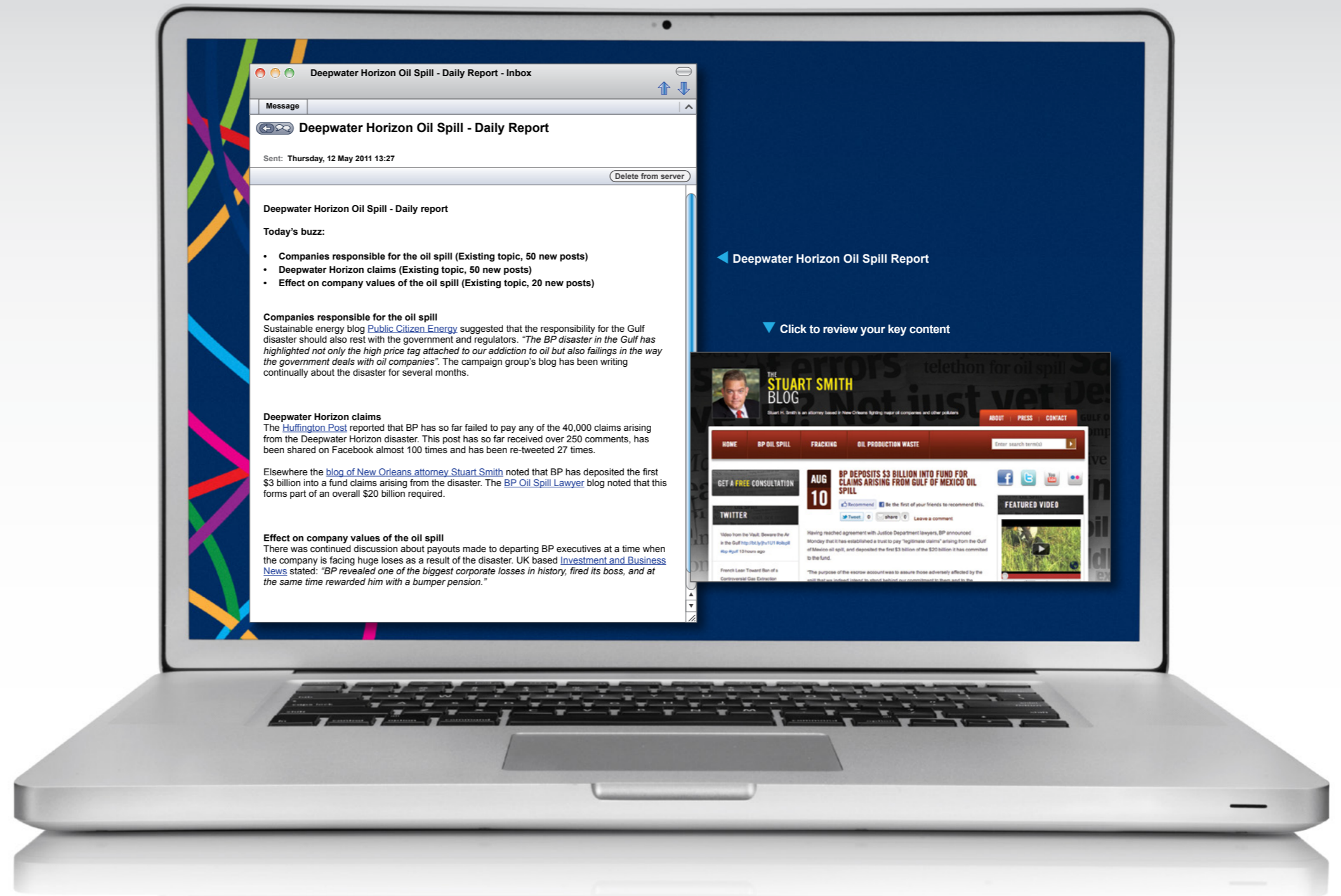
Our analysts use Metrica Radar to review your coverage and personally compile your reports each day. But we also scour for content and crucial posted comments in areas where online monitoring tools are ineffective, or cannot access, such as personal areas of Facebook, blogs and LinkedIn.

Choose when and how often you receive your alert

Your daily alert email arrives in your inbox by 8am seven days a week, but can be sent at a time and frequency of your own choosing. A weekend and crisis service is also available.

A flexible and time saving service

Buzz Alerts ensure busy teams keep up with the most essential content. They can also prove invaluable if needed on an ad hoc basis, providing additional support for crisis management or new product launches.



Metrica Radar



Real-time social media monitoring and analysis help you react and respond as conversations unfold.

Metrica Radar gives you fast and easy to use real-time online management. It finds your most relevant social media content as it develops, and helps you to identify the drivers and key influencers that matter most.

Making sure you don't miss a thing

We monitor billions of conversations and content across the entire blogosphere: microblogs such as Twitter, social networks such as Facebook and LinkedIn, forums, video and news sites, and corporate and special interest sites in 20 different languages.

Identify what's important

The majority of mentions in social media can be irrelevant, and automated social media monitoring tools often deliver a mass of meaningless and confusing information. But Metrica Radar is different: it presents you with the facts you need in a clear and easy to review format. Access detailed metrics, create your own dashboard and charts for buzz, popularity, sentiment – whether positive, negative or neutral – track credibility and influence, media type, share of voice and key influencers.

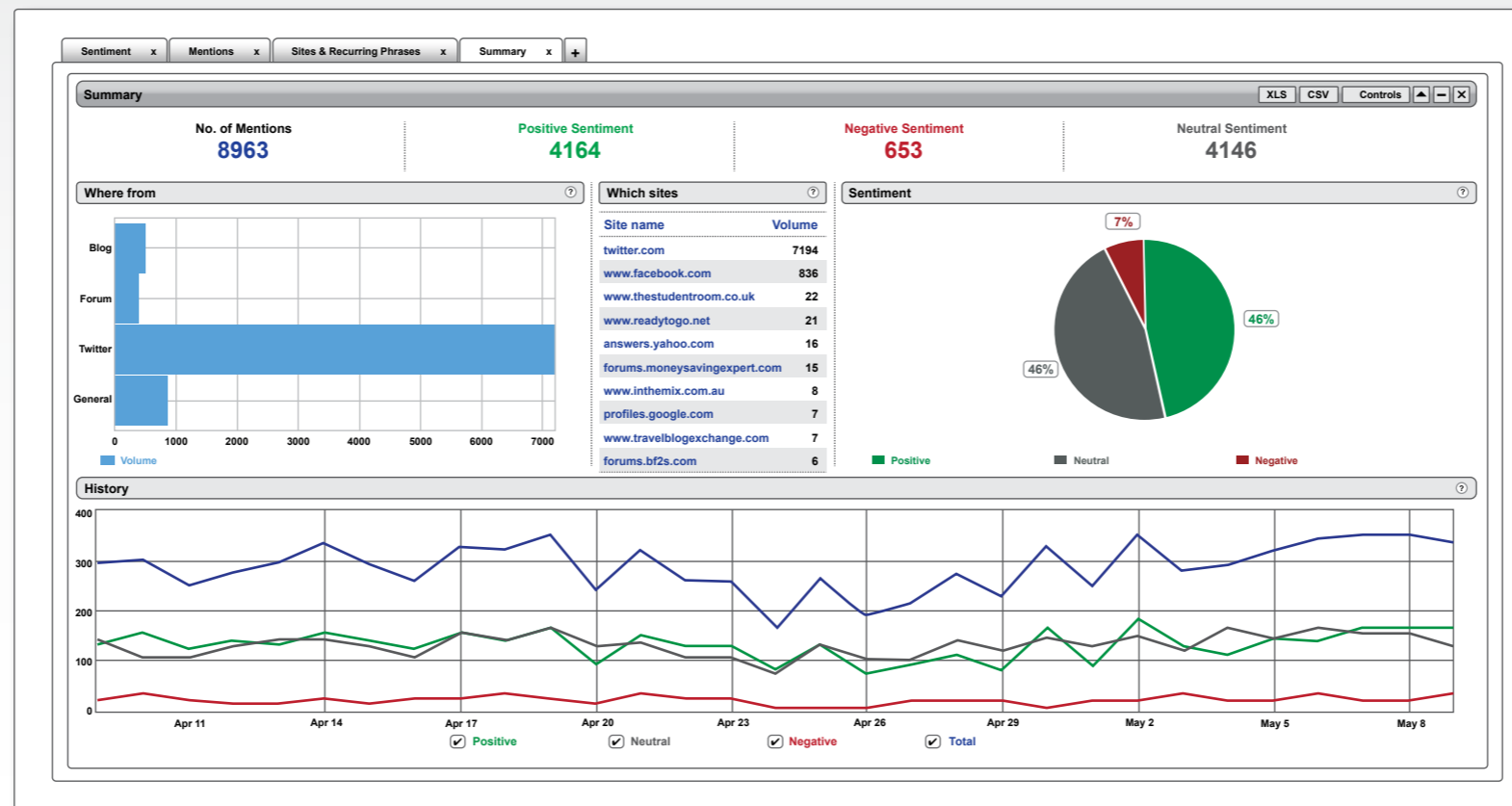
Smart tools alert you to vital content, segment your coverage and share with colleagues

Set up email alerts around specific groups of influencers, media types or mentions, and assign actions to other stakeholders and departments to follow up.

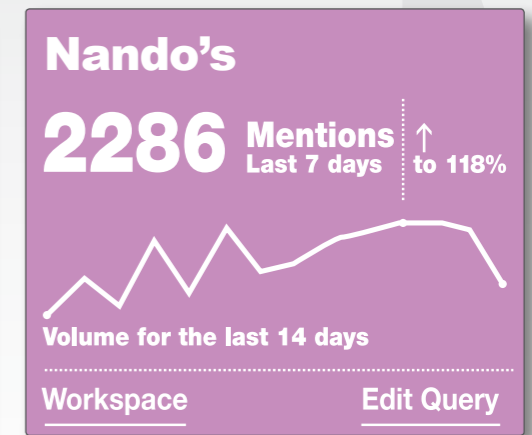
Essential help and support at your fingertips

Our fully managed service makes set up easy. We offer relevant search-string set up, guidance, advice and training as often as you need.

If you need a more refined analysis our social media analysts can manually refine the sentiment and relevancy of your content and assign it to two category types e.g. business unit, issues or subject area (this service is at an additional cost).



Create your dashboard ▲



▲ Segment your coverage into key focus areas

Customer-friendly price scales

Our prices are designed to be cost-effective for organisations with high and lower volumes of mentions.

Championing pioneering technology – developed in the UK

Metrica Radar is powered by Brandwatch, one of the leading social media monitoring platforms. We chose to invest in Brandwatch following a review that revealed their impressive technology topped the table in terms of accuracy, relevance, speed and automated sentiment scoring.



Why choose Metrica?

- One of the world's most experienced communications measurement consultancies having been founded in 1993.
- Experience advising global brands on social media strategy and measurement since 2005.
- The best and brightest social media analysts.
- Search-string expertise.
- Market-leading technology for speed, accuracy and reliability.
- More than social media – we offer multi-channel analyses and ad hoc reports as you need.

What are your social media challenges?

Contact us today and see how our services can meet your challenges.

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 **www.metrica.net**

 www.metrica.net/measurementmatters

 [Facebook.com/metricameasures](https://www.facebook.com/metricameasures)

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The market-leading media intelligence services Gorkana, Durrants and Metrica have come together as one company – Gorkana Group.

Our PR planning, monitoring and analysis services are now easily accessible through one integrated portal, giving you a unique real-time vantage point while saving you valuable time.

With our combined strengths of accurate and enriched journalist and media intelligence, fast and comprehensive media monitoring and in-depth media evaluation, we are best placed to intelligently inform and drive the success of your PR strategies.


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