

## Map The Brand's

Identify all the stakehold-ers that might influence your brand in any way – the media, customers, vendors, prospects, fans, detractors, competitors. It is vital to know who they are, where they are active online and who they are connected to.

Identify the influencers

in each conversation.

Find the fire-starters

the people who can help

you spread your message and build a loyal commu-

nity of fans.

Identify the conversations you need to listen to

Identify top key messages for your brand

Establish key phrases to monitor

Set up a monitoring system

Gather data about needs, interests, sentiment and intent relative to your brand and your competitors

Identify strengths, weaknesses, trends, gaps, threats and opportunities Calculate share of voice in the most important conversations relative to your competitors

Using what you have

Make all goals measurable

Set up goal measurement systems on your website, blog and your news hub

found in your analysis, set goals for your social media program that tie in to the brand's overall business goals

