

Social Media Practice

Blogs and other social media tools have become important vehicles to directly reach consumers, employees, community groups, and a host of other critical audiences. Using a best-practices methodology, PAN has devised the following platform to help companies participate in the market conversations going on all around them. As with all of PAN's programs, our Social Media Practice delivers competitive intelligence and a measurable return on investment, ensuring that you are able to nimbly manage your brand's online reputation and strength.

PAN's Social Media Practice helps your company:

- ▲ Listen to your audience
- ▲ Engage them in ways that keep them interested
- ▲ Influence prospects for products or services
- ▲ Persuade others to become brand ambassadors
- ▲ Manage your online reputation

Services PAN offers include:

- ▲ **Analysis/Accountability/Reporting**
 - △ Monitoring – blogs, newsgroups, online discussion forums, comment strings
 - △ Understanding brand perceptions
 - △ Real-time response
- ▲ **Corporate and industry blogging platforms**
 - △ Strategy; Messaging; Training; Content Creation
- ▲ **SEO/SEM/PR integration**
 - △ Organic SEO capabilities
 - △ PR designed to work in tandem with your SEO/SEM efforts to maximize the reach and efficacy of both programs
- ▲ **Online Crisis Communications**
 - △ Real-time updates or response
- ▲ **Digital Channel Visibility**
 - △ Media outreach; Blog relations; Content development; Content syndication; Press release optimization; Speaking opportunities; Tracking and Analysis
- ▲ **Viral Marketing**
 - △ Conceptual services; Distribution; Tracking, Optimization and Measurement
- ▲ **Enterprise-generated Media**
 - △ Self-publish: Video; podcasts; e-zines; blogs
- ▲ **Podcasts and Video Blogs**
 - △ Luminary visibility; Niche targets; Repurpose of conference content; Message reinforcement; Quotable
- ▲ **Search Engine Reputation Management**
 - △ Organic rank building; maximizing preferred listings in top search results
 - △ Crisis work – “burying” false, damaging and outdated information