

## What we do

Our service is available on a subscription basis for one low monthly fee which includes all of the services below  
Our service breaks down into seven key areas:

### 1. Deep Web Audit

- When commissioned we conduct a deep audit of the internet for mentions of your brand. You will be presented with a detailed analysis of your brand's current perception and some notable examples.

### 2. Online Brand Plan (strategy development)

- Presented at the same time as the Deep Web Audit, our Online Brand Plan will cover all aspects of your online strategy. We take a holistic view to how best to achieve your brand objectives through the internet.

### 3. WebClippings

- Ongoing monitoring of all new mentions of your brand - you will be sent a monthly report that enables you to track changes in brand reputation through the Online Perception score. We include detailed analysis of your brand and how the latest trends in the development of the internet could affect your specific brand (and how you can benefit from them).

- Early Warning system - we will highlight potentially serious issues as soon as we find them so that you have time to react.

### 4. Trend Watching

- Service subscribers receive our monthly e-bulletin exploring new trends. Through our work we are always monitoring the latest developments.

### 5. Copywriting

- Content Creation for blogs/social networks etc

### 6. Engagement/responding

- Inform (responding to questions/queries on forums)
- Correct (Ensure comments are factually correct, or at least not misleading)
- Help (we feed back into the customer care process)

### 7. Incentivising

- "Brand evangelists" - we mobilise brand advocates to defend your brand when required (see our ethics)

We are also able to offer concept testing (essentially focus groups via the internet). This service is charged separately to the subscription service

In short, we provide a route for your brand to take part in the discussion.

What we don't do is build websites. We strongly believe that building websites and promoting brands on the internet are totally different skills. The skills we offer are essentially brand management skills on the internet. We will manage the creation of web pages but we do not design them ourselves. Corporate experience taught us to run a mile from any agency which claimed to be able to do all things for all men.