

New Social media tool Online1984 can spy on your competitors and protect your brand

The Online Circle, an Internet Marketing company, has successfully launched a new online tracking tool Online1984, which empowers organisations with the ability to monitor thousands of conversations via blogs, social media networks and forums, analyse the

Melbourne, Australia 11 March, 2010 Companies are quickly discovering that their brand is vulnerable and can be damaged online in a matter of seconds due to the power of social networking sites. However, The Online Circle, an Internet Marketing company in Australia, has developed a revolutionary approach to the problem.

According to CEO, Jeff Richardson, organisations the world-over are struggling with how to best monitor and participate in online conversations. Every year thousands of dollars are spent by companies and high profile individuals repairing damaged online reputations, Richardson says.

Reacting to customer needs The Online Circle developed Online1984, a web based methodology. Backed by Radian6 technology, Online1984 gives companies the ability to track all Internet mentions around a brand, including online conversations, issues, sentiment and media penetration.

Lucio Ribeiro, Managing Director at The Online Circle says the Online1984 tool, not only collates, sifts and categorises vast amounts of data but also draws conclusions and insights that your company can act upon. He explains The powerful methodology enables businesses to make better-informed decisions when it comes to deciding which conversations to participate in and this, in turn, leads to improved time management Ribeiro says.

Richardson strongly believes that market research is extremely important in gaining a competitive advantage over your competitors and social media and search engines are underpinning this research. The Online1984 methodology allows businesses to listen directly to what consumers are saying about their competitors and their products and also enables them to stay ahead of trends and issues that might have been overlooked by traditional market research tools, he says. Executives, celebrities, people in the public eye can also utilise the technology and power of Online1984 to monitor what people are saying about them.

Richardson feels that with the rapidly changing online environment and the explosive growth of social networking it is imperative companies embrace the technology and power of systems such as the Online1984 in order to maintain their competitive advantage.

Jeff Richardson, CEO of the Online Circle will give a presentation at ADtech in Sydney on 16 March. Jeff will reference the use of Online1984 as an essential and strategic element of managing Cadburys social media challenges.

Jeff Richardson will be speaking at: Adtech Sydney Tuesday 16 March 2010, 4.05pm Reputation Management In The Digital Space: Challenges & Opportunities How to develop campaigns that maintain brand control and deliver relevance

How to plan for and tackle the issues of brand misrepresentation

How to prepare your brand for the online environment - key pitfalls to avoid

Internal requirements to support a successful online campaign

Evaluating reactive and proactive approaches to online reputation management

What are the real threats of cyber bullying and is there a 'best' way to respond? Jeff Richardson, CEO, The Online Circle Roger Sharp, Director of Corporate Affairs Pacific, Cadbury Brett Wiskar, Director, Speedwell eBusiness Solutions Myrna Van Pelt, Director, Technology, Hill & Knowlton Australia www.ad-tech.com/sydney Contact:

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