



## Why TrakVu?

For a fraction of the dollar spent on conventional advertising, TrakVu can help you directly reach your audience. TrakVu then helps you build relationships with the individuals who can become your advocates.

Where conventional promotion drives a one-way message, social media prompts a conversation. Where advertisers use words like “eyeballs”, we can show you who you reached and what they said.

## Clients & Results

Through services that include Exploration, monthly Post & Monitoring, website social media optimization (SMO) and TrakVu.TV for live events we’ve helped the sample client cross-section noted below gain fans, followers, improve sentiment, and realize positive Return on Investment (“ROI”).

- Parenting Author & Network Producer: Reached rank #6 on Barnes & Noble, multiple speaking opportunities
- National Television Talk Show Host: More than doubled her Twitter following, highlighted philanthropy efforts
- Pediatric Foundation / Non-Profit: 500% + increase in Facebook fans, live TrakVu.TV event
- Parenting Information Council: 600% + Facebook fan increase, launch of global information source
- Global Television Network: 1,000% + Twitter follower increase; Measurable increase in Search Engine Optimization (“SEO”) & positive sentiment
- National Health Association: 400 % Facebook fan increase, TrakVu.TV live event as sales effort
- NASCAR Driver: 500% + in Twitter followers, positive sentiment leading to new sponsorship opportunities

## Tools:

TrakVu helps ...

- 1) Explore your space to learn who, if anyone, says what about you or your products. We report to you on the prevailing sentiment, leading voices, and conversation patterns.
- 2) Monitor & Post -- helps you track the conversation and participate in it. We report to you weekly on the discussion in your space and also help you post responses and initiatives.
- 3) Counsel you on the Do’s and Don’ts of social media discussion, helping you avoid the one-way communication styles & messaging that tag many participants as spammers.
- 4) Deliver Social Media Optimization (SMO) for your entire organization
- 5) Execute your live event through TrakVu.TV, adding to your on-site gathering with on-line guests who join the event through the designated webpage we build. More than just watch and listen these on-line guests join the event, asking and answering questions in real-time.

## Summary:

Social media is interactive. We help you drive the dialogue that builds the relationships that promotes your brand. We deliver ROI by working with our clients to set goals and measure success.