



TITLE: Fast Tutorial, eListening

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RECORD

**SLIDE ONE:** WELCOME TO NEW HOPE'S FAST TUTORIAL ON eLISTENING

Read: Hi, I'm Dina Baird, a Solutions Specialist at New Hope Media with over fifteen years of interactive media experience. Today eListening is a tool that is prime for any company, product, or service aimed at the healthy lifestyle industry. It is designed to give you unique insight on:

- your market
- your brand
- and the competition

In the following slides I will explain more about what eListening is, how it can play a huge role in your marketing strategy, and how to obtain more information on this state of the art research tool.

**SLIDE TWO:** RESEARCH TAKES THE GUESS WORK OUT OF MARKETING

Read: New Hope has been an information leader in the healthy life style industry for over forty years. New Hope is a part of Penton Media, the largest B2B digital, interactive media and print publisher in the US.

**SLIDE THREE:** eLISTENING IS OUR SOCIAL MEDIA ANALYSIS PRODUCT

Read: All the events, websites and publications you may be familiar with are just a part of what New Hope provides. We can provide help at all phases of your marketing initiatives, from product development to the point of sale. In fact, in 2010, New Hope, as part of Penton Media, increased our capabilities to include expert Social Media analysis and services and SEO analysis and services through the acquisition of Eye Traffic Media. Today, I am going to present to you our Social Media analysis product, eListening.



#### **SLIDE FOUR: HOW DO YOU GET STARTED?**

Read: Many companies in the Natural and Healthy Lifestyle Industry recognize the importance of social media and the impact it can have on product affinity and ultimately sales. Finding a place to get started can be half of the battle. eListening will get you started. Through eListening you will be able to

- define and document your goals
- build a strategy and process
- take away insights that will have a direct affect your marketing, business development and brand awareness
- and provide you with a method to consistently measure, evolve and improve your tactics

#### **SLIDE FIVE: REQUIRED RESOURCES, TOOLS and SKILLS**

Read: Our eListening audit has the power to take the guesswork out of your marketing strategy. You will learn:

- where they are taking place
- who is having them
- what they want in products like yours
- what they like and don't like in terms of product features
- if they are aware of your brand and what their brand perceptions are
- how they talk about your competitors

This requires people, skills, paid and free tools, and a the resource of time to complete. We have done thousands of eListening audits for a variety of customers and can provide an conduct an eListening audit for you in 30 days.

#### **SLIDE SIX: SO YOU ARE INTERESTED. WHAT DO YOU GET FROM THE AUDIT?**

Read: At a high level you get Brand Monitoring and conversations that are occurring around your brand.

#### **SLIDE SEVEN: COMPETITIVE ANALYSIS**

Read: You also can measure up to three competitor mentions and determine if their brand is perceived less positively or more positively than yours and the general sentiment across the brands, you are measuring.

#### **SLIDE EIGHT: QUALITATIVE AND QUANTATIVE INSIGHTS**

Read: On a deeper level, we will provide Qualitative and Quantitative insights on not only where engagement is happening and what your demographics look like but also who the major influencers are.



#### **SLIDE NINE: THE PROCESS**

Read: We have a variety of options for eListening depending on how far back you want to measure the conversations and how often. Our initial audit is a thirty day audit and takes about 6 six weeks from beginning to end. This audit takes incredible time and hours for us to conduct, but it's painless for you as a client. The simplified six week process and timeline is as follows:

- Contract Received
- Questionnaire filled out
- Kick-Off Call
- Measuring Starts
- Measuring Monitored
- Measured Completed,
- Final Analysis and Report
- Report Delivery and Strategy Consultation

#### **SLIDE TEN: WE KNOW YOUR MARKET**

Read: eListening is your must have starting point for developing your marketing strategy, social media strategy, and gaining valuable insights that you can turn into sales. New Hope knows your market.

Our team of experts, who know where to look for the information, use the available tools based on the strength of the tools and provide deep analysis of the findings. Most research of this nature starts at a preconceived notion of what marketers want to know and is more costly to conduct. Learn firsthand from the market what the market needs and receive actionable recommendations that you can immediately apply.

#### **SLIDE ELEVEN: EXCEPTIONAL VALUE**

Read: Your results will provide you with your biggest wish as a marketer: improved effectiveness, bigger impact, more results! At an affordable rate of \$7,500 per study or audit you can have increased click through rates and conversions in the next month!

#### **SLIDE TWELVE: THANK YOU**

Read: Thank you for listening. If you would like more information on eListening, or our other marketing services products including content creation, webseminars, whitepapers, virtual events, video production, website development, SEO, Pay Per Click, and Lead Nurturing, please contact me at [Dina.Baird@penton.com](mailto:Dina.Baird@penton.com) or conduct your New Hope sales rep.