MINDCOMET™

KDPaine & Partners

how to measure online relationships

the more things change, the more they remain the same

THE RELATIONSHIP AGENCY™

WHITE PAPER

The Internet has brought about a revolution in marketing far beyond the scope that even the most forward-thinking of us might have imagined. Today, despite the best efforts of PR and marketing types, consumers continue to seize power from the marketers. Mitch Kapor has described the Internet as the “ultimate democratic society - a truly chaotic universe.” As *The Cluetrain Manifesto (Locke, Levine, Searls, Weinberger)* and *Naked Conversations (Scoble, Israel),* so clearly point out, the consumers are the media, the editors and the reviewers. They are in control and they’re going to let *you* know what they think by changing their behavior.

That’s not to say that they can’t be influenced, just that it takes a new approach to monitor and manage the new environment. And blogs have added a whole new wrinkle to the mix. Thanks to advances in technology that have made it easy and virtually free to create them, more and more independent bloggers—be they journalists, pundits, experts or ordinary gadflies—are taking to the Internet to put forward their views to anyone who will listen.

The normal maxim for measurement is, “If you can’t measure it, you can’t manage it.” The problem with measuring blogs is not how to do it, but rather that the nature of blogs renders management impossible. You simply can’t “manage” what 70 million independent-minded, opinionated people are going to say. And woe to those who try, since the blogosphere can get very prickly; when it senses someone trying to control it, it resembles nothing more than a cornered porcupine.

The Challenges

The biggest challenge to a researcher on the Web is the sheer enormity of the task. The good news is that technology can help you find your way, and there are a number of organizations out there that will be happy to assist you in gathering your data.

The bad news is that the data you gather will probably have major gaps in it and may be of ques-tionable validity. Organizations like SRDS and Media Metrix are making concerted efforts to audit and verify traffic rates and provide more accurate data on things like page views, hits and visits. However, there are still gaps. Publications that require subscribers to log on will not be included in most Web searches. Even the most comprehensive search firms can only gather about 60-80% of what you want. That contrasts sharply with print clipping services that return about 85%.

Finally, the resources required can be daunting. Remember that for every article that appears in the *New York Times*, there could be 24 that appear in www.nytimes.com — one for each time they update their pages.

So how do you measure the effectiveness of your online public relationships? You follow these five basic steps:

Step 1: Define your objectives

The first, and most difficult, question to ask is: What are you trying to achieve with your online relationships? What kinds of relationships are you trying to develop? Are you trying to influence A-list bloggers? Are you trying to get in front of more customers? Are you trying to start conversations with new markets? Or, are you just trying to sell more stuff? With the enormous number of possibilities out there, until you’ve answered the fundamental question of what you hope to accomplish with your relationship-building efforts on the Web, you can’t possibly figure out the appropriate measurement system.

Possible objectives include:

Financial Outcomes:

In the online world, outcomes can be financial or relational. If your objective in your online presence is financial — i.e. to raise money (e.g. www.blogforamerica.com) or sell something (fastlane.gmblogs.com) — the metrics and the math are available from website log files and include cost per clickthrough, cost per sale, cost per lead or cost per dollar raised. There can also be negative financial outcomes such as a decline in stock price.

If the objective is not as directly commercial (e.g. you want to move people along the purchase cycle), you can measure the number of people who click through from a blog to your site.

By assigning specific and unique URLs to links, it becomes very easy to track the clickthrough rate from individual blogs. To determine the efficiency, divide the cost of the program with the number of clickthroughs to get cost per clickthrough.

Relationship Outcomes:

However, if your objective is to establish or improve relationships, the metrics are quite different. The strength and power of the online community is in the networks it creates and the relationships you can form.

In the traditional marketing space, we would recommend surveying customers to determine the strength of their feelings towards your brands on issues like trust, satisfaction, commitment and control mutuality. However, the nature of the online community is to eschew traditional marketing techniques in favor of far more direct interactions. The best way to know what people are thinking is to carefully read and monitor the blog postings and comments. But that's not to say that you can't also measure relationships. If you have a mechanism to capture emails of people who have visited your blog, you could conduct an email survey using Dr. Jim and Laurie Grunig's relationship survey instrument.

Now we need you to gather a bit more information…

Step 2: Define your Audiences— Who are they and from where do they get their information?

If your audience is limited in size, and bases its decisions on RFPs, specifications and the personal sales call, then chances are you don't need to worry too much about measuring the entire Net. Likewise, if you are a non-profit in a non-controversial area, you probably don't need to maintain a daily tracking service unless you know that people are deciding where they are going to give money or volunteer based on blogs. On the other hand, if you sell computers, cars, consumer electronics, cell phones, printers or any number of consumer items that require some research, you need to pay attention. Some 80% of your customers are going online to do research before they decide what to buy, and you need to know what those customers are seeing.

If you don't know where your audience gets its information, conduct a quick poll. You may be sur-prised to find out just how influential CGM and the blogosphere are. There's lots of generic research out there, but for most organizations, it's worth the cost to get data specific to their own audiences.

Step 3 Setting priorities

As we've said before, your audience is not "anyone with a pulse" and this is particularly true online. One of the biggest challenges in online measurement is the sheer volume of data. Do we recommend paying attention to 50 million blogs and 80,000 news groups? Absolutely not. One option is to set spe-cific priorities based on the volume of traffic to a specific site. – i.e. where are you going to reach the most desirable eyeballs.

Simply counting the volume of conversations and comments and the number of links and trackbacks is one indication of the size and scope of the network surrounding an online discussion. Whether or not those com-ments are in agreement or disagreement requires content analysis. Positive or neutral comments would be indicative of a healthy relationship between the blogger and his/her audience.

Examining the credibility and authority of the people who are commenting and/or linking to the site is another way to assess the impact and importance of the blog.

There are a variety of ranking methods that you can use:

Technorati Authority ranking: This is an algorithm developed by Technorati that looks at the number of links and comments on a blog and determines Web Rank. Web Rank is the rank of the site in numerical order of all Internet sites worldwide, based on a sample of millions of Web users who have voluntarily installed a special measurement toolbar in their Internet Explorer browser. The special toolbar aggregates data on sites visited while users browse the Web. Web Rank takes into account both the number of visitors to a site and the average number of page views by each visitor while browsing the site. Web Rank is based on three months of aggregated traffic data and is updated monthly. The measurement system includes the rank of Web-based forums, message boards and discussion groups, but does not measure the rank of clips from Usenet NewsGroups.

News Rank: News Rank is the numerical rank of the Web site among 20,000+ worldwide news sources. This rank provides a good indicator of the relative importance of a news source among online news sources worldwide.

Reach/Million: Reach per million measures the number of daily visitors to a website as a percentage of all Internet users. It is a measure of market penetration. A reach of 22% indicates that, for every one million Internet users, 220,000 visit that particular site each day. For most news sources, reach/million is based on the visitors to the main domain name. For Internet portals like Yahoo, reach/million is based on the number of visitors to the relevant news or discussion section of the main domain. For blogs, reach/million measures the reach of the main domain, not the individual blog.

National Opportunities to See: National OTS estimates the number of daily visitors to the website from the site's home country, based on the site's rank, page views, reach per million and total number of Internet users in that country. The figure does not include visits by users from other countries. For most news and consumer discussion sites on the Web, this figure is the closest possible equivalent to the base circulation figure of print publications.

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Step 4: What kind of rulers do you need in cyberspace?

The precise tool or technique you use to measure your relationships in cyberspace depends on the objective you select. My ideal toolbox has half a dozen measurement devices:

A tool to find out the size of the impact you are having.

As you can tell from previous sections on setting priorities and rankings, this size of the impact you have is still very much under debate. This is where the companies like ComScore, and Nielsen-Netratings, Standard Rate and Data Service (SRDS) and Business Publishers Association come in. These firms, as well as the Advertising Research Foundation and the Internet Advertising Bureau, are all working on developing standards to determine a standard way of determining how many potential eyeballs you are reaching.

I've always maintained that Hits stands for "How Idiots Track Success" and as a metric they are vir-tually worthless. The emerging standard according to the Internet Advertising Bureau (IAB) is the monthly "unique audience" — the number of individual people (actually, individual computers, or computer accounts) that visit a site during a month. If one per-son visits ten times during a month, that's one unique visitor. It is somewhat similar to print circulations, although perhaps a weekly unique audience figure would be even more similar.

As with print circulations, the figure doesn't represent the actual number of people who saw a story; it represents the number of people who had the *opportunity* to see it. Technology has yet to tell us how many people are viewing each discussion group posting. For now, you can only monitor the actual num-ber of postings, not their total impact.

Note that while the larger websites are represented in these ratings, many smaller sites that may have a huge impact on your audience may not be represented. Another caveat is that Nielsen-Netratings figures are based on panels of some 30,000 Internet surfers who have software attached to their comput-ers that tracks where they go. Similar to Nielsen TV ratings, it is a random sample of actual users. If Nielsen-Netratings doesn't list a particular website that is critical to you the next best option might have to be a self-re-ported unique audience figure from the website itself.

If all else fails and you're stuck with hits, visitors or page impressions, you can still extrapolate unique audience figures from monthly page impressions. You can study traffic data over a six-month period to determine the ratio of unique visitors to total visits and multiply the total impression figure by that ratio. Make sure you are comparing monthly numbers to monthly numbers. If the publication you are trying to track gives you weekly page impressions/requests, as opposed to monthly, you need to look carefully at the history of that particular site before you simply multiply by four to get a monthly figure because, depending on the publication dates, all the readers may only visit the site once a month.

The best measure is actual unique page requests for a particular story. While that number will typically be much lower than a print circulation figure (since in print pubs we never know if someone reads a particular article), it will be a far more accurate determination of how many people were actually interested enough in the topic to click on it and possibly read it.

In the absence of unique page request, unique visitors is the preferred number, because it's people, not double counted, who may see your story.

Regardless of which figures you use, it is always dangerous to compare Internet audience figures with print audience figures because of the different methods of data retrieval.

A tool to find out what people in cyberspace are saying/writing about you and what your constituencies are seeing about you and your competition.

To find out what people are saying about you, monitor their chats and discussions in Usenet groups and other chat areas. There are tens of millions of blogs, newsgroups and websites out there, so one needs to carefully evaluate the claims of the var-ious monitoring services. Services like Cymfony, CyberAlert, E-Watch, Burrell's Cybertalk and Intelliseek all gather and process the postings that your constituencies are making on Usenet discussion groups and other Inter-net chat areas. In general, the problem we face is too much data rather than too little. You can quickly get overwhelmed by daily alerts. It's a good idea to work with whichever vendor you chose to specify which sites you want to search, as opposed to search-ing the entire universe. Tech-norati, Sphere, Google and Intelliseek all claim to measure tens of millions of blogs. And, while they offer the most comprehensive monitoring, you either have to manually go online to capture the mentions of your organizations and the competition, or subscribe to their service. Services such as CyberAlert and CustomScoop claims tens of thousands of "online sources" (not necessarily blogs) and they both deliver the postings to your email on a daily basis.

Studies have shown that people typically go online to chat about news that they've heard one to two weeks after an announcement, so if you're measuring a specific event, you need to monitor chat rooms for at least a month after the event.

Companies like CyberAlert can look at specific publications as well as the whole universe of Internet publications. One problem most of these services have is with archival stories. While it is a plus to an organization to have archival stories on the Web, since this increases their chance of being seen, the drawback is that it will skew your numbers if you are trying to develop accurate metrics for your cur-rent cyber presence. If you don't want them included, you need to contact the service to ensure that they exclude old data.

Another problem that at least one firm, CyberAlert, has solved, is the problem of dead URLs. As you know, URLs become obsolete rather quickly. CyberAlert captures the text from the URL as they find it and store it, so that if that URL goes dead, you will still have the text from the original hit.

Determining what they say

Once you've gathered the postings, your next challenge is to analyze them to determine what people are actually saying. Analyze the discussion content just as you would media: for tone, positioning and messages. However, you should also look at several additional factors. We recommend categorizing postings with descriptors such as "rants," "criticism," "observation," "fact," or "praise." We also note whether the mention was in a comment or in the main body of a story – since the body will get far more exposure than the comment.

One needs to look beyond just quantity of postings or links to the quality of the dialog. We recommend the following criteria:

Coverage -- The number of times your brand or issue is mentioned.

Depth -- How deeply does the posting discuss the brand? Is it just a passing mention or does the blogger go into the subject in-depth with numerous links?

Interaction -- What was the nature of the interaction? Was the posting designed to solve a prob-lem, compare different brands, pass along information, advocate for a cause, criticize the organization or simply allow the author to rant?

Discussion -- What was the nature of the discussion? Was it a true dialog with extensive exchange of ideas, or was it just bantering back and forth?

Tonality -- If the tone of the posting leaves a reader less likely to do business with your organi-zation it is negative. If the posting leaves a reader more likely to do business with your organization, or recommends the brand, it is positive. If it essentially just discusses facts it is neutral or balanced.

Subject: -- Postings and comments in blogs can take many different forms. Some may be complaints about cus-tomer service, others may be speculation on stock price, and still others may be protests over personnel policies. So, the next step in setting up a blog measurement system is to make a list of the various cat-egories the postings fall into and to prioritize the categories. Are they all equally important, or are there some that are potentially more damaging or require faster action? In the media and in most newsgroups, the vast majority of what is said about a particular organization is neutral. But the unfettered and unfil-tered nature of the on-line media brings more opinions and frequently, more negative opinions.

If you are analyzing comments, you might want to further classify the comments as:

Comment Primo -- A comment that launches a discussion on someone else's blog.

Comment Grande -- A long comment posted on a peer blog, which is then advertised via a cross-blog posting.

Comment Informative -- In which a commenter uses his or her particular knowledge in order to flesh out a general or incomplete statement made in a peer's blog entry.

Link Gracious -- A link that draws attention to the source of an idea or to a good conversation happening on someone else's blog.

Content analysis of online media should include an analysis not just of the above- mentioned criteria, but should also look for messages and themes. How does the blogosphere position your brand on issues like employer of choice, value or customer service? A good analysis will pull out recurring themes, complaints and messages and quantify them to determine if they require action or can be ignored.

Does that mean slogging through 1,000 postings a day? Not necessarily. It depends on several fac-tors. First of all, how frequently does your brand (or the competition) appear, and how important to your audience are the blogs in which it does appear? You only want to read postings from the blogs and sites that really matter to your target audiences. If that still leaves you with an overwhelm-ing amount of data you will want to look into some of the text mining and Natural Language Processing tools that can easily process thousands of stories daily.

4. A tool to determine what your constituencies think about you

The Internet has made it possible to get instant feedback from your constituencies, and there are now dozens of companies that offer Web-based surveying tools. Typically these tools take two forms:

1. Web-based programs such as TrackPoint that enable you or your webmaster to either put up a website or add a page to your website to gather data from visitors.

2. E-mail services such as SurveyMonkey and Zoomerang offer automated questionnaire develop-ment email distribution. An excellent overview of these products was compiled by Ephraim Schechter and Henry Schaffer from the University of North Carolina. Additionally, David Solomon at Office of Medical Education Research and Devel-opment and the Department of Medicine, College of Human Medicine, Michigan State University has written a paper that outlines the challenges and opportunities of Web-based surveys.

What tool you use isn't nearly as important as what questions you ask. Because online surveying has become so ubiquitous, online audiences are increasingly impatient with the senders of the surveys. So you need to make sure that you are only asking those questions that you really need. Don't ask a question if you can't use the data it will give you.

To determine the health of clients' online relationships, we've successfully used elements, specifically the trust and commitment sections, of the Grunig instrument in online surveys.

5. A tool for measuring customer feedback

Mark Rogers of Market Sentinel has developed a "net promoter's index" that takes the number of bloggers that would recommend your brand, subtracts the number that would *not* recommend your brand, and comes up with an index number. It's a simple approach, and we're always big fans of sim-plicity. We particularly like his recommendation that you look at the index competitively. Rogers claims that there is a direct correlation between the index and sales, and we can see his point. If the number of detractors outnumbers the number of promoters, chances are your reputation is being trashed and sales will be impacted. Just ask Dell.

We define "positive vs. negative tone" as: Does reading a particular post leave you more or less likely to buy the product, or support or invest in the company? Using those criteria, we've been analyz-ing postings for companies for a decade now and they have found a direct correlation between what the mainstream media says and what customers believe and express in CGM.

6. A tool to determine what action, if any, your constituencies are taking

Behavioral change is both the loftiest goal and the hardest to measure. However, the good news is that the internet is the ultimate measurable marketing tool. With readily available systems you can easily track requests for information, downloads and actual sales orders. Southwest Airlines can tell you, for example, how many tickets it sells for every press release they put out.

At the most basic level, if you are hosting your own blog, the server log files can tell you how many visitors there have been, how long they stayed and where they came from. Of course the term "visitors" must be taken with a grain of salt, since the technology behind determining a visitor is far from perfect, and it makes much-generalized assumptions about human behavior. More sophisticated tools like Click-Tracks and WebTrends provide far more data and, unlike your basic log files, can display it in an under-standable way.

The next level of response is the clickthrough, literally, when a visitor clicks a link that enables him or her to take action, e.g. donate money, buy something, ask for more information or volunteer. The percentage of visitors who take action or click through is a fundamental measure of success. More im-portantly, if you factor in your budget, you will determine your cost per clickthrough which can be easily compared to other Web marketing tools.

If you don't have access to either the budget or data required by such firms, you can always do it yourself, which is what Miller Shandwick did for Kodak. Unsatisfied with conventional Web tracking systems, Miller Shandwick manually analyzed referring URLs for Kodak's Picture Playground site to determine which were coming from Web publications. Some 208 hours later, they determined that dur-ing the promotion, 5% of the total traffic coming to the site was specifically from Miller Shandwick's online PR efforts.

7. A tool to determine whether it's all worth it

ROI on the web is a tricky thing. Intuit doesn't bother calculating ROI for its blog. It cost them less than $50 a month to maintain and it has salvaged hundreds of customer relationships. At that rate, it becomes just a part of doing business – like a phone system or a coffee pot.

For other more costly online efforts, you do need to put it to the ultimate test – does it help the busi-ness or ultimate goals of your organization? This involves factoring in the costs for the results, to gen-erate indicators such as "Marketing or PR cost per new customer acquired," or "Cost per minute spent with prospect," to help you determine what is or is not working. You can also compare the costs of on-line PR with other Internet traffic generators, such as banner ads and sponsored placements, to determine a relative value for your online PR efforts.

Do customer complaints on blogs pose a threat to your reputation? Your sales? Is one of your goals to get a particular point of view or positioning across? Do you need to influence a particular analyst? If you don't have a clear tie between your organization's goals and the blogosphere, then figure it out im-mediately. As in any communications activity, if it doesn't support a specific corporate goal, why are you doing it? On the other hand, if developing a network of influencers around your product, your idea or your service is important, then a blog will be a very useful tool.

Step 5: Analyze and present results

Perhaps the most important part of online relationship measurement is what you do with the results. The online community is consumer driven, and the backlash against any organization can be brutal. So you can't easily "manage" the relationships. But what you *can* do is engage the community in a conversation, present data and facts and see how they respond. So, what to do when you get your data:

First, take a very deep breath. *Do not* go into crisis mode the first time you read something negative in the blogosphere. Do a bit of research first. Read the blogger's prior postings. See how many links he or she has, how many comments, how many track backs. If it's one or two, don't do anything but watch the numbers; if they start to grow quickly, you may have an emerging crisis. If it's already in the hundreds, or if this blog is on any of the aforementioned top 500 lists, then you need to come up with a response.

If it's not a crisis, but there is someone who is consistently writing about you, take a wait-and-see attitude. See what kinds of comments are made, and how the blogger responds. Then start a dialog. Offer information, a perspective or insight on something the blogger will find relevant.

Remem-ber to step back as far as you can and remain objective. Think like your target audience. Just because someone leaked a piece of information or got a name wrong is not a reason to respond or get involved in a discussion.

Some of the more interesting insights we've gleaned from analyzing online relationships is the intersection between traditional media and consumer-generated media. Whenever a leading printer company announced a new product via a press release or press conference, they found that the number of enthusiasts that commented on the product jumped. Furthermore, they could tell whether the announcement was successful in getting the company's key messages across by the content of the enthusiasts postings. They quickly learned who the most frequent commenters were and could offer them "sneak previews" and other incentives to join in the conversation.

Now that I'm tracking my online relationships, do I need to start a blog?

Developing a corporate blog seems to be all the rage these days, and for some organizations like GM and Sun and KDPaine & Partners it makes perfect sense. GM and Sun want to get closer to their custom-ers, so their CEOs started blogging as a way to encourage a conversation with the customers. If you're in the business of getting information out to the world, like KDPaine & Partners, you want to both tell the world the new stuff you've learned and encourage a dialog to see what the world is thinking.

Please note the common theme – start a dialog. A blog is not just a corporate Web site in a different dress. It is not just a marketing tool. It is a way to establish social networks that may help sell products or may not. But direct selling is *not* the point of a blog.

And, in order to be effective you have to have something to say.

There's a lot of debate as to whether hiring a blogger to ghost write your CEOs blog is ethical. I'm not sure it's unethical; it's just not very effective. The reason blogs become popular is that they reflect the real personalities and values of the people writing them. No one reads a blog to get more corporate-speak, they read blogs to get the information BEHIND the corporate-speak.

How to match your objectives with your metrics

Objective 1. Proactive publicity

All organizations today include online as a category of marketing. As con-sumers increasingly use online search to find what they're looking for, online marketing is taking on increased importance. What is important to remember is that online publications and blogs have a completely different set of editors and deadlines, and smart organizations dedicate a web-savvy individual(s) to ensure that news of their company or organization appears in the major e-zines, listings, and link lists.

> Measure of success:
> Measuring the success of your publicity campaigns on the web is relatively simple. While the number of online media outlets continues to grow they are increasingly behaving like traditional media outlets. You can get regular feeds of many online media outlets from companies such as CyberAlert, E-Watch and CustomScoop. The "articles" or postings from the online media can and should be read and analyzed just as you would traditional media (see chapter 3)

Objective 2. Reactive crisis management

Journalists, too, are increasingly turning to the Web for information, particularly when they are fol-lowing a crisis. In response, savvy organizations have developed crisis communications websites that they can turn on when necessary. These sites contain contact information and background data and are a place for journalists to get the most up-to-date data.

Measures of success:
The measure of a successfully managed crisis is that it goes away. The faster the better. So track the number of mentions on the first day, the second day etc., etc. and if the volume of chatter is declining, you're winning.
Alternatively, what you really want to know is if you are getting more than your fair share of negative press. This is particularly true when a crisis engulfs an entire industry, like oil price gouging or the insurance industry changing its policies toward flood insurance. Success is keeping your share of the negatives to a minimum, or at least less than your closest competitor.

Objective 3. Sell stuff

More and more purchases are made online. Thanks to the built-in measurability of the Net, more and more companies are tying their PR efforts into the sales cycle. By using unique URLs, for example, Southwest Airlines can trace over $3 million in ticket sales back to specific press releases.

Measures of success:
Unique visitors to a unique URL encouraging purchase
Number of requests for information
Number of downloads
Conversion rate from visit to purchase
Increase in sales.

Objective 4. Inform

As more and more consumers get their news online, PR professionals are increasingly relying on the Web to get their messages across about specific issues. NGOs, advocacy groups and lobbyists are increasingly filling the Internet with specific sites designed to promote a particular PR agenda.

Measures of success:
If you're trying to tell people your story, you know you're successful when they pick it up and tell someone else. The blogosphere is particularly good for passing along information. So a key metric would be the number of blogs that pick up and pass along your key messages. Another metric would be the percent aware of your message. You would test the audience's knowledge via an online survey or quiz.

Objective 5. Relationship building

The biggest difference between the Web and traditional media is its interactive nature, and this makes it the most perfect medium yet for building relationships with your publics. In chat rooms, blogs and on websites, your constituencies, customers, prospects, competitors and enemies are in constant con-versation. All those dialogs share the goals of the most basic of public relations objectives: to educate, convince, win over, make aware and persuade.

Measures of success

See chapter 2 of my book, *Measures of Success: The Data-Driven Communicator's Guide to Measuring Public Relation-ships* (due in print January 2007) for details on how to measure relationships. However, monitoring and tracking conversa-tions is an excellent way to determine what people's perceptions are of your organization.

Dos and Don’ts of Online relationships:

Do not spam bloggers. Generic press releases sent to bloggers will probably get you labeled as a “junk sender” and nothing you send will get through ever again.

Do’s and don’ts for using the data from online analysis:

DO: Take a deep breath before doing anything.
DO: A thorough environmental study to see the context of comments, and where, how and when posters are posting.
DO: Look beyond just “mentions” to see what people are saying about you, what messages are being delivered.
Do: Engage in conversations with the enemy – better they say things to your face than behind your back.
Do NOT overreact. Statistically, online writers tend to be more negative than traditional journalists, so expect more negatives than positives.
Do NOT jump in and try to “fix” a problem without thoroughly understanding the environment.
Do NOT try to “sell” or “pitch” a blogger on your point of view.
Do NOT hype your products or services – On the web, blatant commercialism is for advertising, not PR.

aboutmindcomet

MindComet assists clients in optimizing their customer relationships. We work cooperatively to develop a comprehensive customer relationship strategy that strengthens the bond to both existing customers and prospects. Our strategy integrates and automates diverse input from a company's internal and external sales, marketing, advertising, customer service and public relations to create detailed, individualized customer dialogues that build brand equity, increase customer conversion rates, decrease acquisition costs and extend the lifetime value of each relationship.

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