Realtime Social Media Monitoring and Marketing
7-9pm Nov. 4th, 2009

Speakers:

- **Connie Bensen, Director of Community Strategy, Techrigy (Alterian)**
- **Jochen Frey, CTO, Scout Labs**
- **Keith Kilpatrick, Director of Product Management, BuzzLogic**

Moderator:

AJ Chen - Technical Architect, Healthline Networks Inc.

Monitoring Tools

Free tools:

- **Backtype**: provide blog comments alert
- **Google Alert**: provide news and blogs alert
- **Boardtracker**: provide message board alert
- **Social Mention**: provide blog alert
- **Wikialarm**: alert wiki page changes
- **Web2express**: monitor twitter and blogs in real time

Commercial tools:

- **Scout Labs**
- **Techrigy**
- **Radian6**
- **Visible Technologies**
- **Viralheat**

Evaluating Monitoring Tools

Questions to ask?
- **Data sources? Amount of data? (>millions of conversations/blogs per day!)**
- **What to monitor? Brands, products, competitions, sentiment, influencers, customers**
- **Real time monitoring?**
- **Leads to Marketing/Sales actions?**
- **How to measure success?**

Intelligent Marketing

Abundant real time data streams …

>>> More consumer intelligence …

>>> More marketing automation …

>>> and efficiency …