

Services

Tuesday, 29 January 2008

Buzztrend offers a number of services to our clients interested in understanding and benefiting from the growing importance of social media in the realm of politics and political issues:

The Dashboard With the dashboard our customers will enjoy automated daily reporting of buzz and demographics in relation to the development of political issues. This online service uses charts to visualize buzz and buzz trends, share of buzz, detection of events, breakdown by source topic and country. With this entry level service, clients receive a unique account where they can track up to 12 user defined topics. One topic could be the name of a candidate for an election or an issue promoted in a political campaign. It could also be the name of a certain commissioner linked to a number of policy areas in his portfolio. Our tracking of the French presidential election in 2007 illustrates well the kind of charts our clients will have access to using the dashboard.

Buzz reports Clients that require a deeper understanding of how the different issues are perceived and communicated by the online population, can benefit from our Buzzreport product as a complementary addition to the Brand dashboard. Any number of topics or issues can be configured for tracking through an initial setup process. Results are carefully monitored, analyzed and assembled into one-time monthly reports research reports. Clients with their own specific needs for data mining get access to statistics data for further processing with Microsoft PivotTable/PivotChart or other OLAP/analytics tools. The pricing model is per report delivered.

Election reports Buzztrend tracks, follows and compiles specific reports on national and regional elections covering the different candidates and the different political issues and how they are perceived by the online population. These reports can be useful for anyone following elections, such as the media and the political parties and the candidates who needs to know more how the online population perceives political messages in the run up to an election. For a number of elections Buzztrend will publish results and comments on dedicated sites like we had done for the French presidential election in 2007, the belgium election, the local elections in Norway last year and the Spanish election in 2008