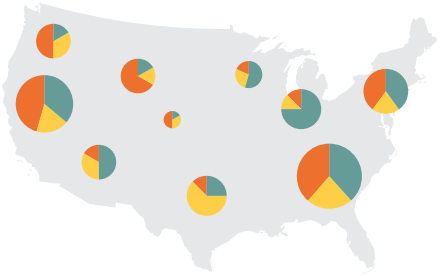
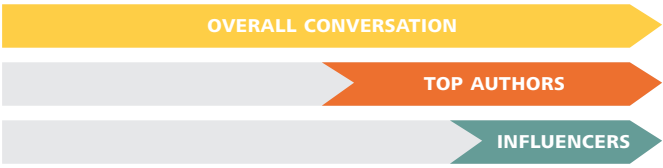
1 Focus: Map the audience



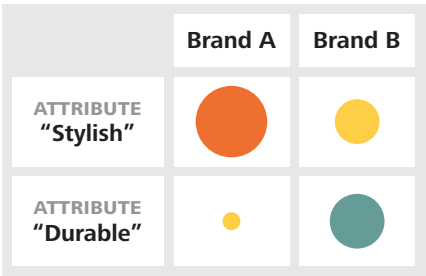
BRAND DISCUSSION
- Social
- Blogs
- Forums

MARKET SIZE

2 Insight: Identify influencers



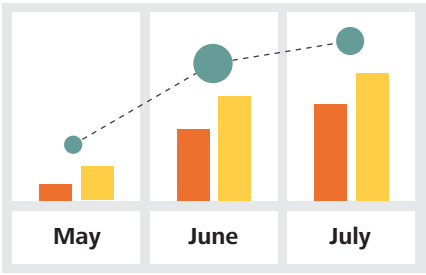
3 Perception: Use brand analysis to identify target areas



SENTIMENT
- Positive
- Neutral
- Negative

ACTIVITY

4 Audience: Distribute content through advocates, enable audience contribution



ACTIVITY
- Fan interaction
- Outreach
- Followers

% CHANGE

5 Campaigns: Inject new energy

Promotions and special features

Regular content