Nota de Prensa

LF Channel audits and advises its clients about their reputation in social media

Through the Social Media Reputation program, clients can make the best decision on where to have an appearance or which communication channels to create, enhancing its level of recognition and obtaining the best return on investment.

Barcelona, January 26, 2011.-

LF Channel, a full-service (comprehensive service) agency with added value in communications and marketing, has launched its new Social Media Reputation service that allows the clients to know a user's activity, such as the where, when, and how, on social media in relation to their company. This is defined as social mapping. This service provides the necessary information that allows a customer to make the best decision on where to be present in social networks or which communication channels to create to achieve their desired position.

The actions on social networks require setting clear objectives and to define the best return on investment is particularly useful to know the image of the company that runs the networks, which requires a distinct analysis from the traditional metrics. Therefore, the methodology proposed by LF Channel involves a first phase that analyzes the statements and conversations that are generated from a brand, company or person, in different mediums of social media (Facebook, Microblogging, Bloggers, YouTube and Flickr). In this phase, the messages sent by the client and what others say about it can be tabulated.

In the second phase, a small comparative study of major competitors or references that may attract similar desired demands is conducted. And finally, once all data is collected and tabulated, LF Channel advises the client to make the best decision when choosing the best communication strategy and which online-marketing activities to continue, while focusing on the diverse target audience.

The qualitative and quantitative analysis of Social Media Reputation service about visibility and quality of information that moves across the network can be done both nationally and internationally. It pays special attention not only to the strengths highlighted by the users, but also to all "unwanted" messages by the client to make a subsequent monitoring and control of them.

"Now days, it is vital to utilize in a strategic form the information that provides us with the tools for media analysis and social networks and this allows us to define how we will build our presence in them. The ability to show that there is a team after a brand or product can allow the gain of proximity,

closeness and trust, which helps maintain a direct dialogue and interaction with users or potential clients. The aim is to build trust and create a loyalty program that will maintain, as well as, attract new audiences, "said Jofre Folch, Director of Online Marketing Channel LF.

For more information about the online services offered by LF Channel, please visit: www.lfchannelonline.com

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About LF Channel:

LF Channel is a marketing and communications agency with 15 years of industry experience, specializing in developing and implementing comprehensive plans that suit the different needs of each client and market. The company's main objective is to serve its clients with number of vital tools to enhance the quality and quantity of their sales, market share, and image, allowing them to grow and evolve in an increasingly competitive and dynamic sector.

LF Channel has more than 40 specialists working, who are distributed among the various corporate communication disciplines: public relations and communications, marketing and event management.

LF Channel is part of Worldcom Public Relations Group, an international network of independent agencies, and is an active member of Word of Mouth Marketing Association (WOMMA)

LF Channel

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