



## THE BENEFITS OF SHARP TRACK

- Intelligent Social Media Usage Tracking

**Why Sharp Track?** Understanding how customers engage with your business is critical in guiding your sales marketing and content development. This requires being able to track usage of your web site, blog, and social platform pages. However, it is difficult and tedious to stay current on measuring technologies and to keep track of data from multiple social platforms and tools such as Google Analytics.

**Sharp Track** solves this problem by consolidating highly relevant data from multiple sources into a single monthly report that tracks usage trends over time to give you an effective tool for managing your social media operations.

**Who Can Benefit?** – **Sharp Track** is designed for mid-sized organizations that have a growing involvement in social media and need to answer these questions:

- How much effort are we making in social media?
- Are we getting any customer engagement from this investment?
- What are the trends over time in the social media space and what are our competitors doing?

VARIABLE	Jan-12	Feb-12	Mar-12	Apr-12	2012YTD	2011YTD	Growth
<b>GOOGLE</b>							
Visitors	1215	1209	1361	1398	5183	3422	51%
Pages	2549	3150	3243	4120	13062	7543	73%
Pages/Visit	2.1	2.6	2.4	2.9	2.5	2.2	14%
Bounce	40%	42%	39%	41%	40.5%	55.60%	-27%
<b>LINKEDIN</b>							
Followers	560	565	572	583	2280	1254	81.82%
Pageviews	1245	1311	1425	1562	5543	3124	77.43%
Prod Pages	235	321	435	562	1553	720	115.69%
<b>LINKEDIN GROUP</b>							
Followers	672	687	723	746	2828	1232	129.55%
Pages	745	823	763	856	3187	2365	34.76%
Comments	14	12	17	22	65	11	490.91%
<b>FACEBOOK</b>							
Likes	312	325	411	465	1513	235	543.83%
Reach	20101	2134	3023	3542	28800	5243	449.30%

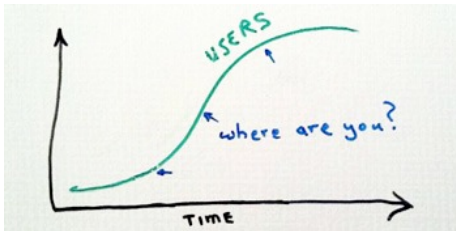
**Benefits of Sharp Track Across Company Operations** - Social Media measuring and reporting can improve planning and operations across the entire organization:

- Corporate planning, MARCOM & Legal - SWOTS analysis, dealing with adverse publicity
- H/R & Recruiting - Building employee enthusiasm & recruiting talent
- Marketing & Sales – Lead gen & word of mouth, increased conversions
- Customer Service & Product Development – Customer feedback on service and product

## BENEFITS OF SHARP TRACK

### Benefits of Sharp Track in Consolidating Multiple Sources of Data:

- Google Analytics
- LinkedIn, Facebook, Twitter, Youtube
- Sentiment analysis
- Web Metrics
- Editorial calendar

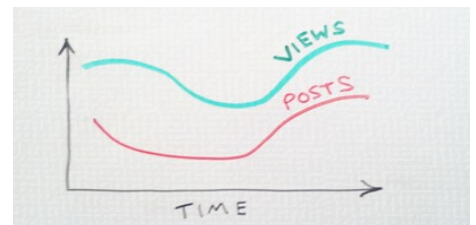


### Benefits of Sharp Track to Web and Blog Subscriber Growth

The growth rate of web users should follow an “S” shaped curve. Tracking where you are on the growth curve supports your investment in marketing and product development.

### Benefits of Sharp Track to Content Planning and Posting

Content is a primary driver of usage and it is essential to know which pages are being viewed. If content is not popular than either it is not valuable, kept up to date or it is not easily found. How current is your social calendar, how many postings are you making?



## BENEFITS OF SHARP TRACK

### Benefits of Sharp Track in Competitive Intelligence & Sentiment

Customer comments on blogs, Twitter, or in forums indicate the market sentiment about your products. Tracking this commentary keeps you abreast of market sentiment, the competition and alerts you to positive or negative events that impact your business.



**What we are not - Sharp Track** is optimized to provide the most relevant data for the least cost. It does not provide precise ROI, which is generally indirect, and it does not use expensive sentiment measuring tools, such as Radian6. These text-based tools, designed for large consumer markets, are less useful due to emerging “micro-conversions” and non-text graphical content.

*Sharp Track provides a streamlined, economic approach to measuring and tracking your social media presence.*

*If your organization could benefit from social media measurement and usage tracking please contact:*

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