



# DISCOVER RISK. IDENTIFY OPPORTUNITY.

DRIVE YOUR BUSINESS STRATEGY WITH INFLUENCER INSIGHT  
AND REAL-TIME ISSUE TRACKING. DISCOVER, PRIORITISE, ACT.

SOLUTIONS FOR KNOWLEDGE-DRIVEN PROFESSIONALS

Client Development   Research & Knowledge Solutions   Practice & Productivity Management   Risk & Compliance

## YOUR CHALLENGE

Media conversations between influential stakeholders can have an enormous impact on your brands, your customers, your business – both positive and negative.

Shareholder activism, labour disputes, product recalls, ethical supply chain failures, changes in market regulations and compliance. Sound familiar?

At any time your company could be faced with a disruptive event that poses a reputation risk that affects the bottom line.

Every day consumers, bloggers, analysts and others voice opinions on your brand, products and services. Voices that, when listened to, can deliver improved understanding of your market position and create competitive advantage.

But who are these influencers and opinion leaders? They're not always who you expect.

## GET FOCUSED

We help clients focus on the influential few in order to change the perceptions and behaviours of the many.

Whatever the event that you're facing, we can help you:

- Identify the most influential commentators
- Build relationships with opinion leaders
- Marginalise powerful critics
- Identify emerging issues and ideas
- Increase your marketing effectiveness – focus your budget and control costs

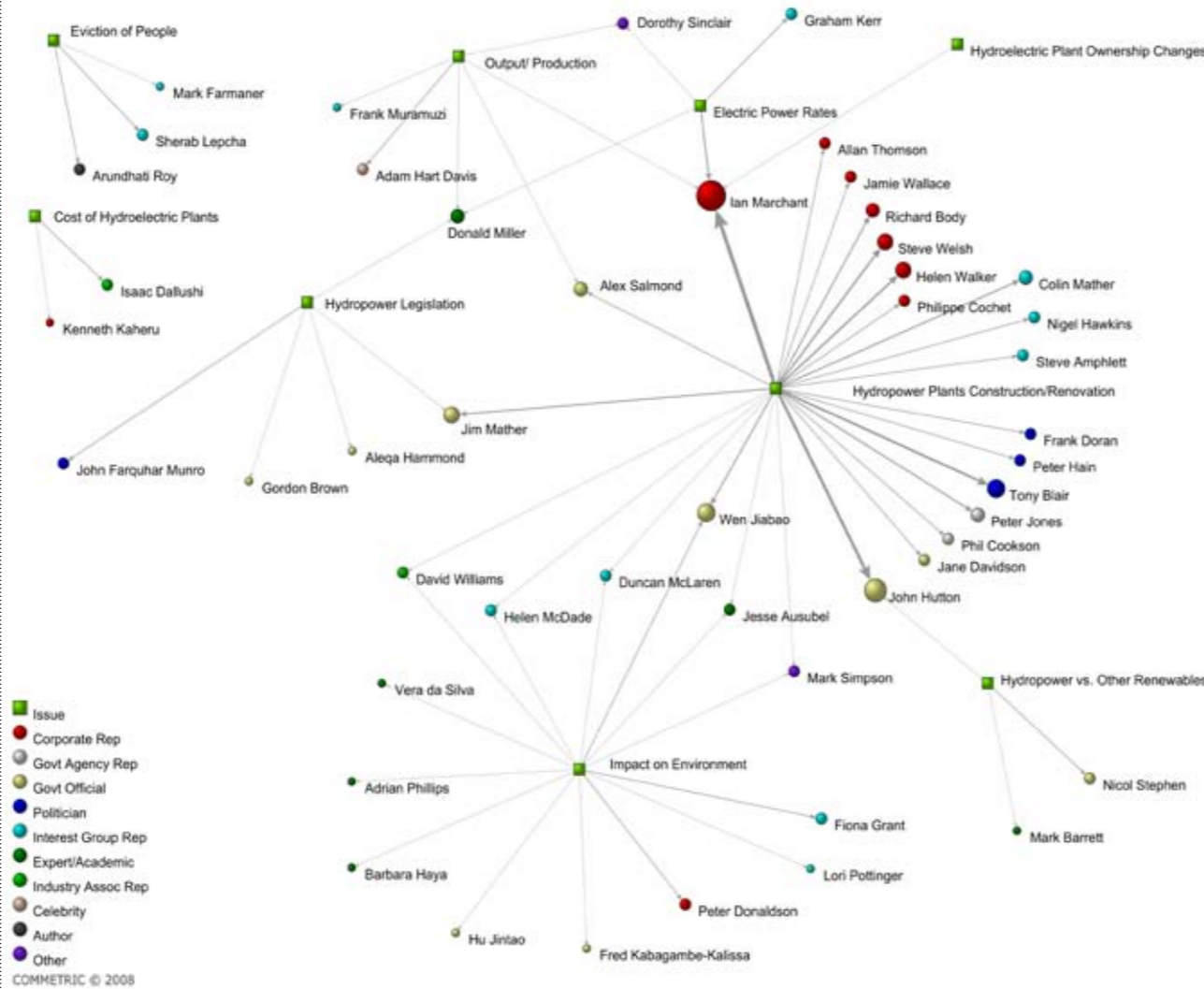
Our technology and proprietary process can discover key influencers in newspapers, journals, blogs and web media and help you manage reputation risk.

Our real-time tools accurately and quickly track comments by opinion leaders, identify emerging issues and monitor competitors.

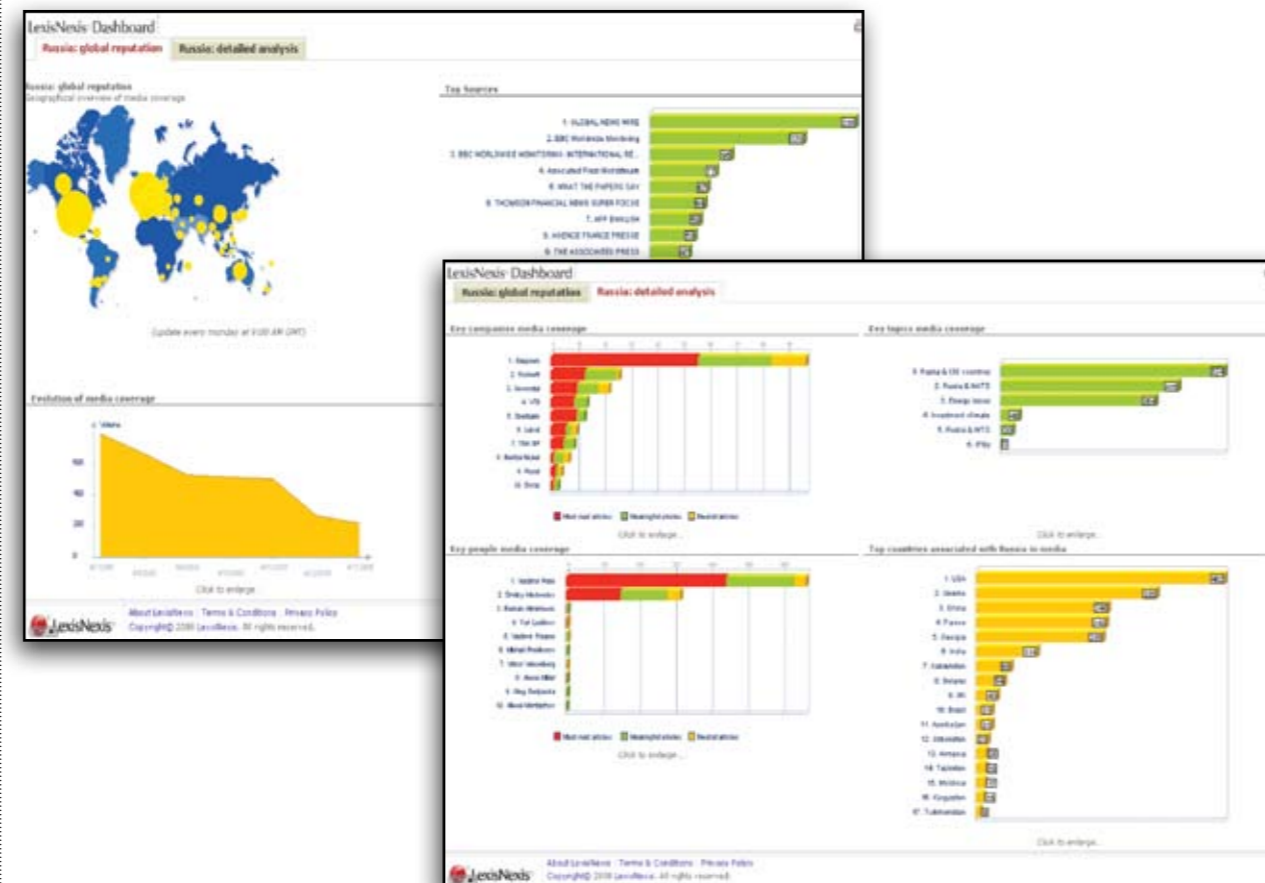
This allows tracking of the influencers who matter most and the monitoring of influential conversations.

Your teams can stay ahead, better prepared to exploit opportunities and mitigate reputation risks.

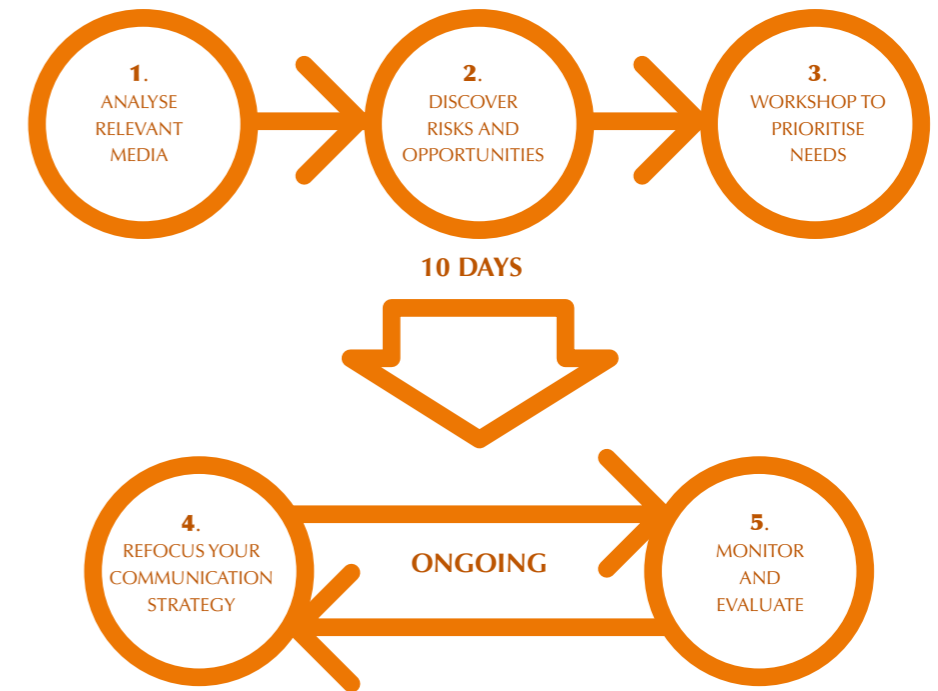
## DISCOVER THE INFLUENCERS AND ISSUES THAT MATTER



## MONITOR AND EVALUATE YOUR COMMUNICATIONS STRATEGY



## HOW IT WORKS



Our starting point is as simple as knowing your business challenge, which competitors and markets are important and who in your organisation will be involved.

## STEPS 1 AND 2: YOUR DISCOVERY REPORT – FIND OUT HOW MUCH YOU DON'T KNOW

We analyse the discussion surrounding your challenges quickly, with powerful software, guided by experienced consultants. Your teams will have a discovery report within 10 days containing:

- Key findings
- Which influencer types are participating
- The important individuals and organisations
- Which themes and issues are most referenced
- What relationships to influencers can be leveraged

## STEP 3: PRIORITISATION WORKSHOP – RE-FOCUS YOUR COMMUNICATIONS

Our consultants develop the findings of the Discovery Report with you in a workshop setting – prioritising the influencers that matter, key relationships and journalists that can be targeted. This will determine which issues are resonating with stakeholders to allow refinement of your corporate messaging strategies.

## STEPS 4 AND 5: ON-GOING TRACKING – MAKE SURE YOUR MESSAGING IS WORKING

Keeping track of influential conversations and comments from opinion leaders is critical to enable you to stay ahead. Our online tools are configured to deliver real-time, multi-lingual sentiment analysis and analytics reporting on websites, blogs, news and trade media. So you can make sure your communications strategy is focused and adding value.



## WHO WE ARE



### LexisNexis

LexisNexis has chosen to partner with Commetric to deliver unique influencer analysis, consultancy and monitoring through LexisNexis Analytics.

LexisNexis works with customers around the world to deliver information solutions that drive productive, efficient and reliable decisions. Part of Reed Elsevier, the FTSE-100 listed professional information provider, we deliver information-based solutions to over 90% of the FTSE 100 and Fortune 500.

Our leading content aggregation service, Nexis®, brings together more newspapers, trade publications, newswires, blogs, publications and company information than any other provider.

LexisNexis has delivered hundreds of engagements worldwide, protecting reputations and finding opportunities for clients in a range of sectors, including leading pharmaceutical, financial services, security, energy and global consumer brands.



### COMMETRIC

Commetric is a leading provider of influencer analysis and reputation diagnostics. We work with best of breed agencies and consultancies, and consult directly with many of the world's biggest brands and businesses across all industry sectors.

Our proprietary influencer analysis methodology and expertise enables our clients to:

- Identify the most influential commentators
- Discover what they are saying
- Target critics before they gain credibility
- Spot emerging market ideas before your competitors

This is all completed for any issue in multiple languages in a business critical timeframe.

*Working in partnership means we can offer a consultant-led influencer discovery and real-time tracking and analytics solution.*

*Call us today on 020 7400 2984*

*or email [nexismarketing@lexisnexis.co.uk](mailto:nexismarketing@lexisnexis.co.uk) to arrange a meeting.*