



## How can Surround & Intent Marketing work for you?

Surround & Intent Marketing maximizes customer response through a data-driven understanding of online behavior that predicts intent, and drives action through a dynamic combination of search and social media marketing.

This results in measurably improved marketing performance.

## BRAND DEFENDER™

Brand Defender™ is a 24/7 online monitoring system that dynamically identifies unfavourable search results of your brand, and provides a pro-active reputation management solution that enables you to defend your brand image.

## ARE YOU INTERESTED IN PROTECTING YOUR BRAND IMAGE?

### Features

- Deep scan capability to monitor and defend your brand across blogs, websites, search engines & social media
- Response management system dynamically tracks and reacts to brand conversations in real time
- Online sentiment dashboard that displays sentiment of conversations on a realtime basis



### Benefits

- Proactively defend your brand reputation across critical web customer touchpoints
- Neutralize negative conversations that influence prospective customers
- Drive positive mentions to the top of search engine results pages

### Pricing & Deployment

- The Brand Defender™ solution deployment typically takes between 60-90 days to calibrate for your business /industry. Pricing starts at \$5,000 per month depending on your requirements.

### Online Brand Solutions by Position<sup>2</sup>

- Brand Defender™
- Brand Touchpoint Manager™
- PR Maximizer™
- Website Calibrator™

### About Position<sup>2</sup>

Position<sup>2</sup> is a leading search & social media marketing firm that delivers continuous growth for its customers through the proprietary 'surround & intent marketing' methodology.

- Adaptive search technology solution that is customizable to different clients' evolving marketing needs
- Integrated social media marketing that engages your customers at multiple touch-points in the online environment
- Maximizes marketing cycles
- People, process, technology