

MARKETWIRED RESONATE HASHTAGS

BOOST NEWS RELEASE EXPOSURE AND GAIN VALUABLE MARKET INSIGHT



POWERED BY
sysomos

Assigning a hashtag to your news release is a great way to drive your message into relevant Twitter conversations and gain market intelligence that extends beyond the reach of your release.

Exclusive to Marketwired Resonate, hashtags give you multi-faceted insight into the buzz surrounding the topic of your news release. By applying the insights from your Campaign Reports, you'll be able to identify influencers who can amplify your

messages and follow what they are saying to better match your content to those conversations. Hashtag analytics are powered by Sysomos MAP, today's leading social media research and analytics platform for communications professionals.

Here is what you'll learn from your Marketwired Resonate Social Share Campaign Report:

See the popularity of your hashtag on Twitter after you distribute your news release. If it's fading or not generating action, you can assign a more popular hashtag to a subsequent release.

Compare mentions of your news release with tweets in the same timeframe that contain your hashtag.

See the top related hashtags and their aggregate number of mentions across all hashtags. Use this insight to create hashtags and release content that better align with audience interest.

Learn who are the most authoritative people tweeting your hashtag and release content. This is a good start to targeted influencer marketing.

Find out how many people clicked on a tweet mentioning your hashtag or news release.

Reach the intended audience. If you're hoping to target women and you find out men are the predominant tweeters of your hashtag and content, you might want to follow up with a different angle.

Learn where people are located who tweet your hashtag and share release content. You might be surprised. This is insight that can help guide future targeting efforts.



Here is what you'll learn from your Marketwired Resonate Publish Campaign Report. In addition to the metrics in Social Share, you get additional insight into how many people your message reaches as well as deeper information about your social influencers.

See the daily popularity of your hashtag on Twitter after you distribute your news release. If it's fading or not generating action, you can assign a more popular hashtag to a subsequent release.

Compare mentions of your news release with tweets in the same timeframe that contain your hashtag.

View how many people over the past 7 days saw, mentioned or used your hashtag and press release content*.

Get insight into who mentioned your hashtag the most. Review their tweets – you may want to reach out to them*.

Learn who are the 10 most authoritative people tweeting your hashtag and release content. This is a good start to targeted influencer marketing*.

See the top related hashtags and their aggregate number of mentions across all hashtags. Use this insight to create hashtags and release content that better align with audience interest.

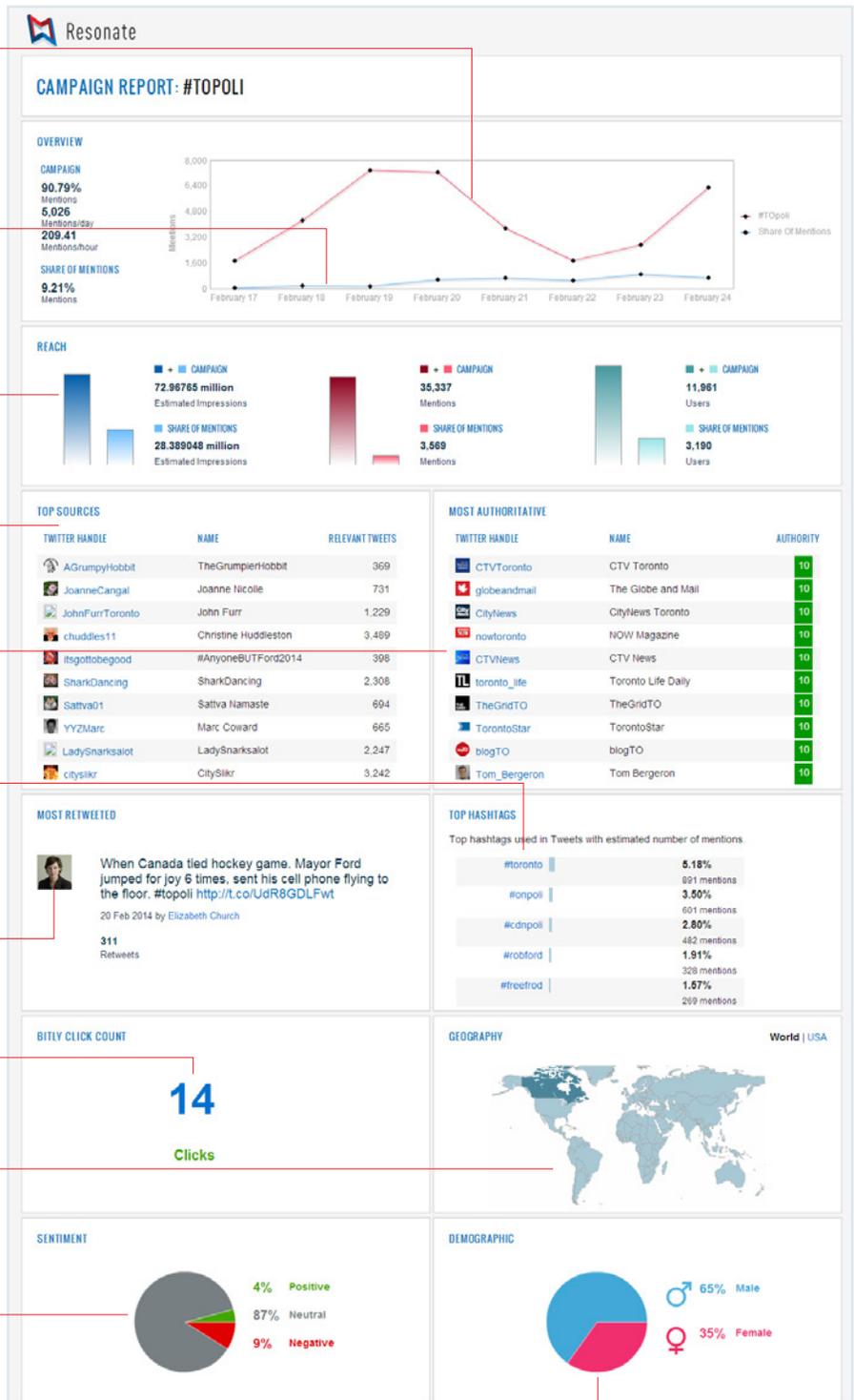
See who amplified your message by creating content surrounding your hashtag. These are influential people you should reach out to.

Find out how many people clicked on a tweet mentioning your hashtag or news release.

Learn where people are located who tweet your hashtag and share release content. You might be surprised. This is insight that can help guide future targeting efforts.

Learn how people feel about your message and topic. If there's a lot of negative sentiment you might want to take damage control or make adjustments to future messages*.

Reach your intended audience. If you're hoping to target women and you find out men are the predominant tweeters of your hashtag and content, you might want to follow up with a different angle.



*Metrics only available in Marketwired Resonate Publish Campaign Reports