



Media Needle is about engagement through word of mouth. It's about influence on the Web and making the most of every online interaction. It's about marketing that's organic and stimulated, traditional and visionary. It's about harnessing the power of passion through social media to create conversations and deliver messages.

It's about helping our clients engage with their current and future customers online whether they are watching, blogging, tagging, poking, digging, sampling, chatting, sharing, tweeting, streaming, commenting, inviting, voting, forwarding, Googling, recommending, advocating, linking, podcasting, posting, mashing up or bookmarking.

It's about understanding today's consumers, who are connected not just to the Internet, but to each other, and rely on peer feedback to help make their decisions on what's in or out, hot or not. According to the Word of Mouth Marketing Association, 85% of consumers prefer peer reviews to expert reviews.

Media Needle understands the potential of engagement and knows how to connect consumers in meaningful ways. Our techniques and technologies decipher the prevailing sentiment in online communities, and our savvy team of brand agents, transparently populate Internet forums, blogs, message boards, social-networking communities and content-sharing sites to stimulate conversations and motivate users with a compelling call-to-action. The results promote brand loyalty and engagement in a way a banner ad never could.

We use contests, sweepstakes, promotions, widgets and a plethora of other digital assets that put the Internet to work for our clients. We also bring in partners to extend our efforts to additional platforms and communities, ensuring maximum exposure. Our coverage is exhaustive, our success is measured in real-time and our results are tangible.

We know what we're doing because we've done this before. Our team is seasoned and our track record is impressive. We know the Internet – the people, the places and even the pitfalls that can take a brand from fabulous to fail with one wrong move. And, most importantly, we know how to spread marketing messages through the online world by moving the needle in the right direction.

SERVICES

EXAMINE

Social Media Auditing & Mapping
Digital Marketing Strategy & Planning
Audience Development & Segmentation
Staff Training & Education



ENGAGE

WOM Marketing Management
Perception Management
Digital Marketing
Influencer Relations
Digital Asset Development



EVALUATE

Reporting & Analytics
Return On Engagement Evaluation
Re-Engagement Strategy



Call us at (310) 829-5200
Find us at 1620 Broadway, Suite D
Santa Monica, CA 90404
Visit us at www.medianeedle.com

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