



About Us

Visible Technologies is the industry leader in online brand and reputation management services for corporations and individuals. Our cutting edge proprietary technology sets us apart by moving beyond basic monitoring and measurement – to proactive response and dialogue. This enables our clients to manage their brands and reputations more effectively in the rapidly evolving new media environment.

Corporations and individuals face new challenges as consumers increasingly turn to the Internet to research information using Search Engines and Consumer Generated Media. Many consumers utilize these new sources of information because they are not as engaged with traditional marketing mediums, and have rapidly embraced the Internet and social media as their primary sources of relevant information. It is critical for companies to recognize this shift and meet these new challenges head on.

Visible Technologies has developed TruCast® and TruView™ to help clients transform these challenges into opportunities to manage their reputations online and participate with consumers proactively.

The Landscape

Reshaping of the Communications Landscape

Consumer Generated Media and search engines revolutionize the way companies and consumers interact. The growth of search engine use and blogging are the catalysts for this shift from traditional advertising mediums to peer to peer interaction. This burgeoning phenomenon is creating a new generation of “brand influencers,” who have an enormous impact on the way companies position their products and services, and interact with target audiences. Consumers increasingly turn to the Internet for news, gossip, shopping, information, and opinions.

The Facts*

- 6 billion searches conducted every month
- A new blog is created every minute
- US adults online:
 - 27% (32M) read blogs – rapidly growing
 - 22% (27M) post reviews
 - 44% (53M) are “content creators” – posting messages and running blogs/personal sites

Research shows that consumers tend to trust other consumers far more than they trust traditional marketers and advertisers. As a result, with more than 1.5 billion new comments per day, this collective online voice of the consumer is influencing brand perceptions and purchase decisions every day.

Search engine use has enjoyed incredible growth in the last few years. Consumers conduct more than 6 billion searches every month looking for information about companies, products, and issues – which can have a huge impact on your reputation and bottom line. Unfortunately, many of these searches do not reflect a balanced and up to date view of your background or company.

Most companies and individuals are not fully aware or prepared for the rapid transformation that is occurring as the Internet moves squarely to center stage as the primary advertising, informational medium, and reputation conduit of our time. The time to engage is now and Visible Technologies can help.

“The power shift from media institutions to consumer communities means that marketers must track a diverse and growing range of influential voices.”

Peter Kim
Forrester Research

Partnerships

WPP
Cohn & Wolfe
Burson•Marsteller

(M)80

ZAAC

MVP
SPORTS MEDIA TRAINING





Solutions

TruCast® - Social Media Solutions

TruCast® is the industry's first comprehensive solution for social media analysis and participation. Our enterprise level solution enables clients to complete the conversation by allowing them to *track, analyze, and participate* in blogs, forums, social networks, and online communities.



Track: TruCast® continuously monitors the Blogosphere for new content, and stores all posts and comments in a secure database along with in-depth information about sites, authors, date, and links.



Analyze: TruCast® analyzes each topic by subject and sentiment, and then allows users to track this information over time using dynamic charts and statistical reports to identify influencers, hot spots, and trends.



Participate: Only TruCast® enables clients to engage with influential consumers and publish real-time unique responses, completing the conversation.

"It's important for brands to be part of the online dialog rather than trying to ignore it or shield themselves from it."

Chris Charron
Forrester Research

TruCast® provides organizations with the ability to manage their brands comprehensively across multiple social networks to determine who is talking, what is being said, and who is most influential, making it ideal for advertisers, brand managers, market researchers, corporate communications, customer service, or public relations professionals. Additionally the TruCast® Response Manager gives companies the ability to engage with participants to acknowledge positive, neutral, or correct inaccurate information about their companies, brands, products or services. The time to engage is now.

TruView™ - Reputation Management Solutions

TruView™ proactively protects and promotes companies' and individuals' reputations online. With consumers increasingly relying on search engines for information, what people see when results are returned for your brand and executives can have a major impact on your reputation and business.



Monitor: TruView™ analyzes existing search results and creates a baseline assessment of your online reputation.



Optimize: TruView™ deploys a comprehensive strategy to increase awareness of messages, stories, sites, and links to highlight or enhance your online reputation.



Manage: TruView™ continually optimizes results due to constantly evolving search engine algorithm changes using techniques including linking, keyword placement, and custom content creation.



The TruView™ reputation management solution is ideal for companies, executives, politicians, high profile individuals, athletes, and organizations who want to highlight the most accurate and relevant information about their organization or themselves. TruView™ ensures that positive and relevant content is positioned where consumers are most likely to view it in the top search engines. The time to manage your online reputation is now.

"By 2010, 75% of brand marketers will employ enterprise marketing information services that deliver integrated visibility into online buzz, relevant media usage, campaign response and performance metrics."

Andrew Frank
Gartner Research

Memberships



Locations

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Court In the Square
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