

The BLOG

The social medium for a Company to:

- Disseminate its information
- Communicate with its customers and prospects
- Organise its online community
- Increase its visibility on the Web
- Reinforce its Web marketing strategies and synergies
- Develop its know-how / its products & services

More than 2 French companies out of 3

reckon that **Web 2.0** is good for their website referencing or their brand image.

Source : Benchmark group

51% of American Marketing Managers spontaneously quote the **BLOG** as the most useful social means for managing their **customer relationships.**

Source : Emarketer.com



1 French person in 3 wants Brand Names to make **an interactive forum** available to him/her **on the Internet,** where he/she can express his/her views.

Source : NetEco





LEVACOMM

Our Expertise

- Developing a company's e-profile and e-reputation
- Operating an interactive dialogue forum with Internauts

Our PoolMedias 3.0 Solution

- Our corporate, tailor-made BLOGS platform
- Upgrade solution aimed at Semantics, Groupings, Mobility and Multi-languages

Our approach

- Setup
- Creating & disseminating multimedia content
- Organising and managing the community
- Follow-up and monitoring

Our Services

- Advice
- Personalisation of corporate Blogs
- Providing resources
- Support services on demand

→ PoolMedias 3.0 Development from 2011 onwards

	PoolMedias Blog platform (Multi-lingual)	Facilities Management	Content Management	Community Management
Setup	Creating the Blog Flow chart	Initialising the parameters	Editorial strategy	Opening up social media Community
Techniques	Hosting Maintenance Dissemination (mobile)	SEO parameter administration	Publication formatting administration	Community profile administration
Editorial	Content archiving	Content administration	Advice Production Content aggregation	Media dissemination Intelligent contributions (mobile)
Moderating	Comment archiving	Comment administration	Dialogue analysis	Comments Activities e-Reputation

Services on offer
LEVACOMM

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NEWS

→ UPDATE on the BLOGS of companies managed by LEVACOMM in 2010

1.4 million

number of pages viewed

40%

access rate via search engines (N°1 source of access)

7,000

number of comments by moderate Internauts

45%

rate of publication of comments by Internauts

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Levacomm Blog

<http://blog.levacomm.com>

LevacommTV

<http://tv.levacomm.com>



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- Pôle Régional Numérique (PRN)
- Pôle de Compétitivité des Industries du Commerce (PICOM)
- Lille Place Tertiaire
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