

# Social Value Tool

Bussines Planning



## Challenge

Giving monetary value to the earned social media.

## Solution

A flexible online tool that creates a report of any brand or product we are interested on. The calculi behind the tool are based on the strength of the website and the viral capacity of the post.

## Result

The outstanding advantage of our Buzz Value tool is that it gives you the opportunity to measure the value of the buzz of any brand or product has on the blogosphere.

It gives us the figure of the money the client obtains with the social media (earned media) without investing any money.

Blogs

Posts

Value

Content

Comments

Mentions

