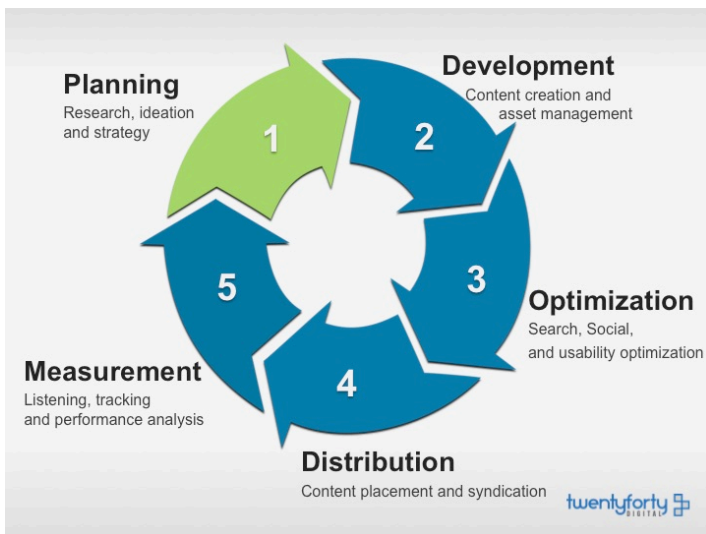


# Audience Engagement + Measurement Strategy



Strategies and solutions customized for YOUR BUSINESS and YOUR AUDIENCE  
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## Audience Engagement

We are in the **age of the customer** where markets continue to fragment and customer preferences for **interacting** have radically changed. Your **members**, your **subscribers** and your **readers** want to engage with you and they want you to **engage** with them. The new paradigm is **relationship** based in the **physical**, **digital** and **voice** realms. **Know** them, **understand** them and **engage** them. Reap the **Benefits** and the **Revenue** Today and in your **Future**.

# Audience Engagement + Measurement Strategy

## Development

Content creation and asset management



### What is your audience(s) talking about?

- What topics/themes drive discussion?
- When are they discussing? What Resonates?
- What is the seasonal/holiday impact?

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## Optimization

Search, Social, and usability optimization



### How are the topic discussed?

- What language is being used?
- What terms are being searched?
- What specific questions are being asked?
- What is the interaction with content?

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### Where is the topic discussed?

- What sites is your audience visiting?
- What authors are influential?
- Are they amplifying content (yours or other)?
- What content is shared?



## Distribution

Content placement and syndication

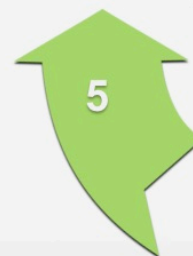
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## Start Amplifying and Measuring Today!

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### What was the impact of Strategies and Tactics?

- Measuring Engagement.
- Measuring Amplification/Reach.
- Measuring Impact on What People Say/Think/Do.
- What Was The Impact on Search, Web Traffic, Sales?



## Measurement

Listening, tracking and performance analysis

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