

# Burson-Marsteller China

## Digital and Social Media Reporting



Burson•Marsteller

For Digital Reputation, Issues and Crisis Management, Digital Marketing-Communications Planning. Track and understand Quantitative + Qualitative trends in China's fast-moving digital and social media landscape.



- ✓ Weibo
- ✓ Influencers
- ✓ Influential sites
- ✓ Sentiment
- ✓ Competitors
- ✓ Interest by Province
- ✓ Blogs
- ✓ Online News
- ✓ BBS
- ✓ Video Sharing
- ✓ Interest by Age & Gender

Per Report Fees RMB

Reporting (1 topic)	Daily	Topic trends, highlights, analysis & insights	800
	Weekly	Topic trends, highlights, analysis & insights	4,000
	Monthly	Topic trends, highlights, analysis & insights	16,000
	Quarterly	Topic trends highlights, analysis & insights	18,000
Comparative Reporting (3 topics)	Daily	Compare topic trends highlights, analysis & insights	2,000
	Weekly	Compare topic trends highlights, analysis & insights	8,000
	Monthly	Compare topic trends highlights, analysis & insights	20,000
	Quarterly	Compare topic trends highlights, analysis & insights	28,000

D/BM Reporting

V1.2

Minimum subscription period is 1 month. >3 topics comparative reporting available. Report templates fully customizable Daily reporting; weekend reports are issued on Monday. Weekend reporting available for Crisis Monitoring – ask for pricing. BBS key channel reporting available; excluded from above starting rates. All Fees subject to customization.

Contact B-M China Leadership or email [dropbox@bm.com](mailto:dropbox@bm.com)

D/BM | Listen Identify Mobilize

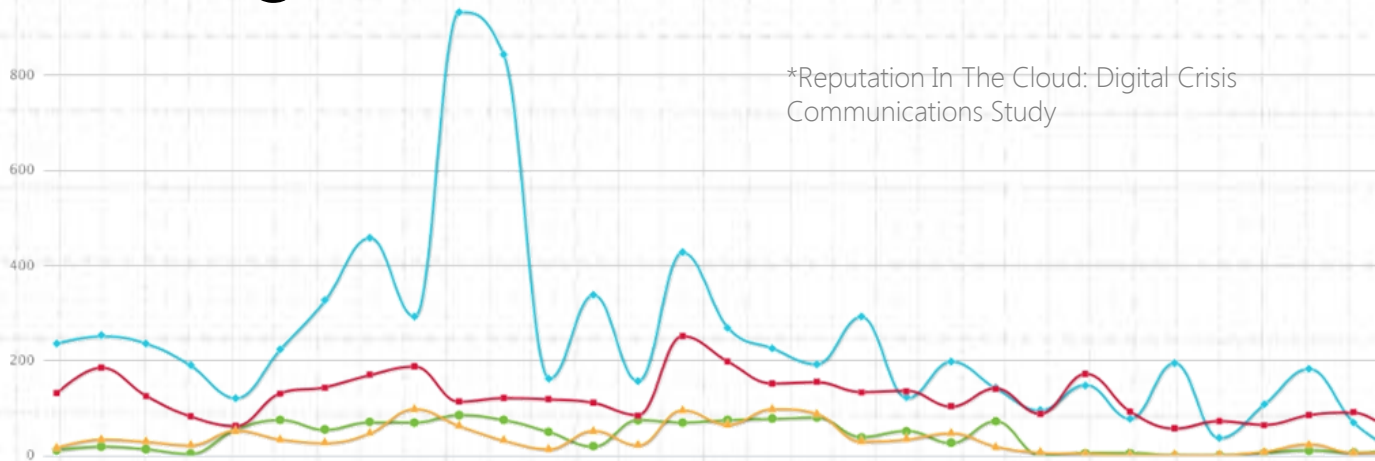




## Why monitor Digital Reputation, Communications & Marketing?

Because...

- **79%** of companies are less than 12 months away from their next crisis\*
- **50%** of business leaders think their crisis will take place online\*
- actively discuss products, brands and companies online
- **Digital Trends** help to plan and prepare



Contact B-M China Leadership or email [dropbox@bm.com](mailto:dropbox@bm.com)

