

Free webinar: Benchmarking your blog with the right metrics

A Webinar for corporate bloggers on March 11, 2010. Learn the newest techniques to attract and engage your readers, customers and leads. Get ideas, see examples and gain valuable insights on how social media benchmarking and actionable metrics can deliver highly qualified leads to your sales department.

Please register here:

[Registration: know which analytics to measure and which ones to put aside](#)

In this webinar you will learn the newest techniques for effective blogging and nurturing engagement with both clients and casual readers. You will hear ideas, see examples and get valuable insight into how a benchmarking program can deliver highly qualified content to increase your customer engagement levels.

On March 11, 2010 at 10:30 CET (07:30 Rio de Janeiro / 09:30 London / 11:30 Cairo / 12:30 Moscow / 17:30 Singapore), you are invited to see how successful corporate bloggers attract, nurture and foster better engagement. Social media expert and speaker Urs E. Gattiker will show you how easy it is to improve your blogging and communication strategies, processes and practices by using the newest blogging and benchmarking techniques to increase your company's impact on the web.

No matter what size your company, or your industry, this webinar will teach you important and highly effective blogging and social media marketing techniques and will inspire you to create a number of new social media strategies.

Blogging, Facebook, and Twitter are about capturing social media analytics and interpreting them wisely and in context. This webinar reveals the latest trends to gain valuable insight.

Attend this webinar to:

- understand benchmarking and why actionable metrics are important to improving performance
- learn how to develop an analytics program that delivers insight, not hindsight
- learn what you should effectively measure to make strategic decisions
- see how you can effectively leverage 'push' and 'pull' marketing with your blog
- know which analytics to measure and which ones to put aside
- learn from mini cases of blogs included in the [FT ComMetrics Blog Index](#)
- understand why social media and corporate blogging are effective and necessary
- learn how to get started and avoid common beginner's mistakes



Speaker:



Urs E. Gattiker, Ph.D.

[Urs E. Gattiker](#), Ph.D., is a highly experienced social media enthusiast, author and blogger. He is both a founder and Chief Executive Officer of [CyTRAP Labs GmbH](#). CyTRAP Labs provides corporate governance and [social media](#) services to organizations worldwide and its [ComMetrics](#) division is a trail blazer in **social media analytics** (e.g., developing the [FT ComMetrics Blog Index](#) – the industry standard for ranking [corporate blogs](#) of [FT Global 500](#) and [Fortune 500](#) companies).

To register visit the page below – enter your e-mail and get the access code

Please register NOW – space is limited:

[Corporate blogs: effective benchmarking = using the right metrics](#)

Download this document: <http://commetrics.com/download/19/>

Your advantage

You will receive a benchmarking guide (out of the ComMetrics eBook Series) that will help you develop **actionable metrics** for your corporate blog and, as importantly, empower you to successfully communicate results based on five Key Performance Indicators (KPIs) for your blog.

Your bonus

Free subscription to the [My.ComMetrics.com](#) Benchmarking Tool - measure and compare blog performance against competitors.