



COMPETITIVE INTELLIGENCE

**Nástroje pro monitorování chování
firem na sociálních sítích**

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Co je to CI?

- Jde o "nepřetržitý, etický proces získávání a vyhodnocování dat, informací a znalostí z okolí firmy za účelem dosažení lepší pozice na trhu."

Kde začínáme?

Informační potřeba → Výběr zdrojů → Rešerše

→ Analýza a strukturování výsledků → Reporting

→ Rozhodujeme se a konáme

Základní pilíře pro CI



SOCIAL MAP

Overdrive Interactive Social Media Map
The stuff we think you should care about

OVERDRIVE
INTERACTIVE

Social Networks

- facebook.com
- hi5.com
- myspace.com
- ning.com
- bebo.com
- friendster.com
- orkut.com

International Social Sites

- odnoklassniki.ru
- hyves.nl
- mixi.jp
- wretch.cc
- vk.com
- www.hu
- club.com

Music Social

- pandora.com
- last.fm
- listen.grooveshark.com
- ilike.com
- blip.fm
- slacker.com
- thesixtyone.com

Social Gaming

- zynga.com
- imvu.com
- habbo.com
- smallworlds.com
- secondlife.com
- kaneva.com
- activeworlds.com

Video

- youtube.com
- dailymotion.com
- metacafe.com
- vimeo.com
- video.yahoo.com
- bing.com/videos
- video.aol.com

Tools

- socialeye.com
- tweetdeck.com
- ubersocial.com
- ootweet.com
- hootsuite.com
- radian6.com
- telligent.com
- socialmedia.alterian.com
- buzzient.com
- klout.com

Conferences

- sxsw.com
- searchenginestrategies.com
- searchmarketingexpo.com
- web2expo.com
- blogworldexpo.com
- socialmediaconference.com
- web2summit.com

Microblogging

- twitter.com
- tumblr.com
- friendfeed.com
- ping.fm
- brightkite.com
- plurk.com
- identica

B2B Social

- linkedin.com
- scribd.com
- doctoc.com
- slideshare.net
- plaxo.com
- xing.com
- ecademy.com

Photo Sites

- photobucket.com
- flickr.com
- webshots.com
- imageshack.us
- multiply.com
- picasa.google.com
- photolog.com

Social Bookmarking

- digg.com
- stumbleupon.com
- reddit.com
- del.icio.us
- fark.com
- sphinn.com
- mister-wong.com

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Podcast

- apple.com/itunes
- librivox.org
- podcastalley.com
- podfeed.net
- podcast.com
- digitalpodcast.com
- odeo.com

Mobile/LBS

- foursquare.com
- gowalla.com
- scvngr.com
- facebook.com/places
- where.com
- whrrl.com
- dopplr.com

URL Shorteners

- bit.ly
- tinyurl.com
- shorturl.com
- is.gd
- snipurl.com
- ow.ly
- tr.im

Social Search

- technorati.com
- alltop.com
- blogsearch.google.com
- search.twitter.com
- socialmention.com
- bing.com/social
- google.com/realtime

Social Couponing

- groupon.com
- livingsocial.com
- opentable.com
- eversave.com
- homerun.com
- buywithme.com
- socialbuy.com

Blogging

- blogspot.com
- wordpress.com
- tumblr.com
- disqus.com
- typepad.com
- livejournal.com
- posterous.com

Reviews/Travel

- yelp.com
- tripadvisor.com
- citysearch.com
- insiderpages.com
- urbanspoon.com
- google.com/places
- lonelyplanet.com

Social Wikis

- wikipedia.com
- answers.yahoo.com
- wikia.com
- quora.com
- Wiki.com
- twiki.org

Lifestreaming

- ustream.tv
- justin.tv
- livestream.com
- blogtv.com
- stickam.com

- Websites
- Tools

Are we missing one?

Submit your website and see the expanded version at overdriveinteractive.com/social-map

Overdrive Interactive is an online marketing services firm that helps companies create genuine and lasting connections with their target audiences and customers using Social Media Marketing, Search Engine Marketing and Online Media. Please feel free to visit us at www.OverdriveInteractive.com or call 617-254-5000.

Take Action:

overdriveinteractive.com
facebook.com/overdriveinteractive
twitter.com/ovdrv

Download:

A clickable, expanded version of this map can be found at overdriveinteractive.com/social-map

Social Media CI

- Klíčové otázky:
 - Jak mohu efektivně sledovat, co dělá moje konkurence v rámci sociálních sítí?
 - Jaké informace mám hledat a nacházet?
 - Jsou sociální média vhodná coby informační kanál pro mou společnost?
 - Náklady?



Chování firem v rámci sociálních sítí

How companies are using social technologies

	Total, %, n = 3,103	Social networking, n = 1,728	Blogs, n = 1,322	Video sharing, n = 769	RSS, n = 642	Wikis, n = 809	Podcasts, n = 502	Micro-blogging, n = 654
Scanning external environment	75	40	29	11	14	9	8	13
Finding new ideas	73	36	29	11	10	12	7	13
Managing projects	55	19	12	11	5	17	4	5
Developing strategic plan	43	16	11	8	4	8	4	5
Allocating resources	30	10	5	4	3	4	2	2
Matching employees to tasks	29	11	4	4	2	5	2	3
Assessing employee performance	26	7	4	3	2	3	1	2
Determining compensation	20	6	4	2	1	2	1	1

Studie společnosti McKinsey Global

Firemní strategie v rámci sociálních sítí

- Sledujte denně trendy a konkurenci
 - Monitorovací nástroje, alertní služby
- Vaše firma na sociálních sítích
 - Které sítě zvolit?
 - Kdo bude zodpovídat za obsah?
 - Co se zpětnou vazbou od zákazníků? (to nejdůležitější)
 - Jak spravovat firemní profily efektivně a s časovou úsporou?
 - Pro monitoring konkurence je dobré využít alertní služby?
- Vždy myslíte na to, že vaše konkurence se dívá!

Vaše společnost a informace

- 1. Název společnosti
- 2. Název společnosti – překlepy, možný chybný zápis
- 3. Domény
- 4. Názvy produktů a / nebo služeb
- 5. Jména klíčových zaměstnanců
- 6. Odkazy a zkrácené URL
- 7. FB,G+,Tw, Lin – firemní účet
- 8. FB,G+,Tw, Lin – účty a aktivita zaměstnanců
- 9. Webové stránky, blogy – pro případ krádeže vašeho obsahu

Informace z hlavního oboru činnosti

- Klíčová slova definující obor
- Konference a podobné akce
- Novinky a bleskové zprávy (alert news services)
- Publikační činnost expertů z oboru
- Aktivita expertů na FB, G+, Tw, Lin

News & Blogs

Balaton Zeitung
Goldrausch: Hannoveraner gewinnt Goldbarren von Pilsner Urquell ...

Artikel-Presse (Pressemitteil)
Pilsner Urquell ist Getränk des Jahres 2012

Haló Noviny
Nekupujte blať! Ale jak je poznat?

pivni.info
Reklamu Pilsner Urquell bude

Twitter

I'm at Pilsner Urquell

thunderquack: 2:43 pm (Москва) w/ 2 others <http://t.co/ilBmAFqO>

petedrinks: 2:37 pm @CAMRGB @MelissaCole everyone seems to love Pilsner Urquell, but I've never really managed to get it

CAMRGB: 2:36 pm Reading @melissacole 's book made me buy this. And she's right, It's a decent mass produced beer.... (Pilsner Urquell) <http://t.co/3nDElu6r>

YouTube

TMOH - Beer Review

Discover the world of

Pilsner Urquell - The Day

Facebook

Lenka Dědková: Pilsner Urquell :))))

Shannon Switzer: Rule number one men, Don't ever tell the girl you say you love I have been there and know what you are and have dealt with. Deal breaker.

Gabriel Grieve: My batch of Ersatz Pilsner Urquell just went to the Bottle/Keg stage! It will be ready to serve on: 02/05/2013

Casa Tauffer: 3,866 lei halba! Beraria Ursus (centru) e "Paradisul băutorilor de bere"! Oferta minunată e pentru "Mesele-butoi", acelea cu dozator, ce nu mai sunt doar decor! După

Events

Trip to Prague! :: for International Students

Where: Prague, Czech Republic

When: Mar 21, 2013 at 9:00pm

Flickr

21/09/2012. Pilsner Urquell

My first (real) Pilsner

Pilsner Urquell

TOP NEWS

- Late surge sends Dow higher for day
- Caterpillar hit by China accounting mess
- Boeing halts Dreamliner deliveries
- Year-end jobless rates lower in most states
- U.S. oil production rise is biggest ever

MARKET CURRENTS

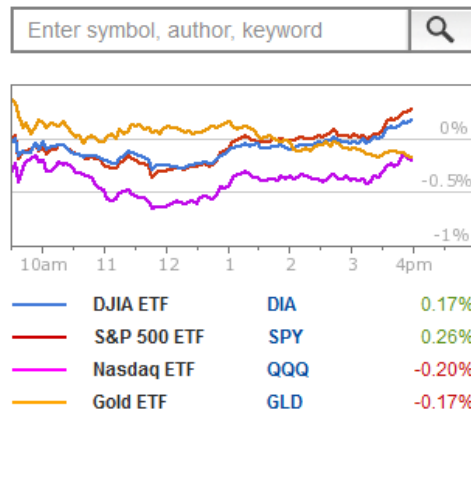
9:15 AM "The potential purchase of dollars and sale of yen is gigantic," says Felix Zulauf (*Barron's Roundtable earlier*), as Japan's institutions begin unwinding hedges put in place to guard against yen strength. The yen could slide to ¥120 over the next two years, he says, and Japanese shares - where 70% of stocks trade below book with a price-to-sales ratio of 0.5 (1.5 in the U.S.) - will benefit. Stay hedged with [DXJ](#). [Comment!](#) [[Quick Ideas](#), [Global & FX](#)]

8:50 AM Too small a stock for Gabelli (*Roundtable earlier*) to formally recommend, Nathan's Famous ([NATH](#)) has reduced its

TOP ARTICLES

9:26 AM ET SATURDAY JAN 19

1. [Investment Strategy: What Portfolio Withdrawal Rat...](#)
2. [Apple: Get Ready For January 18](#)
3. [Dave Van Knapp Positions For 2013: Tuning Out Mar...](#)
4. [Gold Breakout In Process, Thanks To Germany](#)
- ▲ 5. [The Pursuit Of Mediocrity - Fallacy Of Dollar Cost Av...](#)
- ▼ 6. [The Best Way To Invest In Technology](#)
7. [Canadian Heavy Pricing Pressures? No Problem For...](#)
8. [The Amazing P53 Race](#)
- ▲ 9. [Goodyear & Cooper Tire: Competing Yields](#)
- ▼ 10. [Are Visa's Days Numbered?](#)



PORTFOLIO 

Symbol	Alerts	Price	Chg	% Chg	Latest Portfolio Headlines
AAPL	<input checked="" type="checkbox"/>	500.00	-2.68	-0.53	AAPL: Weekly Mobile Notes: Apple, RIM And Nokia



Narrow Your Search

— Search Within # Miles

Show companies within

50 miles of:

Zip/Postal Code

— Certifications

ISO 9000

ISO 9002

Any Certification

— Company Type

Manufacturers

Custom Manufacturers

Distributors

Service Companies

— Search Within Results

Type in your search

— Locations Served

Charcoal Briquettes Suppliers

Displaying 1 to 17 out of 17 results

— Related Categories

Charcoal: Activated

Charcoal: Bone

Charcoal: Artificial or Chemical

Charcoal: Filtering

Charcoal: Case Hardening

More...

to

Komar Industries, Inc. - Groveport, OH

Distributor, Manufacturer, Custom Manufacturer, Service Company

Manufacturer of briquettes, charcoal briquettes, briquetting systems, briquetting machinery, & briquetting presses. Briquetter system contains 1 blender/mixer/conditioner, 1 briquetter, 1 volumetric meter feeder, & comes equipped with a computerized control panel. Room is provided in the structure at the head end of the feed conveyor for the introduction of the base feedstock & at the tail end of the product conveyor for extracting the finished product. Briquetter produces briquettes from 30 TPH-150 TPH. Optional items include module structure doors, siding, foundations, external conveyors, surge bins, & weigh scales.

www.komarindustries.com/briquetter.cfm

Calgon Carbon Corporation - Pittsburgh, PA

Manufacturer

ISO 9002 manufacturer of lump charcoal & charcoal briquettes. Charcoal briquettes are suitable for consumer applications.

www.calgoncarbon.com/index.html

Milazzo Industries - Pittston, PA

Distributor, Manufacturer

Manufacturer of charcoal briquettes. Types of charcoal include instant start charcoal & natural hardwood lump charcoal. Instant



0-500 Followers | @bizcom | Update Map

Markers per map : 50 100 500 1000

 [@bizcom](#)
1562 followers



Common Follower Terms



mapmyfollowers.com

Google™
Alerts

HyperAlerts¹
beta



YAHOO!® ALERTS

cyfe

hootsuite[™]



Přeji hezký den!
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