



The Social Cocktail: Mixing the Social Data that's Right for Your Business

The Social Media API™



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It's Not Just About Twitter

twitter 

You Tube

flickr™

vimeo

facebook



intense debate 



WORDPRESS

tumblr.

myspace

 StumbleUpon



 newsgator

StockTwits®

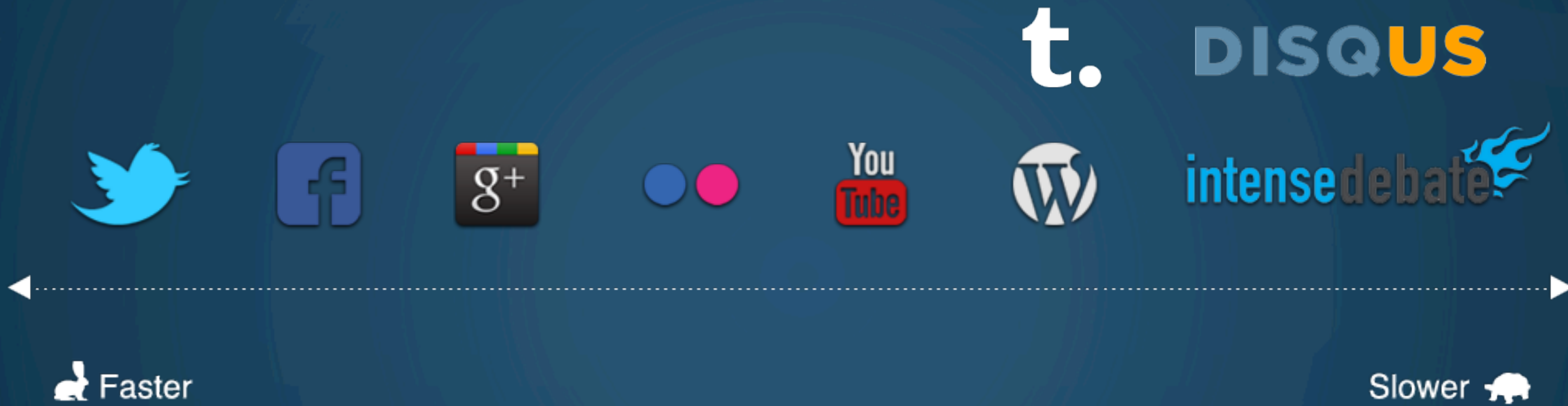
Dailymotion

DISQUS

What's the Right Social Cocktail?



Reaction Time



Depth

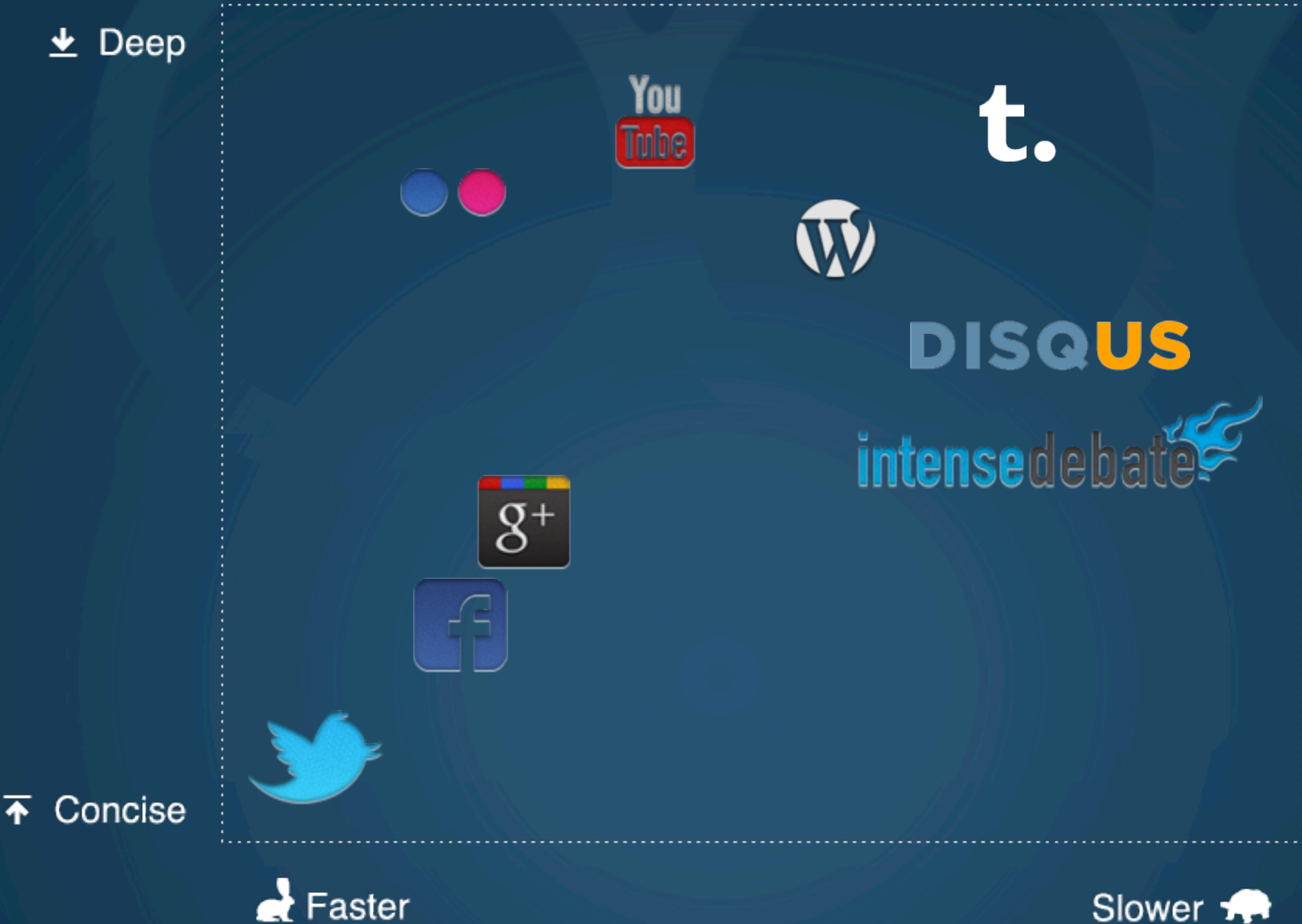
↓ Deep



↑ Concise



The Social Cocktail



Using The Social Cocktail

↓ Deep

Customer Service

Product Development
Brand Management

Supply Chain
PR

↑ Concise

Faster 

Slower 

NetBase, JD Power and Tropicana

Social Cocktail

Sources

- 🐦 Twitter
- 📄 Blogs and Comments

Characteristics

- ↗ Concise for signal
- ↘ Deep for insight





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