

GETTING THE BEST RESULTS  
FROM A GLOBAL  
SOCIAL MEDIA SEARCH



innovationprocessworks

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## Global Social Media Search

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*“The Year is 2017” and 81% of Americans alone use social media. Many companies have strategic marketing plans based just on social media.*

The Global Social Media Search includes comprehensive results from Facebook, Twitter, Google+, and YouTube all in one place. Our search results include possible infringement of brands whether it be slander, ad or logo

infringement, or brand infringement. This is a very useful tools for companies utilizing social media advertising strategies or for companies who don't even use it at all.

# SOCIAL MEDIA INFLUENCES

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Social media is a leading marketing tool among companies and has been increasingly growing for years now. A strong social media presence has been reported to contribute to increased sales for multiple industries. One of the downsides to this growing presence is negative word-of-mouth or feedback being shared on social media. Staying up to date on your brand presence on social media has become critical for your continuing success.



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# Global Social Media Search

## Getting Started

The screenshot shows the BRAND PDQ website interface. At the top, there is a navigation bar with links for Dashboard, Archive, Recurring, Cart, and Account. The main content area is titled 'Cart' and is divided into two main sections: 'Search It Products' and 'Global Search It'.

**Search It Products:** This section is currently set to the 'Global' tab. It displays a list of products with their prices and 'Add' buttons:

Product	Price	Action
Global Domain Name Search	\$99	Add
Global Logo Search	\$1000	Add
Global Ad Image Search	\$1000	Add
Global Brand Reputation Management	\$750	Add
Global Anti-Counterfeit Search	\$750	Add
Global Social Media Search	\$99	Add

Below this list are tabs for 'USA' and 'Franchise'. A red button labeled 'Enforce It Products' is also present. Underneath, there are tabs for 'Trademark' and 'Reputation'.

**Global Search It:** This section shows the details for the selected 'Global Social Media Search' product. It includes a search term input field containing 'Entire Mark', a price of \$99, and a 'Remove' button. A 'Total: \$99' is displayed, along with a yellow 'Proceed to Checkout' button.

1. Under the “Global” tab below Search It Products, select “Add” next to Global Social Media Search. Here you will find the option to search by term.

# Global Social Media Search

## Getting Started

The screenshot displays the BRAND PDQ website's shopping cart interface. At the top, the navigation menu includes 'Dashboard', 'Archive', 'Recurring', 'Cart', and 'Account'. The main heading is 'Cart'. On the left, under 'Search It Products', a list of services is shown with their prices and 'Add' buttons:

Product	Price	Action
Global Domain Name Search	\$99	Add
Global Logo Search	\$1000	Add
Global Ad Image Search	\$1000	Add
Global Brand Reputation Management	\$750	Add
Global Anti-Counterfeit Search	\$750	Add
Global Social Media Search	\$99	Add

Below this list are dropdown menus for 'USA', 'Franchise', 'Enforce It Products', 'Trademark', and 'Reputation'. The main cart area, titled 'Global Search It', shows a single item: 'Global Social Media Search' for \$99. The search term 'Brand PDQ' is entered in a text box, and a 'Remove' button is visible. A 'Proceed to Checkout' button is highlighted in yellow, with a mouse cursor over it. The total price is displayed as 'Total: \$99'.

2. After typing your search term in the window, click “Proceed to Checkout” and fill in all required details.

# Global Social Media Search

## Getting Started

The screenshot displays the BRAND PDQ Customer Dashboard. The top navigation bar includes links for Dashboard, Archive, Recurring, Cart, Account, and a Logout button. The main heading is "Customer Dashboard" with a sub-note: "Current plan for Brand PDQ: Unlimited".

On the left sidebar, there are two sections: "Search It Products" with dropdowns for Global, USA, and Franchise; and "Enforce It Products" with dropdowns for Trademark and Reputation.

The main content area is titled "Search It Reports" and features a table of search results. The table has columns for Type, Report Title, Term, Date, and PDF. The first row is highlighted, and a mouse cursor is clicking on a PDF icon in the PDF column.

Type	Report Title	Term	Date	PDF
Global	Global Social Media Search	Brand PDQ	01-25-2018	
Global	Global Anti-Counterfeit Search	IP Watch	01-24-2018	
Global	Global Brand Reputation Management	IP Watch	01-24-2018	
Global	Global Ad Image Search	Global-Logo.png	01-24-2018	
Global	Global Logo Search	IPW-Logos-01.png	01-23-2018	
Global	Global Domain Name Search	ip watch	01-23-2018	
Federal	USA Trademark Comprehensive Search Report	IPWatch	01-22-2018	
Federal	USA Trademark Screening Report	IPWatch	01-22-2018	

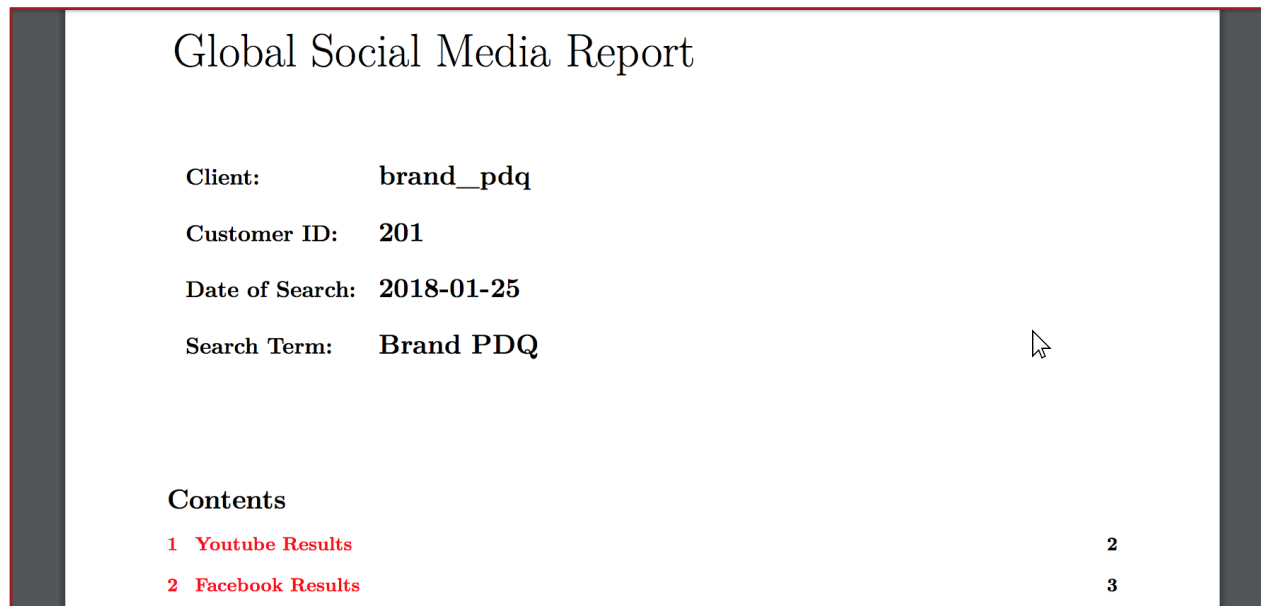
Below the table, it says "Showing 1 to 8 of 8 entries" and "Previous Next".

At the bottom, there is a section titled "Enforce It Reports" with a "Show 10 entries" dropdown and a search box.

3. After completing all details, you will be brought to this window. After loading, an animated icon will appear below the PDF column. Click this icon once ready.

# Global Brand Reputation Management Search

## Getting Started



Global Social Media Report

Client: brand\_pdq  
Customer ID: 201  
Date of Search: 2018-01-25  
Search Term: Brand PDQ

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4. Your results will appear in a new tab. Scroll down to view all results.



HAPPY  
SEARCHING!



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