

Web 'n Retail

Content & Positioning Specialists

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www.webnretail.net

*****SAMPLE REPORT*****

- ALL FEEDS -

(FEEDS/SYNDICATORS/BOOKMARK SHARING/SEARCH ENGINES/DIRECTORIES)

Release: Rissi Palmer/Country Artist

Date: August 7, 2008

From: Gale at Web 'n Retail

RISSI PALMER BLOGS (Week Eight – FINAL REPORT, CAMPAIGN #2)

Report Period: Thursday, July 31 - Wednesday, August 6, 2008

IT'S BEEN TRULY A PLEASURE TO WATCH THE RISE OF RISSI!! THANKS FOR THE BUSINESS & DON'T HESITATE TO CONTACT US IN THE FUTURE!

BLOGS COMPLETED AS OF LAST WEEK: 282/300

BLOGS COMPLETED THIS WEEK – 18

COMPLETED BLOGS - 300/300

NOTE: If you get a result when you click that says "Invalid Thread" that may be due to one of several reasons. 1) It may mean you have to be a registered user to view that forum/chat. 2) We "replied" to someone else's post, versus "posting a new thread" and the link only takes you to the originator's post. OR, 3) it may mean that the topic was moved to a different subject board as it was deemed not to fit into that particular discussion or 4) it was removed as it appeared to the site moderator to be an ad. We of course spend a great amount of time and effort to avoid #3 and #4, however, should this happen, it is out of our control.

TARGETS FOR THIS REPORT:

Per the viral marketing plan, we are finishing up the last targets

- 1) "First African-American Country singer" angle featuring Charley Pride
- 2) Driving traffic to CMT.com to view the "No Air" video

During the previous weeks of the 2 campaigns, we covered these targets as well:

- 3) Local blog posts surrounding all radio stations that have on-line song request capabilities, driving requests
- 4) Local blog posts surrounding upcoming and recently passed Festivals and gigs
- 5) Posts on Sports team forum following National Anthem performances (Titans, Red Sox, etc.)
- 6) Posts on "Like Artists" forums (Shania Twain, Dixie Chicks & 7 others)
- 7) Posts on General Country Music Forums
- 8) Posts on Forums regarding McPherson guitar endorsements
- 9) Posts on Forums regarding MAC Cosmetics endorsement

All posts included link to drive traffic for CD's and Downloads to Amazon.com, with the exception of #2 above, at Client's request in order not to cannibalize click-thrus to view video on CMT.com.

Google Search Results

24 hours after beginning blogging the feed services (vs. the forums as we had been doing), we conducted a goggle search entitled "RISSI PALMER- COUNTRY STAR", the top 3 search results coming 3 of our feed posts.

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Page Two

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Replies from the last weeks forum postings:

[infinia](#) []

diyAudio Member

Registered: May 2005

Location: SoCAL



[Post #3](#)

thanks, she has a good voice. I'm always a sucker for a good pedal steel too.
A bit unusual for a black female to be on country radio/tv no?

KANSAS CITY ABOUT.COM RADIO CAMPAIGN REPLY

- To: [serenaspun](#)
- Unread
- Posted: Aug 03 08 05:33 AM
- Message:
- [397.3](#) (3 of 3)
- Reply to [397.1](#)

Song I heard on 106.5-Can you identify?

Hi, I also want to know about the singer.. Thanks for putting up this discussion..
Enjoy!!

Asif

Moshe

Full Member

Joined: 31 Jan 2008

Posts: 255

Location: London

Posted: Sun Aug 03, 2008 7:46 pm Post subject:



I like several of her tracks
She has a nice voice
And, no. She isn't blonde

I'll laugh at yours if you'll laugh at mine

Radio Station responses

***** Thanks for using FM 106.1 E-Quest Alert! *****

Let us know what you think about FM 106.1 E-Quest Alert.

For support issues and feedback, write us at:

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Page Three

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-Rissi Palmer "No Air"

10:43 pm

Wednesday, August 6, 2008

-Rissi Palmer "No Air"

4:03 pm

Wednesday, August 6, 2008

-Rissi Palmer "No Air"

10:42 am

Monday, August 4, 2008

-Rissi Palmer "No Air"

6:44 pm

Sunday, August 3, 2008

-Rissi Palmer "No Air"

5:44 pm

Saturday, August 2, 2008

-Rissi Palmer "No Air"

6:45 pm

Saturday, August 2, 2008

-Rissi Palmer "No Air"

10:43 am

Friday, August 1, 2008

-Rissi Palmer "No Air"

9:39 pm

Friday, August 1, 2008

-Rissi Palmer "No Air"

10:44 am

Thursday, July 31, 2008

-Rissi Palmer "No Air"

1:44 pm

Posted: Sat Aug 02, 2008 2:10 pm Post subject: thanks



thanks stephrocks for creating a poll.

i really haven't gone to these place but saw the video my wild guess would be maui. 😊

Eric Go

www.ericgo.net

<http://www.natashabedingfieldusa.com/forum/topic/show?id=618265%3ATopic%3A111854&page=1&commentId=618265%3AComment%3A115007&x=1#618265Comment115007>

POSTS DONE ON FEED SERVICES/SYNDICATORS/SHARING BOOKMARKS/DIRECTORIES

www.About.com

"We take news from over 60,000 sources and categorize those stores to over 50,600 locations and 450,000 topics. Directory features links, articles and reviews." About.com has a traffic rank of: 86. Other sites that link to this site: 6.178. (Alexa.com). (Quantcast.com) Estimated 43.2 million monthly traffic.

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Page Four

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www.blogarama.com

"Small search engine. Users are invited to post reviews." Blogarama.com has a traffic rank of: 60,185. Other sites that link to this site: 5,588 (Alexa.com). (Quantcast.net) Estimated monthly traffic of 4,599.

<http://www.blogarama.com/index.php?term=rissi%20palmer&filter=off>

www.syndic8.com

"RSS Aggregator". Syndic8.com has a traffic rank of: 60,912. Other sites that link to this site: 1,697 (Alexa.com). (Quantcast.net) Estimated monthly traffic of 1,887.

<http://www.syndic8.com/feedinfo.php?FeedID=555699>

www.delicious.com

Delicious.com has a traffic rank of: 77,108. Other sites that link to this site: [133](#). (Alexa.com). (Quantcast.net) Estimated monthly traffic of 9,186.

http://delicious.com/search?p=rissi+palmer&u=purpledarts&chk=&context=userposts&fr=delicio_us&lc=0

www.technorati.com

"Real-time search for user-generated media (including weblogs) by tag or keyword. Also provides popularity indexes." Technorati.com has a traffic rank of: 434 (Alexa.com). (Quantcast.net) Estimated monthly traffic of 9.4 million

<http://technorati.com/ping/?url=http%3A%2F%2Fforums.about.com%2Fn%2Fpfx%2Fforum.aspx%3Fsr%3Dy%26msg%3D18247.1%26nav%3Dmessages%26webtag%3Dab-countrymusic>

www.ask.com AKA www.askjeeves.com

"Ask's Website crawler is our Web-indexing robot (or crawler/spider). The crawler collects documents for our advanced search functionality at Ask." (Quantcast.net) Estimated monthly traffic of 35 million

<http://mystuff.ask.com/mysearch/DisplaySearchesHome?sort=dedate&t=all>

www.simp.com

"Use Simpy for [Internet Marketing, SEO, traffic generation, and articles](#)." Simpy.com has a traffic rank of: 44,270. Other sites that link to this site: [6,325](#). (Alexa.com). (Quantcast.net) Estimated monthly traffic of 101,000.

<http://www.simp.com/user/purpledarts/links>

[www.Diigo.com](http://www.diigo.com)

"Social community, delivers personalized requested content to groups and individual users." Diigo.com has a traffic rank of: 38,510. Other sites that link to this site: [468](#) (Alexa.com). (Quantcast.net) Estimated monthly traffic of 16,257.

<http://www.diigo.com/dashboard/purpledarts>

www.reddit.com

"User-generated news links. Votes promote stories to the front page." Reddit.com has a traffic rank of: 485,382. Other sites that link to this site: [11,934](#) (alexa.com). (Quantcast.net) Estimated monthly traffic of 1,115,000.

http://www.reddiit.com/comments/6v7ur/rissi_palmer_country_star

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Page Five

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www.propeller.com

"Powered by Netscape. Our members post links to stories from all over the Web. Many of these stories originate from the websites of traditional media, including newspapers and magazines. But you will also find many stories that seldom pop up in the mainstream. Perhaps it does take a village – or at least a large community of news-hungry citizens – to nudge certain stories into the limelight." Propeller.com has a traffic rank of: 857. Other sites that link to this site: [3 \(Alexa.com\)](#). (Quantcast.net) Estimated monthly traffic of 4.2 million.

<http://www.propeller.com/story/2008/08/06/rissi-palmer-country-star/>

www.netvouz.com

"Share your favorites and discover new web sites from like-minded people." Netvouz.com has a traffic rank of: [36,933](#). Other sites that link to this site: [2,743](#) (alexa.com). No traffic data found (Quantcast.net)

<http://netvouz.com/purpledarts>

www.yahoo.com

"Personalized content and search options. Chatrooms, free e-mail, clubs, and pager." Yahoo.com has a traffic rank of: 1. Other sites that link to this site: [62,651](#). (Quantcast.com) Estimated 125 million monthly traffic.

<http://myweb.yahoo.com/myresults/ourresults?ei=UTF-8&.done=http%3A%2F%2Fmyweb.yahoo.com%2Fmyweb&fr=myweb&p=rissi&dmode=oursrch&prssop=My+Web+%28beta%29>

www.nowpublic.com

Technology has broken the corporate news monopoly. Digital cameras, camera phones, blogs, and RSS put the tools of the news trade into the hands of the public, and now real news comes from real people everywhere. Now you can demand coverage of the stories you care about—all you need is nowPublic.

(Alexa.com) Nowpublic.com has a traffic rank of: 7,385. Other sites that link to this site: 760. (Quantcast.net) Estimated 626.7K monthly traffic.

<http://www.nowpublic.com/culture/first-african-american-female-country-artist>

<http://www.care2.com>

Connects people from around the world, with member profiles, news stories and blogs to facilitate social networking.

(Alexa.com) Care2.com has a traffic rank of: 3,972. Other sites that link to this site: 2109 (Quantcast.net) Estimated 965.1K monthly traffic.

<http://www.care2.com/c2c/share/sharebook/>

www.bloglines.com

A web-based personal news aggregator that can be used in place of a desktop client.

(Alexa.com) Bloglines.com has a traffic rank of: 7,189. Other sites that link to this site: 40,541. (Quantcast.net) Estimated 281.3K monthly traffic.

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Page Six

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www.thisnext.com

ThisNext is a social shopping network where members discover products based on recommendations. Here's how we work: members recommend products by writing product profiles and creating lists of their favorite finds. ThisNext's Mavens are "expert recommenders," trend spotters who scour the Web and share their insights about the latest and greatest products in different categories. They are trusted community leaders who put a great deal of value in their product choices.

(Alexa.com) Thisnext.com has a traffic rank of: 7,020. Other sites that link to this site: [356](#). (Quantcast.net) Estimated 699.6K monthly traffic.

<http://www.thisnext.com/item/1A61615F/8F741473/First-African-American-Country?share=1>

www.twitter.com

"Social networking and microblogging service utilising instant messaging, SMS or a web interface." Twitter.com has a traffic rank of: 962. Other sites that link to this site: [402](#) (Alexa.com). (Quantcast.net) Estimated monthly traffic of 734,000.

<http://twitter.com/purpledarts>

www.multiply.com

"Users can create, share and discuss blogs, photos, videos and music with others as well as post reviews of movies and books, or share a calendar of events." Multiply.com has a traffic rank of: [136](#). Other sites that link to this site: [4,023](#). (alexa.com). (Quantcast.net) No traffic data found.

http://purpledarts.multiply.com/journal/item/1/First_Female_African_american_Country_artist

-end-