Time(EDT)	Username	Update
6/7/11 12:02	shonali	And... it's time! Welcome to the bi-weekly #measurePR Twitter chat on all things PR (and social media) measurement. Who's joining?
6/7/11 12:03	traackr	RT @shonali: And... it's time! Welcome to the bi-weekly #measurePR Twitter chat on all things PR (and social media) measurement.
6/7/11 12:03	pierreloic	@shonali Thanks for having me. Ready to take questions #measurepr #measurepr
6/7/11 12:04	shonali	Before we get started, a few things to make chatting easy... #measurepr
6/7/11 12:04	shonali	@pierreloic So happy you could join us! #measurepr
6/7/11 12:04	shonali	Today our special guest is @pierreloic, founder of @traackr (and all-round awesome person). #measurepr
6/7/11 12:04	shonali	As you join, please introduce yourself & tell us who you are, what you do, etc. #measurepr
6/7/11 12:05	shonali	I'll start; I'm a #solopr based in DC, measurement geek (hence this chat), editor @wgbiz, @SAISHopkins teacher. #measurepr
6/7/11 12:06	shonali	@jeffespo @rebeccadenison Hey, you joining our chat today? #measurepr
6/7/11 12:06	shonali	1, remember to use the hashtag AND index your tweets w/ Q no. E.g. "Re: Q1" or "A1," etc., when you're chatting. #measurepr
6/7/11 12:06	shonali	Couple things as everyone settles in... #measurepr
6/7/11 12:06	shonali	2nd, we have groups on Facebook & LinkedIn, if you'd like to join, just search for the hashtag. #measurepr
6/7/11 12:07	pierreloic	I'm the founder and CEO of @traackr (influencer discovery platform) - home is Virgin America these days #measurepr
6/7/11 12:07	CourtV	Hello! Courtney from Boston #measurepr
6/7/11 12:07	shonali	3rd, this is where all chat recaps/transcripts are posted: http://ow.ly/3OdC8 Might want to bookmark it. #measurepr
6/7/11 12:07	TylerHWilliams	@shonali I am! Tyler from NY :) #measurePR
6/7/11 12:07	shonali	@tylerhwilliams @courtv Welcome, thanks so much for joining! #measurepr
6/7/11 12:07	shonali	4th: I'll be sending questions to @pierreloic, but all are welcome to answer. If you have MORE qns for him, please DM to me. #measurepr
6/7/11 12:08	pablosabio	Hi. I'm Paul from Miami. #measurepr
6/7/11 12:08	deannaboss	had to restart my computer! joining late. Deanna Boss, Maccabee Group, Minneapolis. #measurepr
6/7/11 12:08	shonali	@jeffespo @rebeccadenison Right now. We're chatting with @pierreloic of @traackr today. #measurepr
6/7/11 12:08	shonali	@pierreloic Heh, I saw that on your Twitter bio & had a good giggle over it. #measurepr
6/7/11 12:09	shonali	Q1: @pierreloic Can you tell us what @traackr is and how it works? #measurepr
6/7/11 12:09	shonali	@jeffespo Awesome and @deannaboss @pablosabio Welcome! #measurepr
6/7/11 12:09	CourtV	Talking influence measurement w/ @shonali and @pierreloic right now! #measurepr #pr20chat #marketing
6/7/11 12:09	jeffespo	Jeff Esposito #sm & #pr manager @vistaprint #measurepr
6/7/11 12:10	shonali	@RebeccaDenison Suhweet - thank you! #measurepr
6/7/11 12:10	pierreloic	A1: Sure - Traackr is an Influencer Discovery Platform that finds and track

		influencers most relevant to your business #measurepr
6/7/11 12:10	dfriez	Hi, Debbie from @BurrellesLuce in #DC. Sorry I'm late! #measurepr
6/7/11 12:11	pierreloic	A1: Influencer searches in Traackr start by entering keywords to define your search parameters, Traackr does the rest #measurepr
6/7/11 12:11	pierreloic	A1: we collect data (stats and content) all across social media to identify who matters most to specific online conversations #measurepr
6/7/11 12:11	shonali	RT @pierreloic: A1: Traackr is an Influencer Discovery Platform that finds and track influencers most relevant to your business #measurepr
6/7/11 12:11	jeffespo	RT @shonali: I like that phrase: "influencer discovery platform" - how @pierreloic describes @traackr. #measurepr
6/7/11 12:11	shonali	I like that phrase: "influencer discovery platform" - how @pierreloic describes @traackr. #measurepr
6/7/11 12:12	shonali	RT @pierreloic: A1: we collect data (stats/content) all across SM to identify who matters most to specific online convos #measurepr
6/7/11 12:12	shonali	RT @pierreloic: A1: Influencer searches in Traackr start by entering keywords to define yr search parameters, Traackr does rest #measurepr
6/7/11 12:13	pierreloic	@shonali yeah, we see ourselves as an enabler to greater things (our customers do with our data). So platform is appropriate :) #measurepr
6/7/11 12:13	jeffespo	@pierreloic now are you using a specific algorithm or is it more of a willy nilly posts = better number or peer voting like K? #measurepr
6/7/11 12:13	shonali	Q2: @pierreloic How is @traackr different from other influence tools? #measurepr
6/7/11 12:13	martyros_EL	RT @shonali: I like that phrase: "influencer discovery platform" - how @pierreloic describes @traackr. #measurepr
6/7/11 12:14	pierreloic	@jeffespo Trying to keep pace with @shonali - I'll get to your question :) #measurepr
6/7/11 12:14	shonali	@jennimacdonald Nice to see you here! #measurepr
6/7/11 12:14	jennimacdonald	RT @pierreloic: Traackr is an Influencer Discovery Platform that finds and track influencers most relevant to your business #measurepr
6/7/11 12:15	pierreloic	A2: Traackr differs from other tools in 2 major ways: 1- focus on people 2- relevance drives our influencer searches #measurepr
6/7/11 12:15	pierreloic	A2: we don't believe (and have the data to back up our POV) influence exists outside of a specific context (topic, geo, intent) #measurepr
6/7/11 12:15	deannaboss	this is exactly what I want to know! RT @shonali: Q2: @pierreloic How is @traackr different from other influence tools? #measurepr
6/7/11 12:16	shonali	RT @pierreloic: A2: Traackr differs fm other tools in 2 majr ways: 1- focus on people 2- relevance drives our influencer searches #measurepr
6/7/11 12:17	pierreloic	@jeffespo We use a series of algos. The data comes from many different sites (YT, Blogs, Twitter, etc.) #measurepr
6/7/11 12:17	shonali	RT @pierreloic: A2: we don't believe (have data to back up POV) influence exists outside of specific context (topic, geo, intent) #measurepr
6/7/11 12:18	jeffespo	@pierreloic Cool thanks for getting back to me on that was just curious as the other one mentioned is hit or miss #measurepr
6/7/11 12:18	shonali	@kauaiianSun Welcome! #measurepr
6/7/11 12:18	kauaiianSun	A little late, Ligaya here from CRT/tanaka listening in again. #measurepr
6/7/11 12:18	shonali	Re: Q2 - Btw, I wrote a pretty detailed post on @traackr today, all IMHO of course. :) http://ow.ly/5c120 #measurepr
6/7/11 12:18	shonali	RT @pierreloic: @jeffespo We use a series of algos. The data comes from

		many different sites (YT, Blogs, Twitter, etc.) #measurepr
6/7/11 12:18	jeffespo	RT @shonali: Re: Q2 - Btw, I wrote a pretty detailed post on @traackr today, all IMHO of course. :) http://ow.ly/5c120 #measurepr
6/7/11 12:18	pierreloic	@jeffespo ... and in different forms (content, stats of all kinds) #measurepr
6/7/11 12:19	shonali	RT @pierreloic: ... and [the data comes] in different forms (content, stats of all kinds) #measurepr
6/7/11 12:19	deannaboss	agree. RT @pierreloic: A2: we don't believe (and have the data to back up our POV) influence exists outside of a specific context #measurepr
6/7/11 12:20	pierreloic	@jeffespo also importantly, we let our users give us fback through our interface so that we tune our algos #measurepr
6/7/11 12:21	jeffespo	@pierreloic very cool a much needed thing #measurepr
6/7/11 12:21	shonali	Re: Q2 - @pierreloic - one of the big differentiators for @traackr seems to be that it doesn't "score" people... Y/N? #measurepr
6/7/11 12:22	pierreloic	A2: true, influencers in Traackr can't brag about their Traackr score. They don't have one... We're not an ego play :) #measurepr
6/7/11 12:22	doki_pen	RT @pierreloic: A2: we don't believe (and have the data to back up our POV) influence exists outside of a specific context (topic, geo, ...
6/7/11 12:23	shonali	Q3: @pierreloic Is it possible for someone to game @traackr? #measurepr
6/7/11 12:23	shonali	RT @pierreloic: A2: true, influencers in Traackr can't brag about Traackr score. They don't have one. We're not an ego play :) #measurepr
6/7/11 12:23	pierreloic	A2: our scoring system (PeopleRank) only applies in the context of a search #measurepr
6/7/11 12:24	CourtV	RT @pierreloic: A2: true, influencers in Traackr can't brag about their Traackr score. They don't have 1.We're not an ego play :) #measurepr
6/7/11 12:24	MediaCollective	Jumping in chat at #measurepr guest is @pierreloic of Traackr (influencer discovery platform)
6/7/11 12:24	shonali	RT @pierreloic: A2: our scoring system (PeopleRank) only applies in the context of a search. #measurepr
6/7/11 12:24	pierreloic	A2: the analogy I like to use is with Google's PageRank: it's a meaningless concept outside of a Google search #measurepr
6/7/11 12:25	shonali	@MediaCollective Nice to see you, thank you for joining! #measurepr
6/7/11 12:25	pierreloic	A3: of course everything can be gamed, now... #measurepr
6/7/11 12:25	shonali	Folks who are catching up, Q3 was - can Traackr be gamed? #measurepr
6/7/11 12:25	lmoliva_	Hmm MT @pierreloic true, influencers in Traackr can't brag about Traackr score. They don't have one... We're not an ego play :) #measurepr
6/7/11 12:25	MediaCollective	RT @pierreloic: A1: Influencer searches in Traackr start by entering keywords to define your search parameters, Traackr does the rest #m ...
6/7/11 12:25	MediaCollective	RT @pierreloic: A2: Traackr differs from other tools in 2 major ways: 1- focus on people 2- relevance drives our influencer searches #me ...
6/7/11 12:25	shonali	RT @pierreloic: A2: the analogy I like to use is with Google's PageRank: it's a meaningless concept outside of a Google search. #measurepr
6/7/11 12:26	pierreloic	A3: and looking at an influencer's contribution over time #measurepr
6/7/11 12:26	shonali	RT @pierreloic: A3: we're significantly raising the threshold (and cost) of gaming the system by going across platforms #measurepr
6/7/11 12:26	MediaCollective	Q3 was - can Traackr be gamed? #measurepr
6/7/11 12:26	shonali	RT @pierreloic A3: of course everything can be gamed, now... #measurepr
6/7/11 12:26	pierreloic	A3: we're significantly raising the threshold (and cost) of gaming the

		system by going across platforms #measurepr
6/7/11 12:27	Rick_Now	RT @shonali: We're chatting with @pierreloic of @traackr on #measurePR today (12-1 pm ET). Hope you'll join.
6/7/11 12:27	shonali	RT @pierreloic: A3 (cont): and looking at an influencer's contribution over time. #measurepr
6/7/11 12:27	MediaCollective	RT @lmoliva_: Hmm MT @pierreloic true, influencers in Traackr can't brag about Traackr score. They don't have one.. #measurepr
6/7/11 12:27	shonali	@pierreloic Re: Q3 - how much time (are you looking at an influencer's contribution over)? #measurepr
6/7/11 12:27	pierreloic	A3: for an SEO or MLM hack to game Traackr, having a Twitter handle is not good enough #measurepr
6/7/11 12:27	theladywrites	RT @shonali: Folks who are catching up, Q3 was - can Traackr be gamed? #measurepr
6/7/11 12:27	shonali	RT @pierreloic: A3: for an SEO or MLM hack to game Traackr, having a Twitter handle is not good enough #measurepr
6/7/11 12:28	shonali	@theladywrites Nice to see you! #measurepr
6/7/11 12:28	pierreloic	A3: we're going back 6 months for scoring, more for data gathering #measurepr
6/7/11 12:28	shonali	@Rick_Now Hey, Rick, nice to see you! That was a great interview with @pierreloic btw. #measurepr
6/7/11 12:29	shonali	RT @pierreloic: A3: we're (i.e. Traackr) going back 6 months for scoring, more for data gathering #measurepr
6/7/11 12:29	MediaCollective	RT @pierreloic: A3: we're going back 6 months for scoring, more for data gathering #measurepr
6/7/11 12:30	shonali	RT @Rick_Now: .@shonali Thx. For those that missed it: Intrvw w/ @pierreloic: http://bit.ly/kE0mOs (read AFTER this chat.) #measurepr
6/7/11 12:30	Rick_Now	.@shonali Thx. For those that missed it: Intrvw w/ @pierreloic: http://bit.ly/kE0mOs (read AFTER this chat.) #measurepr
6/7/11 12:31	shonali	@LaytonAdam Well, it's been a LONG time. Welcome! #measurepr
6/7/11 12:31	LaytonAdam	Ooooh interesting (Hi I'm Adam in London just tuning in!) RT @MediaCollective Q3 was - can Traackr be gamed? #measurepr
6/7/11 12:32	shonali	Q4: @pierreloic What steps should PR pros take when trying to determine influencers? #measurepr
6/7/11 12:33	pierreloic	A4: when looking for influencers, the most important thing is to clearly articulate what (and who) you're looking for #measurepr
6/7/11 12:33	MediaCollective	RT @shonali: Q4: @pierreloic What steps should PR pros take when trying to determine influencers? #measurepr
6/7/11 12:33	MediaCollective	Who or what is Traackr (cool time saving tool) check it out here: http://www.traackr.com/ #measurepr
6/7/11 12:34	pierreloic	A4: w/o a clear intent, you won't have a successful influencer campaign (with or without Traackr's help) #measurepr
6/7/11 12:34	theladywrites	RT @MediaCollective: Who or what is Traackr (cool time saving tool) check it out here: http://www.traackr.com/ #measurepr
6/7/11 12:34	shonali	RT @pierreloic: A4: when looking for influencers, the most imp. thing is to clearly articulate what (and who) you're looking for #measurepr
6/7/11 12:34	theladywrites	RT @pierreloic: A4: when looking for influencers, the most important thing is to clearly articulate what (and who) you're looking for #m ...
6/7/11 12:34	shonali	RT @MediaCollective: Who or what is Traackr (cool time saving tool)

		check it out here: http://www.traackr.com/ #measurepr
6/7/11 12:34	IanGertler	@pierreloic re: A2: Traackr differs in 2 ways: 1-focus on people 2-relevance drives influencer searches #measurepr > Seems @Klout-like, no?
6/7/11 12:34	Rick_Now	RT @pierreloic: A4: when looking for influencers, the most important thing is to clearly articulate what (and who) UR looking for #measurepr
6/7/11 12:35	shonali	RT @pierreloic: A4: w/o a clear intent, you won't have a successful influencer campaign (with or without Traackr's help) #measurepr
6/7/11 12:35	shonali	RT @pierreloic: A4: good counter example is "mommy bloggers" #measurepr
6/7/11 12:35	traackr	RT @pierreloic: A4: w/o a clear intent, you won't have a successful influencer campaign (with or without Traackr's help) #measurepr
6/7/11 12:35	shonali	@iangertler Actually no, it's quite different from Klout - @pierreloic was explaining earlier. #measurepr
6/7/11 12:35	theladywrites	RT @pierreloic: A4: w/o a clear intent, you won't have a successful influencer campaign (with or without Traackr's help) #measurepr
6/7/11 12:35	pierreloic	A4: good counter example is "mommy bloggers" #measurepr
6/7/11 12:36	pierreloic	A4: now if you're representing a diaper brand and want to find influencers for toddlers and health, that's a good context #measurepr
6/7/11 12:36	shonali	RT @pierreloic: A4: If you're representing a diaper brand, want to find influencers for toddlers & health, that's a good context #measurepr
6/7/11 12:37	shonali	@iangertler No need to apologize, I'm glad you're here! #measurepr
6/7/11 12:37	MediaCollective	@pierreloic re: looking 4, its like grocery shopping w/o a list, end up w/stuff U didnt need in your basket costing U time & $ #measurepr
6/7/11 12:37	IanGertler	@shonali @pierreloic Apologies; was stuck on a call & missed that, but still see a "foundation of similarities." Exploring more. #measurepr
6/7/11 12:38	pierreloic	@MediaCollective Absolutely - @shonali said it best in her post this morning: influencer engagement is work #measurepr
6/7/11 12:38	theladywrites	RT @pierreloic: A4: now if you're representing a diaper brand and want to find influencers for toddlers and health, that's a good contex ...
6/7/11 12:39	pierreloic	@MediaCollective ... and Traackr is a great resource to make it easier and more accurate but not a replacement for good PR #measurepr
6/7/11 12:40	shonali	RT @kauaiianSun: A4: Just like pitching; identify your target vs. cast a wide net with no parameters. Makes sense to me. #measurepr
6/7/11 12:40	traackr	RT @MediaCollective: re: looking 4, its like grocery shopping w/o a list, get stuff u didnt need in ur basket, costs time & $ #measurepr
6/7/11 12:40	micturp	RT @pierreloic: A4: when looking for influencers, the most important thing is to clearly articulate what (and who) you're looking for #m ...
6/7/11 12:40	shonali	RT @pierreloic: Traackr is a great resource to make it easier and more accurate but not a replacement for good PR #measurepr
6/7/11 12:40	kauaiianSun	A4: Just like pitching; identify your target vs. cast a wide net with no parameters. Makes sense to me. #measurepr
6/7/11 12:41	MediaCollective	@pierreloic ? geo targeting for localized influencers? ie by country or state? #measurepr
6/7/11 12:41	jennimacdonald	RT @pierreloic: ...@shonali said it best in her post this morning: influencer engagement is work #measurepr
6/7/11 12:41	pierreloic	btw, @jspepper wrote a great post on this http://ow.ly/5cd4W

		#measurepr
6/7/11 12:42	theladywrites	RT @pierreloic: btw, @jspepper wrote a great post on this http://ow.ly/5cd4W #measurepr
6/7/11 12:42	shonali	RT @theladywrites: RT @pierreloic: btw, @jspepper wrote a great post on this http://ow.ly/5cd4W #measurepr
6/7/11 12:42	theladywrites	RT @shonali: RT @pierreloic: Traackr is a great resource to make it easier and more accurate but not a replacement for good PR #measurepr
6/7/11 12:42	theladywrites	RT @jennimacdonald: RT @pierreloic: ...@shonali said it best in her post this morning: influencer engagement is work #measurepr
6/7/11 12:42	shonali	@jennimacdonald @pierreloic LOL, now I'm blushing. :) #measurepr
6/7/11 12:42	IanGertler	@MediaCollective re: like grocery shopping w/o a list; get stuff u didnt need in ur basket, costs time & $ #measurepr > An awesome example!
6/7/11 12:42	CourtV	Sure is! RT @jennimacdonald: RT @pierreloic: ...@shonali said it best in her post this morning: influencer engagement is work #measurepr
6/7/11 12:43	shonali	Q5: @pierreloic Yesterday you announced "starter lists." Can you talk a little about those? #measurepr
6/7/11 12:44	MediaCollective	@shonali: @kauaiianSun wide net catch a lot of fish but if your fishing 4 blue crab you fish in the berring sea vs. whole ocean #measurepr
6/7/11 12:44	IanGertler	@MediaCollective re: like grocery shopping w/o a list #measurepr >With that said, you also "discover" some worthwhile things while browsing.
6/7/11 12:45	pierreloic	A5: Absolutely. Creating good keyword lists in Traackr is essential to getting good results #measurepr
6/7/11 12:46	pierreloic	A5: Starter lists help users jump start their keyword lists so that they don't start from a blank slate #measurepr
6/7/11 12:46	shonali	RT @pierreloic: A5: Starter lists help users jump start their keyword lists so that they don't start from a blank slate #measurepr
6/7/11 12:46	steffenmoller	RT @donbart: Seems to me a key component of true #Influence is change - change in attitudes, opinions, behaviors. This is beyond motiva ...
6/7/11 12:46	shonali	RT @pierreloic: A5: Absolutely. Creating good keyword lists in Traackr is essential to getting good results #measurepr
6/7/11 12:47	shonali	Re: Q5 - @pierreloic Currently how many starter lists do you have, and how many will you introduce? #measurepr
6/7/11 12:47	pierreloic	A5: but instead customize existing keyword lists to their needs. Just trying to make it easier for users to get started. #measurepr
6/7/11 12:47	dchancogne	@MediaCollective @pierreloic We are working on some pretty nifty things around that. Hopeful we can share soon. #measurepr
6/7/11 12:47	shonali	RT @pierreloic: A5: ..instead customize existing keyword lists to their needs. Trying to make it easier for users to get started. #measurepr
6/7/11 12:47	theladywrites	RT @pierreloic: A5: Absolutely. Creating good keyword lists in Traackr is essential to getting good results #measurepr
6/7/11 12:47	theladywrites	RT @pierreloic: A5: Starter lists help users jump start their keyword lists so that they don't start from a blank slate #measurepr
6/7/11 12:49	pierreloic	A5: also (but don't tell anyone), this is step one of an experiment towards a different way of creating and using a-lists. shhh #measurepr
6/7/11 12:49	MediaCollective	@iangertler true thats why I segment, to do's and exploration into different timeline tasks #measurepr
6/7/11 12:50	shonali	RT @pierreloic: A5: also (but don't tell anyone), this is step 1 of an

		experiment twds a diff way of creating/using a-lists. shhh #measurepr
6/7/11 12:50	pierreloic	A5: @shonali in this first release we have about 20 but we'll keep on adding more week to week #measurepr
6/7/11 12:50	IanGertler	@steffenmoller @donbart re: Key component of true #Influence is change (in attitudes, opinions, behaviors). #measurePR >Agree; spurs action!
6/7/11 12:51	shonali	Q6: @pierreloic Traackr is not cheap. Any plans to provide a more affordable solution to #solopr pros and #smallbiz owners? #measurepr
6/7/11 12:52	Rick_Now	Just received the email from Traackr re: starter A-Lists while this question was asked. #measurepr
6/7/11 12:52	pierreloic	@donbart so you mean that getting results (altering behavior) is a component to measuring influence, right? I totally agree #measurepr
6/7/11 12:52	kauaiianSun	RT @donbart: Seems key component of true #Influence is change - in attitudes, opinions, behaviors. This is beyond motivation. #measurepr
6/7/11 12:52	deannaboss	have to run but will catch the end in the transcript. thank you @shonali & @pierreloic for today's #measurepr chat.
6/7/11 12:52	nakeva	RT @shonali: Q6: @pierreloic Traackr is not cheap. Any plans to provide a more affordable solution to #solopr pros and #smallbiz owners? ...
6/7/11 12:53	shonali	@pierreloic Well, yes, I agree on the value (Re: Q6), but cost is a component we have to deal with as well. :) #measurepr
6/7/11 12:53	shonali	@deannaboss You're most welcome, thanks for joining! #measurepr
6/7/11 12:53	pierreloic	A6: well it depends if you look at cost or value :) #measurepr
6/7/11 12:55	pierreloic	A6: I'd argue that $500 (or entry price) is very cheap if it helps close a new account, sell a $2,000K deal, etc. #measurepr
6/7/11 12:55	shonali	RT @pierreloic: A6: I'd argue that $500 (or entry price) is very cheap if it helps close a new account, sell a $2,000K deal, etc. #measurepr
6/7/11 12:56	shonali	Awesome! RT @pierreloic: A6: now I don't mean to evade the question :) We'll probably have a lower tier entry price by early fall #measurepr
6/7/11 12:56	pierreloic	A6: now I don't mean to evade the question :) We'll probably have a lower tier entry price by early fall #measurepr
6/7/11 12:57	pierreloic	A6: one key thing I'd encourage people to think about is what they would do with the 10/20h per week they or their team... #measurepr
6/7/11 12:57	shonali	Folks, almost time to end today's chat - but before we sign off, I have a "PSA" I'd REALLY appreciate you sharing/acting on. #measurepr
6/7/11 12:58	pierreloic	A6: ... spends on influencer research and what that time is worth (taking on a new acct? growing existing?) Think value! :) #measurepr
6/7/11 12:58	shonali	PSA: please help @UNRefugeeAgency help refugees by getting your $5 #bluekey today: http://ow.ly/5cdlw You could change a life. #measurepr
6/7/11 12:59	shonali	Today @jgoldsborough wrote a great post on why he's supporting the #bluekey campaign: http://bit.ly/j5KXi7 Please help! "End PSA" #measurepr
6/7/11 12:59	pierreloic	RT @shonali: PSA: please help @UNRefugeeAgency help refugees by getting your $5 #bluekey today: http://ow.ly/5cdlw #measurepr
6/7/11 12:59	MediaCollective	@shonali @pierreloic I would say grow value subscriber as value increases their accts. grow so a entry pricepoint w/b great #measurepr
6/7/11 13:00	shonali	Very good points @pierreloic. Thank you so much for taking the time to

		talk to use about @traackr today! #measurepr
6/7/11 13:00	shonali	RT @pierreloic: A6: ... spends on influencer research, what that time's worth (taking on a new a/c? grow existing?) Think value! #measurepr
6/7/11 13:00	shonali	RT @pierreloic: A6: one key thing I'd encourage people to think about is what they'd do with the 10/20h per week they/team... #measurepr
6/7/11 13:00	manjotb	RT @shonali: RT @MediaCollective: Who or what is Traackr (cool time saving tool) check it out here: http://www.traackr.com/ #measurepr
6/7/11 13:01	MediaCollective	PSA: please help @UNRefugeeAgency help refugees by getting your $5 #bluekey today: http://ow.ly/5cdlw You could change a life. #measurepr
6/7/11 13:01	shonali	And all who joined today's #measurepr chat with @pierreloic - hope you enjoyed it. A transcript/recap will be out soon.
6/7/11 13:02	pierreloic	@shonali My pleasure. Thanks for having me. Anyone still has unanswered questions. DM me. Nice talking to you all. #measurepr
6/7/11 13:02	CourtV	@shonali Thanks! Great #measurepr chat.
6/7/11 13:02	shonali	@pierreloic Thank you! #measurepr