

PositivePress Blogger/Media Faq

What is PositivePress™?

PositivePress is a Web-based service for media and marketing professionals, business professionals, and internet researchers to monitor the Internet, build a private searchable media library and deliver easy-to-create reports on the information that is critical to their colleagues, clients and executives.

PositivePress leverages Open Web technologies such as Real Simple Syndication (RSS) to monitor blogs, news feeds, and search engines, including Google®, Yahoo!® and Twitter® search. Instead of a typical text-based feed reader, PositivePress leverages Iterasi's archiving technologies to build a private 'media-coverage warehouse' where all your coverage is stored and can be searched at any time in the future.

PositivePress enables the easy preparation and mailing of custom, interactive, digital reports of key stories. The email recipients can click on any story to see the original page, and read annotated commentary from the sender. The sender can then use the "Statistics" feature to see how influential the reports have been.

Thus, PositivePress enables a complete workflow for the capture, archive, and report of important web events and subjects.

How is PositivePress™ different from Iterasi?

Iterasi's free product, now called 'Iterasi Personal', allows people to capture *individual pages* for their own use. PositivePress' ability to capture stories from virtually any media source means that users can monitor news sources in real time from multiple sources automatically. The report generator and statistics features are unique to PositivePress as well.

I already have a clipping service. Why do I need PositivePress?

Clipping services typically are very restricted in what they monitor. With PositivePress the customer can use any number of technologies –from Google Alerts and Twitter searches to specific media feeds and even more powerful solutions like Yahoo Pipes – to acquire information on any specific company, individual or topic on the Internet.

Once captured, PositivePress archives each story so it exists forever in your private secure account. Every word of each Web page archived is searchable, so that weeks or months later you can quickly retrieve stories that you may not be able to find on the Web.

Finally, many clipping services deliver summaries of media coverage once a month and charge extra for breaking news reports. With PositivePress you can send clean, polished and professional reports whenever you decide it's important. These reports are branded from your firm and provide a link back to the author, so that anyone who receives a PositivePress report knows who you are and how to reach you.

What about Social Media?

PositivePress can capture any social media on the Internet. It is simple to setup PositivePress to monitor your favorite blog, news site, or Twitter. We include a widget to many of the popular blog search engines to deliver stories as they appear about your company or clients.

What about Twitter?

PositivePress archives the complete Twitter message (or 'tweet') - including the Twitter frame and background - and for every link within the tweet, PositivePress archives each story and maintains the relationship in the archive back to the original tweet. Referring to stories in Twitter using link shorteners like bit.ly and tinyURL has grown in popularity and only PositivePress assures this complete archiving solution.

This way, each tweet - and each story referred to in each tweet - is archived and available to you and your clients in the future.

What does the Report Recipient Get?

PositivePress reports are delivered as HTML email and contain an area for the author to summarize the news contained within, an "active brand logo", that clicks through to a webpage selected by the author, followed by a series of story thumbnails and individual summaries that when clicked replay the archived copy of the original story.

How do I know that people are reading the reports I send?

PositivePress tracks the number of times the email is opened. No other information is captured. Usually, an important report will be opened a number of times, or forwarded to others.

What do I install to use PositivePress?

There is nothing to install. PositivePress is sold as a software-as-a service (SaaS) product and is entirely Web browser-based. We offer a few browser links to make certain repetitive tasks easier, but they are not required.

What can I do with it that I can't do with monitoring or clipping services?

- You have complete control of the input sources by having access to virtually any news source via the tens of thousands of RSS feeds available across the Web today.
- You, your colleagues and clients will never see a broken link when you look for a story in your PositivePress archive.
- You get renderings of all the pictures rather than just links, which is something that most text-based clipping services cannot do.
- PositivePress provides the most complete Twitter archiving available by capturing each tweet, and each story within each tweet, so that they can be accessed and researched any time in the future.

How much does it cost?

A user can get started for as little as \$99.00 per month.