

## CANADIAN SOCIAL MEDIA AGENCY GOODBUZZ EXPANDS AGENCY SERVICES

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Press release from: [Goodbuzz Inc.](#)

Agency: **Goodbuzz Inc.**



Toronto, Ontario, Canada - Goodbuzz Inc.®, ([goodbuzz.ca](#)) a Toronto-based interactive agency, today announced it is expanding client services to include advanced social moderation and online reputation management services.

As simple as people find social interfaces and as powerful as their feature set, it's amazing how many brands only recognize a portion of the potential. Goodbuzz's President Andrew Giles further explains, "For medium to large organizations, social moderation and online reputation management can be a challenge for any number of reasons, mostly related to the time and skillset required. Goodbuzz provides turnkey solutions as varied as our clients needs. Whether 24hrs a day, 7 days a week, or once a day, we take the worry out of social."

Google's ubiquity as a research tool has also given rise to a new industry: online identity management. The proliferation of blogs and Web sites can allow angry clients, ruthless competitors, or others to define a person's identity. Whether true or not, their words can have far-reaching effects. Goodbuzz has standardized the process of tracking these online actions and opinions; reporting on those actions and opinions; and creating a feedback loop. The tracking and reporting ranges from word-of-mouth to statistical analysis of thousands of data points.

The online identity management clients the agency accept are varied: a real estate mogul wanting to move past a decade-old transgression, a prominent academic falsely accused of murder, a hedge fund manager who doesn't like seeing his old Times wedding announcement on Google (years after he divorced and remarried), a college student who regretted once dressing up as a prostitute at a Christmas party.

"There's no policing, no rules, no standards," she said. Bloggers are "cowboys," he said. "It's the wild, wild West." Goodbuzz Inc.'s President, former Senior Strategist at Razorfish in New York City explains, "we don't promise clients to erase the bad stuff on the Web. But we do assure our clients of better results on an Internet search, pushing the positive items up on the highest listings." Giles team, which works from a Toronto office, uses various techniques (some quite unorthodox) to both promote and suppress online content. Services start at \$10,000.

Goodbuzz Inc., is a Toronto-based digital agency that creates campaigns that entice consumers to play, create, and share brand experiences. Goodbuzz focuses on developing 'branded utility' - moving away from interruptive 'push' models towards more meaningful ways of connecting. Goodbuzz Inc. works with advertising agencies, media firms, networks, and consumer

brands. For more information, please visit [www.goodbuzz.ca](http://www.goodbuzz.ca) or e-mail [info@goodbuzz.ca](mailto:info@goodbuzz.ca)

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