Legal Marketers — Microsoft announcing a new social media aggregator and monitoring tool

September 23rd, 2009 by Kara

Microsoft is unveiling Looking Glass, a social-media aggregator and monitoring tool that's in the "proof of concept" stage, meaning it's not available in the market yet, and will be open to a very small group of testers next month.

The idea is to connect social-media-monitoring tools to the rest of a marketer's organization — customer databases, work orders, customer-service centers and sales data.

Magnified by jakebouma

Looking Glass will pull in a variety of feeds from platforms such as Twitter, Facebook, YouTube and Flickr and work with third-party data sources.

How will it work? All of the data collected will connect into Microsoft's enterprise platforms, such as Outlook and Sharepoint. A marketing manager can get an e-mail alert when there's a sudden surge of chatter about his or her brand on Twitter or Facebook, along with the sentiment of that chatter and the influence level of those blogging.

For more details, see the full story in Advertising Age