

# Marketing Automation, Meet Social Media!

## Drive inbound demand via social media.

Argyle Social is the first social media platform designed specifically for B2B marketers. We help you unlock the potential of social media within your organization by empowering community managers, enriching sales contact records, and feeding critical segmentation data into your existing marketing machine.

### The Argyle Social CRM enables your sales team in 4 ways:



#### Grow your Following

If you're like most B2B companies, your email list far outstrips your social following. Argyle helps convert those email opt-ins to social followers.



#### Qualify More Leads

You already score leads based on web and email actions, so why not retweets and replies? Argyle augments your lead scoring to incorporate social buying signals.



#### Execute Targeted Campaigns

Want to promote a new product to your influential followers? How about your most frequent conversationalists? Argyle lets you target email campaigns with social data.



#### Respond with Context

Community managers are your first responders — make sure they have the information they need. Argyle surfaces data from your core CRM systems right along side the social stream.



# Argyle's Pardot Integration

**Argyle Social's Pardot integration delivers the first social media solution integrated directly into your demand generation process.**

Argyle gives community managers the sophisticated marketing automation tools that their colleagues in email, SEO, and online advertising know and love.

## 1 Intelligent community management.

Your community may be large, but there are individuals and groups that require care and feeding. Are there loyal customers you haven't heard from recently? Almost-closed opportunities that need that last nudge? Argyle helps you discover who needs your attention.

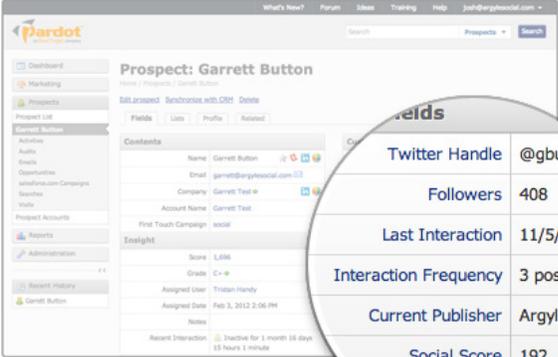
## 2 Get to know your prospects.

B2B marketing is all about building relationships, and so is social media. Argyle surfaces the social interactions you have with your prospects for use in marketing segmentation and salesforce automation.

## 3 Get a running start.

If you're like most B2B companies, your email list is much larger than your social following. Argyle can help you forge social connections with these existing prospects, getting you a running start.

## Integration in Pardot

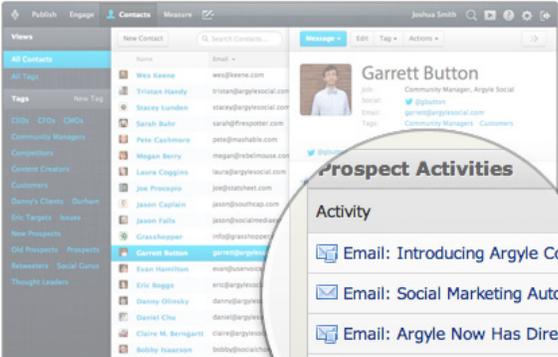


The screenshot shows the Pardot 'Prospect: Garrett Button' profile. A circular callout highlights social media data:

Twitter Handle	@gbutton
Followers	408
Last Interaction	11/5/2012
Interaction Frequency	3 posts / month
Current Publisher	Argyle Social
Social Score	192
Tags	Comm

**Your sales team sees** enhanced scores and social data in Pardot.

## Integration in Argyle Social



The screenshot shows the Argyle Social 'Prospect Activities' for Garrett Button. A circular callout highlights the activity list:

- Email: Introducing Argyle Conta
- Email: Social Marketing Autom
- Email: Argyle Now Has Direct M
- Email: Thanks for attending V
- Webinar: Virality: How to

**Your community managers see** Pardot user activities beside social conversation history.