

ArgyleSocial



SILVERPOP

Enhance Silverpop with Social Actions



Your Lead @yourlead



Danny retweeted "Starting your Business R..." Today

Today



Danny liked Your Brand on Facebook. Yesterday

Yesterday

Danny opened Starting your Business Right wi... Apr 29

Apr 29



Danny commented on: "Writing the best grant..." Apr 29

Apr 29

Complete Lead Profiles with Social

Record Retweets, Mentions and Replies, and score leads to accurately reflect social brand engagement.

Flag Favorites & Follows and other important qualifying social actions for greater insight.

Synchronize Actions by Social Campaign to see what offers and promotions are important per visitor.

Lead Scoring with Social Data

Score Leads with Key Social Metrics, and customize the value of certain social interactions.

View Complete Social History in Silverpop for a full view of a lead's engagement with your brand.

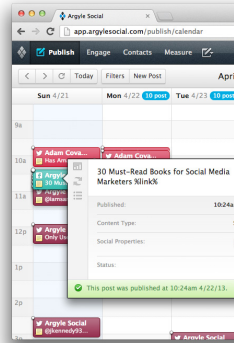
Push Leads Down the Funnel by prioritizing social users with higher engagement.

Publishing

Broadcast Blog Posts to social via RSS. Ensure each of your posts gets social attention.

Schedule Posts for automated publishing, even if you aren't by a computer.

Implement Social Workflow by assigning posts, requiring approval, and flagging.

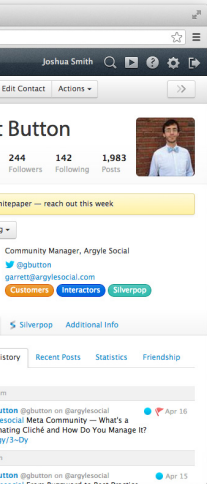


Engagement

Identify Customers and Prospects by syncing marketing automation data.

Monitor Social Actions from a single interface with social inboxes, post assignments, & more.

Receive Notifications of important social actions even when away from the computer.



Measurement

Measure Conversions and demonstrate business value through multi-touch attribution.

Report on Social Campaigns and gain insight into the effectiveness of your social content.

Synchronize Social and Business value by attributing prospect conversions from social.

Marketing Automation

Synchronize Prospect and Customer Actions between social and marketing automation.

Score Leads with Key Social Metrics and uncover the interest and activity of prospects.

View Multi-channel Prospect History while **Engaging** for individually-tailored messaging.

