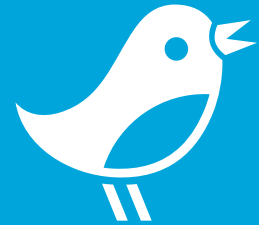


# Integrated social marketing



## Extend and evolve your brand's reach and influence

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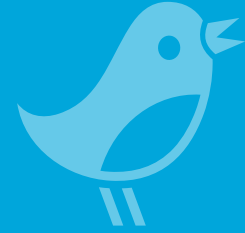
With the UK spending a quarter of all time online engaged on social media and 12% of all mobile internet visits<sup>1</sup> in the UK going to social networks, it has never been more important for brands to adopt an integrated social media strategy.

Experian Marketing Services helps brands break down marketing silos and seamlessly interact with today's dynamic, empowered and hyperconnected customers through social media. Backed by the industry's highly acclaimed professional services team, Experian Marketing Services' cross-channel marketing platform enables brands to effectively extend their reach, target and respond to key influencers and develop a deeper understanding of their customers by leveraging social media channels. Customers expect coordinated and relevant brand experiences, and only Experian Marketing Services brings brands the scale and flexibility required to effectively engage in modern, cross-channel customer interactions.

**With Experian Marketing Services' integrated social media marketing, you can:**

### Centrally manage social campaigns and interactions from one user interface

- Efficiently manage new or existing Twitter accounts and Facebook Timelines, pages and apps
- Publish sharable content to social networking sites, including links, images or videos, directly from the platform
- Schedule Facebook posts and tweets to be automatically sent at future dates
- Coordinate social communications with campaigns in other channels by incorporating Facebook and Twitter as part of your overall cross-channel campaign calendar
- Track and directly attribute your customers' social activities and influence, such as likes, shares, comments, retweets, @replies and hashtags



### Leverage rich social media data to deliver more relevant and meaningful brand experiences

- Automatically capture social profile information using Facebook Connect and then immediately integrate it into customer profiles to enhance future communications, such as:
  - Friends
  - Birthdays
  - Interests
  - Location
  - Favorite brands
- Identify your customers who are social influencers through comprehensive social data and automated lead-scoring capabilities, and automatically respond to them with highly customised messages that reward their value and incentivise them to be loyal brand advocates
- Monitor the sentiment of Facebook comments and Twitter messages published by your fans and followers, and automatically respond to them with intelligent and triggered messaging

### Enhance and extend the reach of traditional campaigns

- Send email campaigns that include “share to social” buttons and social versions of content to encourage customers to interact through social sharing and to extend your brand’s reach to your customers’ social circles. Networks include Facebook, Twitter, LinkedIn, Tumblr, Google+ and more.
- Amplify email campaigns with targeted Facebook ads to your email subscribers, even if they have not previously liked your brand on Facebook
- Send SMS messages to your mobile customers with links to mobile Websites and pages that include social buttons
- Track metrics and integrate them into reporting and audience targeting for campaigns across any channel

### Want to get started?

For more information on how to deliver coordinated and intelligent email marketing interactions, please visit our Website at [www.experian.co.uk/marketingservices](http://www.experian.co.uk/marketingservices) or call us at +44 (0) 1932 422 300



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