

The Power of Two

Combining the Power of Social Media with Marketing Automation



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Social media makes a compelling case for the use of contextual-based content in the marketing eco-system. If used correctly, social media can engage and excite influencers, give better understanding and identification of decision makers and potential buyers, and ultimately improve retention through customer service and satisfaction.

But bridging the gap between having social media insights and using social media insights is still an often-missed marketing opportunity. By combining the power of social media insights from Argyle and your marketing automation solution, you can create a strategy that is responsive and relevant.

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More Prospects

Develop new prospects through social media.

From anonymous to known, a marketer can influence the conversion path for prospects through social media channels.

From LinkedIn to Twitter, many begin the buying process by researching peer recommendations, or through thought leadership that isolates current business pain they have. Creating a campaign strategy that accelerates a social media user to an engaged prospect is possible if you create campaigns that are responsive based on triggers. Syncing Argyle's followers, mentions, or tag data functionality into your marketing automation solution allows you to capture insights that can help accelerate the conversion by creating campaigns that are reflective of that individuals buying pattern.



Better Leads

Include social activities in lead scoring.

Lead scoring is a fundamental building block for marketing automation programs and scoring shouldn't begin and end at website behavior and email marketing responsiveness. By adding social media engagement to your scoring principles, you add high value insights for the sales and marketing organization. Incorporate Argyle's social media into your lead scoring by adding value for social media engagement – comment, share, click on, tweet, like and view your content.



Have any questions?

Give Danny a call at (919) 886 -7214

Social Media Campaigns

Target Audience Segments
by Social Engagement



Stronger Relationships

Drive informed conversations that resonate.

Social media can play a critical role in the sales cycle. A campaign strategy that infuses the contextual insights of how users engage throughout social channels will generate conversations that resonate immediately with your audience.

Nurture Campaigns — If your content, brand, or solutions are being shared — it's critical to incorporate those conversations into your campaign strategy. Segmentation allows you to create responsive campaigns based on what type of content prospects are responding to or what solution-focused conversation is happening. Add content that reflects the conversations that are happening with individuals across all channels — especially social media.

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Retention Campaigns — Social media isn't for prospects only, the ability to create retention campaigns that utilize every way that a customer is engaging with your organization is key. If a customer is active within your social media community and then becomes inactive for 30 days, it's time to get in front of that customer and ensure they are brand happy. Create a campaign that responds to the customer's inactivity, alerts your internal teams of a possible dis-engaged customer, and removes scoring because of dis-engagement.

Acceleration Campaigns — A prospect can be hot in more than one way. If you have a prospect that has disengaged a sales person, but is extremely active with your social media channel — begin a conversation through a campaign targeted at reflecting how they are sharing content.

From high-level data (gender, state, city, age) to individual-level data (each individual social connection), utilizing Argyle data to define content and campaign strategies allows for a more comprehensive way to think about the sales cycle and ultimately your prospect and customers.