



Sweet™ Social Scoring

The challenge with the social web is context

With the billions of individual social dialogues occurring every day across the social web, how do you begin to separate the “noise” from the relevant conversations that have value to you?

Sweet Social Scoring

Sweet Social Scoring, part of the revolutionary Sweet Suite platform, brings context and order to social dialogue.

Sweet Social Scoring is the first solution to gather social dialogue and provide an intuitive mechanism to apply a “best practice” scoring model to the otherwise disparate conversations.

Why is this important? Scoring not only provides context to compare one social author to another, it ultimately results in increased sales engagement efficiency.

What is so unique about Sweet Social Scoring?

Sweet Social Scoring provides marketers with the ability to customize how their social dialogues are evaluated.

Social platforms are weighted in relative importance to one another in addition to each element receiving its own relative weight.

When you combine the two aspects, Sweet consolidates the massive amount of social chatter into easily understandable guide posts to gauge an individual’s influence, as well as their sales readiness.

FEATURES:

- ✿ Create social engagement score per social platform.
- ✿ Quickly establish importance of scoring criteria.
- ✿ Maintain social history and continually update social scores.
- ✿ Use scoring personas that align with ideal targets.

BENEFITS:

- ✿ Understand the ideal social platform to reach individual buyers.
- ✿ Narrow targets and engage with only those most interested.
- ✿ Construct and update individual social profiles.
- ✿ Easily connect scoring results to Marketing Automation systems.



Sweet Social Scoring

Score Social Activity by Platform

- Evaluate social conversations captured by Sweet Social Search based on platform specific criteria including:
 - Facebook score
 - Twitter score
 - Text score
 - Social Web/Hive score
 - Sweet Social score
- Automatically update each social score every time new social activity is added to an individual's profile.

Build Social Media Profile

- Single 360-degree view of an individual's social activities, identities and scores

Customize Weighting


- Build scoring program based on your unique specifications including setting minimum and maximum values to evaluate.
- Establish relative importance of each criteria to align with your marketing strategy.

Hive Scoring Thresholds					
	Min	Max	Less	Importance	More
			0	5	10
Comment count	<input type="text" value="0"/>	<input type="text" value="1000"/>	<input type="range" value="5"/>		
Unique commenters	<input type="text" value="0"/>	<input type="text" value="1000"/>	<input type="range" value="5"/>		
Engagement	<input type="text" value="0"/>	<input type="text" value="100"/>	<input type="range" value="5"/>		
Vote count	<input type="text" value="0"/>	<input type="text" value="50"/>	<input type="range" value="5"/>		
View count	<input type="text" value="0"/>	<input type="text" value="100"/>	<input type="range" value="5"/>		
Forum thread size	<input type="text" value="0"/>	<input type="text" value="50"/>	<input type="range" value="5"/>		
Inbound links	<input type="text" value="0"/>	<input type="text" value="10"/>	<input type="range" value="5"/>		

Create Actionable Data

- Pass Sweet social scores to Marketing Automation platform for further analysis, segmentation or campaign action.

Profile for Nick Ellis



Name: Nick Ellis
 Facebook: [Nick Ellis](#)
 Twitter: [electric589](#)
 Hive:

Email: Shane@ped.com
 Mobile: 916-778-2791


Sweet Score

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Facebook: 02 Text: 15
 Hive: 00 Twitter: 25

Last updated: 0 minutes ago.

Facebook Text **Twitter** Marketing Automation



[electric589](#) (Nick Ellis)
 Description: web + writing + illustration + tinkering + insomnia
 Last updated: 4 days, 12 hours ago.

Twitter Score

25

150 Followers: 02
 613 Friends: 12
 2,034 Statuses: 100
 0 DMs: 00

Recent Activity

Date	Tweet
4 days, 8 hours ago	I hate it when I come up with a really cool password. And can't tell anyone. Because it's my password. #mylifeisaverage