



# What is Sweet™?

## **Search. Score. Sell.**

Sweet is a Web-based platform that monetizes social media for organizations, making it another channel for lead generation by:

- Automatically profiling and prioritizing relevant social media dialogues.
- Measuring “sales readiness” based on social activity.
- Adding social media channels to the campaign marketing mix.

## **Sweet is Connected**

Sweet combines the ability to monitor the social web for relevant conversations and identify early sales opportunities with the ability to build deeper connections with social media participants by connecting them to existing demand generation efforts.

Through Sweet’s integration with Marketing Automation platforms, automated campaigns can now include social media platforms.

## **Sweet is Actionable**

Sweet also provides a unique single view of an individual’s social media digital footprint. Organizations can weight social activity to align with their strategy and automatically calculate a meaningful, relevant social influence score. Ultimately, businesses can use this score to better assess the value of an individual to an organization.

With Sweet, social media becomes another measurable demand generation channel, just like e-mail and direct mail, permitting key ROI metrics to be tied to social media efforts.

## **Sweet is Integrated**

Sweet is an integrated platform that spans the social sphere and connects it to your marketing database and activities. Sweet ties disparate channels such as Text, Twitter, Facebook and LinkedIn into a cohesive, measurable demand generation channel.

## **Sweet is for Marketers**

Sweet was developed by forward thinking marketers at The Pedowitz Group. Sweet listens and segments dialogues in the social sphere and extends them to existing marketing efforts. Sweet connects with Marketing Automation and CRM platforms to provide closed-loop lead generation capabilities. Now traditional campaign tactics and metrics can be easily applied to the social media channel.

## **FEATURES:**

- Extend automated, trigger-based campaigns to social media channels.
- Create a single social activity profile for an individual to gauge influence and responsiveness.
- Seamlessly connect to Marketing Automation platforms.

## **BENEFITS:**

- Make social media an extension of existing marketing channels.
- More effectively target and segment leads/prospects by having an activity profile for social media.
- Take appropriate action automatically, based on pre-defined conditions.





# The Channels of Sweet

Our Sweet Hive™ integrates with Twitter, Facebook, and other social media platforms to extend your lead generation efforts beyond e-mail and your website.

## Twitter

Sweet enables organizations to monitor the Twittersphere and automatically discover high value prospects, influencers and early sales opportunities. Sweet also extends automated, trigger-based campaigns to Twitter.

- Identify new key influencers to target for improved reach and efficiency of campaigns.
- Automatically follow Tweeters who are relevant to you, building fast, relevant follower growth and rapid engagement.
- Connect and respond to Twitter community via multiple response channels.
- Score prospects' Twitter activity using a flexible weighting system that determines an individual's potential impact on Twitter.
- Connect Twitter identity to other social media identities and build a social media activity profile that is actionable.
- Send Twitter profile data to Marketing Automation platform for further campaign actions.

## Text Messaging

Sweet enables marketers to connect Text services (inbound and outbound) to integrated multi-channel campaigns.

- Conduct scheduled outbound mobile marketing campaigns.
- Automatically add inbound respondents to existing marketing programs or campaigns.
- Capture e-mail from inbound Text and respond via multiple channels through a connection to Marketing Automation platform (reply via Text, e-mail, voicemail, DM).
- Quantify and score a user's Text engagement level.

## Facebook

Sweet enables an organization to monitor relevant Facebook conversations and connect those conversations to specific individuals and their social profiles.

- Search and monitor Facebook stream for relevant terms or phrases.
- Capture available Facebook profile information from individuals.
- Quantify and segment engagement level and sales readiness based on Facebook activity.
- Automatically extend triggered campaigns to Facebook.

## The Social Web

Sweet Hive completes the social web view by capturing conversations from over 100,000 social sites including blogs, forums, and mainstream news sites and connecting activity to an individual's social profile. Sweet Hive crawls the social web to find conversations relevant to your organization based on specific search criteria.

- The result is a more complete view of an individual's social activity and influence.
- Connect "conversations" from across the social sphere.
- Gain valuable insight into an individual's social media profile and quantify their influence for more precise targeting and segmentation.