



## Enhance Customer Profiles: Add Social Media to the Marketing Mix

Easily enrich your customer contact data with social media intelligence. Melissa Data's Social Media Service allows you to know your customers better and discover their interests for smarter target marketing and sales efforts. You'll like that.

>> GET A FREE QUOTE: [www.MelissaData.com/social-media](http://www.MelissaData.com/social-media)

## Social Media Service

Add social connections to your contact data for personalized sales & marketing

Gain a more complete picture of your customers in your contact database. It's as easy as using an individual's email to enhance your data with social contact information from 20 different social networks. Know what your customers and prospects like, dislike, and what they are talking about on such social networks such as Facebook and Twitter. It's only the beginning of planning your personalized campaign strategies. Let Social Media Web Service lead you to your customers and prospects online profiles.

Melissa Data's Social Media Service can play an integral role in helping you grow your customer base by allowing access to useful information for effective communications, refined content, and better brand optimization. The service can be used in CRM, e-commerce, retail, nonprofits, B2B, and other areas where a deeper understanding of customer data can benefit by adding social connections to the mix. Put the power of social media to work for you by staying in tune with your most valuable asset—your customers.

### Features

- Returns 20 different social networks: Facebook, Twitter, LinkedIn, Yahoo, Google+, Yelp, YouTube, Pinterest, Skype, Tagged, Stumble Upon, Meet Up, Hi5, Xing, Friendster, Foursquare, Live Journal, MySpace, Bebo, and Twitter followers (append)
- Cross references & updates a person's email with social media accounts
- Returns social data such as number of followers (for Twitter only), handles, location, social media profiles, & much more

### Benefits

- Understand customer needs with a more complete picture
- Personalize message to encourage sharing & purchases
- Aid sales with easy connection to prospects
- Discover customers networks & topics of interest
- Increase marketing effectiveness with seamless integration

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