



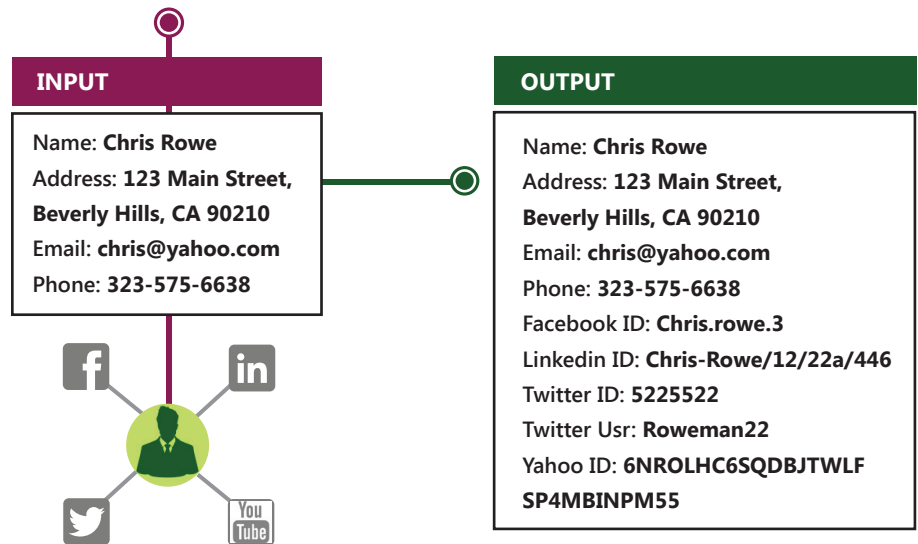
Add Social Connections to Your Contact Records

Enrich your records with valuable data including social handles, number of followers, contact info, profiles and more, from 20 different social networks. Get to know your customers and prospects better – their likes, dislikes and what they’re talking about on social media – for smarter target marketing and sales efforts. See where your customers congregate and reach them on their preferred platforms.

- Build more meaningful customer relationships through social engagement
- Increase brand awareness & improve lead gen with omni-channel campaigns
- Encourage sharing and purchases with personalized messages
- Understand your customer’s needs with a more complete picture
- Aid sales with easy connection to prospects & access to customer’s networks

Available Social Media Networks

- Facebook
- Twitter
- Twitter Followers (append)
- LinkedIn
- Yahoo
- Google+
- Yelp
- YouTube
- Pinterest
- Skype
- Tagged
- Stumble Upon
- Meet Up
- Hi5
- Xing
- Friendster
- Foursquare
- Live Journal
- MySpace
- Bebo



Here’s How We Do It

Send us your contact records via a secure online link, and we will append the social handles for each contact. Social handles are added via cross reference and connected to an individual’s email address.

1

Send or upload your file of customer email addresses.

2

We match your file to our social media database.

3

We add social media handles connected to each individual’s email address.

Get Started Today!

>> Get a FREE quote: www.melissa.com/direct/data-enhancements/social-media-append.html

Find us on:

About Melissa Direct

Melissa Direct is the one source for all the direct marketing tools you need to improve customer communications and drive response rates. From SaaS and desktop mailing software, to list hygiene services, to targeted mailing lists and sales leads, and email marketing and data append services, Melissa Direct will help you boost sales, increase conversions, and achieve maximum ROI – whatever your budget. **Be direct. Be Melissa Direct.**

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