



Bringing ROI to Social Interaction



Do You Know...

- What people are saying about your products, your brand, your competitors and your market?
- How to build intelligence about the people who are talking and engage them with your brand?
- How to drive people from prospects to customers, from customers to advocates?
- How to integrate social media with all your marketing activities?
- How to tell if what you're doing is effective?

Are You Part of the Conversation?

People are talking about companies, products and brands. They talk on social networks, blogs, websites and online communities. Your business may see the value of joining these conversations in order to speak directly with your potential customers, but you may not know how to maximize the opportunity that the conversation presents. You need a way to engage more deeply with people on the real-time web, but you need to do it without adding another stand-alone application alongside the email, mobile, and traditional marketing platforms you may already use. You need JitterJam.

Making Social Interaction Worthwhile

JitterJam helps your company step through the process of social interaction and see measurable results from your efforts. JitterJam first enables you to *discover new conversations* happening on the real-time web and *directly engage* people who are current or *potential* customers. As these conversations continue, JitterJam helps you to build intelligence about these individuals and pinpoint the contacts that are most receptive to your marketing messages—and then provides you with the *tools to market* to them directly. Finally, JitterJam provides the insight and analysis to *measure* and understand which channels, messages and campaigns were the most successful for you. From initial contact to sale—and way beyond—JitterJam brings ROI to your social interaction.

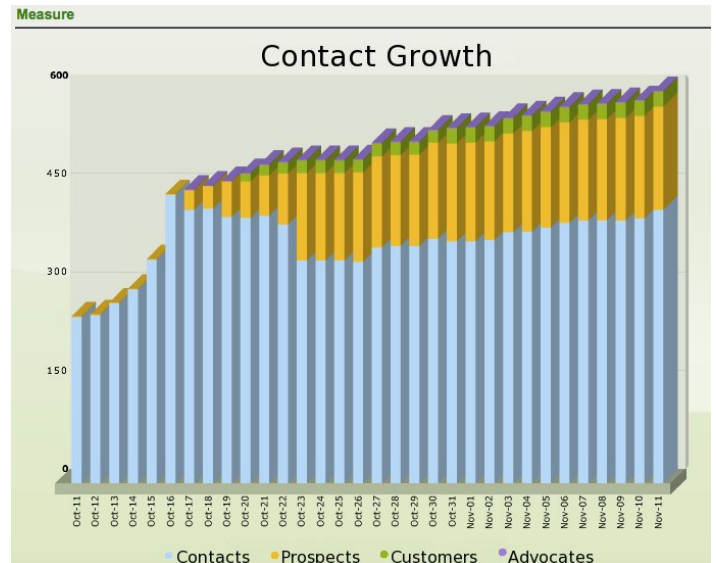


JitterJam™ is a multi-channel marketing platform that integrates social media, email and mobile engagement with an intelligent contact database. It helps your company find new voices in the market, build trusted relationships with them and create new marketing opportunities for better ROI on social interaction.

Power Tool

JitterJam makes it possible for you to interact with people on the real-time web in a meaningful and purposeful manner. JitterJam's powerful tools enable:

- **Focused multi-channel searches.** JitterJam searches through Twitter, Facebook, blogs and other information sources to identify and retrieve *relevant* conversations on the real-time web.
- **Immediate action and engagement.** Find a particularly interesting conversation? Add that person to your database. Respond to the individual. Re-broadcast the information to others. Archive the message. Add them to your to-do list or assign the follow-up to a colleague. And much more!
- **Consumer-driven preferences and opt-in.** JitterJam's *Make Me Happy™* feature delivers a customized preferences page to each of your contacts. You let your contacts specify their individual interests, contact points and frequency and deliver messages to a receptive audience.
- **Smart database development.** Automated and manual tools collect pertinent conversations, preferences and interests of each individual. Tagging and categorization of contacts allows for flexible views and contact selection tailored to your market.
- **Targeted, multi-channel communications.** Communicate with one, many or all of your contacts through email, social and mobile marketing channels using flexible database mining and market segmentation tools. Focused marketing initiatives generate higher response rates and greater ROI.
- **Measurable results.** Track the buzz surrounding your brand. Send promotions and see which channels drive revenue. See how your database is growing and how your efforts are converting contacts into customers. See which contacts are influencing other purchasers. Measure the value of your company's social media efforts. Real time.



Easy Does It

While JitterJam provides powerful features, it also makes the process of social engagement and marketing easy. You can get the ball rolling by setting up a few keyword searches. A few clicks of the mouse and a list of key influencers pops up. A few more clicks and those influencers are engaged. A few posts and those influencers are asking to be included your company's marketing promotions. Influencers become customers; customers become advocates.

Building Your Competitive Advantage

Businesses are just discovering the potential of tapping into customer conversations. The fact is that conversations are happening, whether your business is participating or not. By facilitating customer engagement and integrating your interactions through out your marketing efforts, you are primed to be ahead of your competition. JitterJam will help you get ahead and stay ahead!



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