JitterJam™
Turning Conversations into Customers™

Facebook Marketing with JitterJam™

JitterJam Social Marketing Software for Businesses, Brands and Agencies

JitterJam™ combines email, social media and mobile engagement with an intelligent contact database to provide businesses, brands and agencies with a powerful and flexible integrated consumer marketing platform. JitterJam's Facebook marketing capabilities enable brands to drive deeper engagement with consumers, originate and manage their content and communications, create and execute marketing campaigns and generate a measureable ROI on their Facebook marketing efforts.

JitterJam's 5 Core Facebook Marketing Capabilities

❶ Facebook App for Consumer Opt-In

JitterJam's Facebook application creates a **Connect** tab on the brand's Facebook page that integrates with JitterJam's *Make Me Happy*™ permission marketing system.

Page visitors can opt-in to receiving offers, newsletters, and other communications from the brand. JitterJam goes beyond the standard opt-in/opt-out by allowing each individual to specify:

- Preferred contact channels / addresses
- Desired contact frequency by channel
- Desired communication types and content
- Additional demographic and contact info

This data is kept within JitterJam's intelligent contact database and is used to send each individual *only the information they desire*. This results in higher open and click-through rates and deeper consumer engagement and trust.

JitterJam's Make Me Happy system can also be served via web links that can be embedded in campaigns, on websites and in many other ways!

❷ Intelligent Marketing Database

Automatic Contact Capture

JitterJam automatically captures contact data from all people who post or comment on a brand's Facebook wall and enters that data into the database. If a contact provides additional information via the Make Me Happy app, JitterJam reconciles the information into a single database entry.

Automatic Contact Intelligence Development

JitterJam *uniquely develops intelligence* about each contact in the database. Each time a contact posts relevant comments on Facebook (or Twitter, blogs, etc.) JitterJam captures that comment and counts the occurrence. JitterJam also collects the number of potential brand impressions seen by the contact via the brand's social updates.

❸ Consumer Engagement

Post Updates to Facebook

JitterJam makes it quick and easy to post updates (including links) to a brand's Facebook wall and even update Twitter and FriendFeed at the same time.

Respond to Comments

JitterJam brings a brand's Facebook wall posts and comments into the system and makes it easy to respond to—and further engage—individuals.
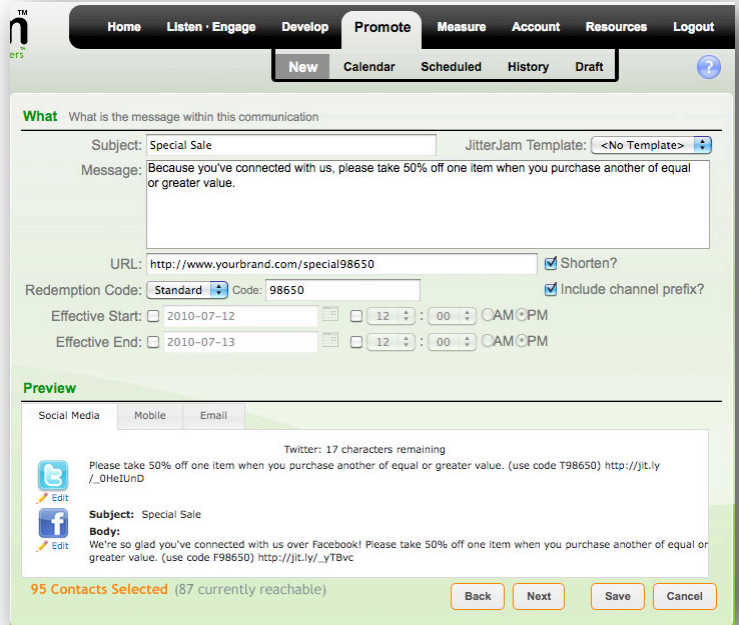
Find Content to Share

JitterJam finds and captures content found on Facebook, Twitter, blogs and other sources through its powerful Social Search engine. Brands can share fun, interesting content on their Facebook wall with a few simple clicks.
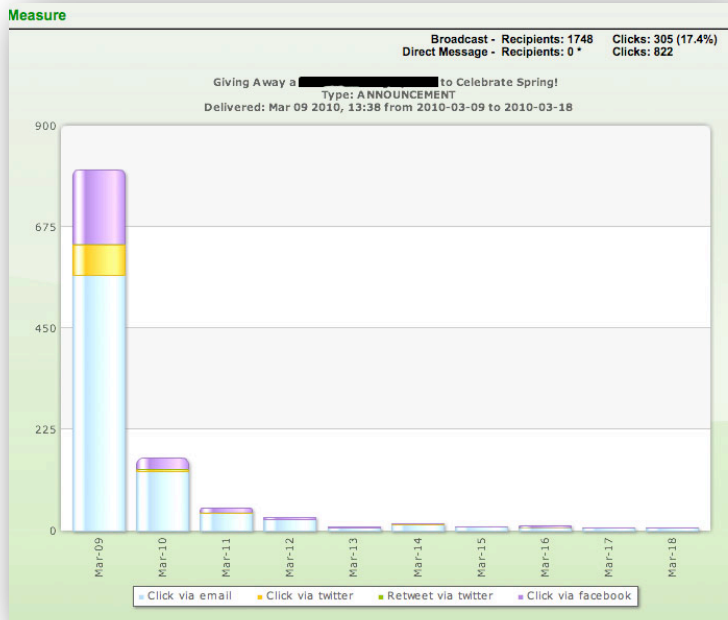
❹ Marketing Campaigns

Brands can easily select target segments from the JitterJam database and create single- or multi-channel communications over Facebook, Twitter, email and/or mobile.

- JitterJam's powerful database easily each brand's segmentation needs through fully customizable tags and categories.

- Individuals can be selected across all of the different pieces of intelligence JitterJam has captured.

- Unique links and promotion codes can be generated and sent with each message, enabling tracking per channel and per individual.

❺ Measurement & ROI

Tracking by Message, Channel and Contact

JitterJam analyzes and provides instant access to consumer engagement by message, by campaign, by channel and more! See how many people have clicked through on a promotion and track the results—all the way through purchase. Easily measure and quantify the ROI for social communications with JitterJam!

Tons of Metrics!

JitterJam tracks buzz, trends, database growth, depth of consumer engagement and much more. JitterJam's metrics are easy to access, share or print—making reporting a breeze.

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2 Commerce Drive, Bedford, NH 03110 📞 877.600.0681 ✉ info@jitterjam.com 🌐 www.jitterjam.com 🐦 @jittergram 📘 facebook.com/jitterjam