

SOLUTION SPOTLIGHT:

Integrate Social to Generate Leads and Measure Business Value

Enrich your lead database with social analytics by integrating Oktopost with Salesfusion.

Social media is a must in today's world of marketing. B2B marketers need to utilize social to build brand awareness, generate leads and measure the business value of their efforts. Integrating a social media tool is essential to achieving these goals.

Publish and Engage Across all Social Platforms

Schedule social posts, track engagement and receive notifications when important interactions occur.

Track and Measure Your Social Success

Automatically sync analytical and lead data to your MAP to track each lead you generate, providing insight into which networks, profiles and posts are most effective.

Salesfusion together with Oktopost

Oktopost is the leading B2B social media platform that lets you easily manage large-scale content distribution to social media across all of your profiles and company pages. Integrated to Salesfusion, users are able to see social campaign click data via the buyer's journey on the contact or lead record, giving a full view of the prospect's behavior across all marketing channels. It also provides the ability to score, segment, build lists and reports based specifically on social behavior. Additionally, social data is visible in the CRM, providing sales with a complete picture of the prospect's engagement with your brand.

KEY FEATURES:

- Schedule and publish posts using multiple profiles across the social web
- View conversions generated from social media, including which post a lead clicked on prior to converting
- Monitor keywords and mentions and communicate socially with the most relevant prospects
- Discover great content to share and add it to pre-set post queues
- Increase reach with employee social advocacy and leader boards
- Track conversions and attribute opportunities to social campaigns
- Score, segment and build lists based on social behavior
- Access and view a prospect's social interactions via the lead or contact record
- Post content from single source of assets with asset and url library integration

