



DERIVE VALUE WITH SOCIAL CONNECTIONS

Overview

Today, 74 percent of online adults actively use social networking sites. LinkedIn alone has close to 100 million users in the U.S. Two new users join LinkedIn every second. LinkedIn, Twitter, and Facebook have now become an indispensable marketing, business development, and networking tool for business professionals.

Importantly, Social Identifiers, unlike phone numbers or email addresses, are permanent contact points. Even when one joins a new company, or moves to another location, or changes job roles, the Social Identifier remains the same. Social Identifiers, as such, are extremely valuable. It allows businesses to stay permanently in touch with customers and prospects. Before the advent of Social Networks, this was not possible.

However, obtaining Social Identifiers for tens of thousands of users is extremely hard and time consuming. Social Networks have barriers that make it difficult to get information even for one's own customers. As a consequence, most CRM databases have little or no information about the customer's social presence and activity.

This is a huge void! Lester is responding to this need with a set of Social Media Marketing Services.

Social Media Append

Social Media Append lets you add Social Identifiers and other Social Information to subscriber or customer records - giving you the ability to permanently & intelligently stay connected with them. Social Media Append can append LinkedIn, Facebook & Twitter Identifiers to subscriber or customer records. Certain additional

information from user profiles can also be added, this depends on the type of Social Network being researched.

Social Media Append also can add Social Engagement information to customer records. Knowing the identity of your "engaged" followers, the ones that "like", "connect", "share" or "re-tweet" – and linking their identity & engagement

level to their records in the CRM, is extremely valuable. It opens a huge new opportunity for highly precise and targeted customer segmentation and communication strategies.

Lester's social data enrichment process uses automated tools and editorial processes to ensure that appended data is accurate and comprehensive.

Social Media Connect

Social Media Connect is a marketing service from Lester that leverages the enriched CRM database created with Lester's Social Media Append.

Lester's marketing team will work with you to understand your campaign objectives. Then by combining customer demographic information in the CRM with social data fields from Social Media Append, the team will develop a tailored segmentation and communication strategy. Finally, using a blend of "free" and "paid" social marketing techniques we will execute campaigns that maximize response rates and optimize costs.

Example of ways Lester's Social Media Connect can promote & boost participation:

- Boost participation for events and conferences
- Recruit registration for online webinars.
- Generate leads with content marketing.
- Create a vibrant social community for your product or brand.

Multi-Channel Communication

Lester has the expertise to offer an integrated multi-channel marketing service that includes direct mail, email, telemarketing and social marketing. There is no need to deal with different vendors for each channel. Campaign response rates can be improved with an integrated multi-channel, single vendor marketing strategy.

Customer databases no longer need lose large quantity of records because of wrong phone numbers or addresses. Lester can execute a multi-channel communication plan to reach these customers. This out-reach plan can include paid and free social communication, along with email and other digital communication channels.

SOCIAL MEDIA MARKETING

About Lester

Lester is a leading provider of marketing and technical services to business and consumers. Founded in 1981, Lester has grown to over 1,500 professionals across our facilities in US and India.

Lester offers innovative solutions to its customers by leveraging four key trends in the industry - social media, cloud computing, big data analytics, and mobile. Lester's solutions help marketing and sales professionals connect with customers and prospects with integrated marketing tools; help consumers and business purchase, deploy, learn, and use information technology.

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