



ORACLE® APPLICATIONS

ORACLE SOCIAL MARKETING SOLUTION

A fully integrated solution that offers the power of social marketing and the manageability you need to prove its effectiveness, the Oracle Social Marketing solution includes

- Oracle Social Relationship Management Applications (Oracle Social Engagement and Monitoring Cloud Service and Oracle Social Marketing Cloud Service)
- Oracle Fusion Customer Relationship Management
- Oracle Siebel Marketing
- Oracle CRM On Demand

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Leveraging the Power of Social Marketing for a Better Return on Your Investment

An effective social marketing strategy involves hundreds of channels, millions of customers, and unlimited opportunities to promote your brand. It also involves tracking and managing each component so you can effectively evaluate your efforts. Does your current social marketing system give you the big picture you need to optimize your social marketing investment?

The Importance of Social Marketing

It's simply not possible to overestimate the influence of social media in today's markets. For example, according to Gartner, "The rapid expansion of Internet-enabled mobile devices continues to accelerate the corporate focus on social applications for marketing, sales and customer service.... A social media strategy is necessary, not optional, and CIOs will assert a greater role in application selection."¹

Effective social marketing can create customer advocates who can be powerful influencers for purchasing decisions. It helps you collect customer suggestions, customer requests, and general feedback and then use the information for branding, campaign management, loyalty programs, sales conversions, and group and individual satisfaction measurements. When done well, social marketing can

- Keep customers engaged with a company
- Align products and services with individual needs
- Lead prospects through the buying process for your brands

Undisputed Challenges

Against the backdrop of today's lightning-fast, competitive market, experts agree that social marketing is a "must have" for a successful marketing strategy. But once you've turned social marketing loose to promote your brands and products, how can you keep up and make sure that social marketing lives up to your expectations? The challenges are straightforward; you want a social marketing solution to help you

- **Manage and scale your social offerings.** It's not just managing one or two pages on Facebook. According to a study by Altimeter Group, the average number of social media accounts held by enterprise-level companies is 178.² You need an efficient way to handle the growing number of accounts and make your social media management easier.
- **Keep your brands consistent.** When you send out information about your brands, you want it published immediately, but you also want to make sure that your corporate image (your company's messaging, colors, and graphics) is consistent throughout all your social channels—whether it's on Twitter, Facebook, LinkedIn, blog pages, or any other social media.

¹ "The Concise Social for CRM Vendor Guide, 2013," Gartner, January 4, 2013.

² "A Strategy for Social Media Proliferation," Jeremiah Owyang, Altimeter, January 5, 2012.



WHAT CAN ORACLE SOCIAL MARKETING DO FOR YOU?

You have specific goals and expectations for your social marketing programs, but does your current solution give you what you need to measure and evaluate the effectiveness of those programs? In other words, can you answer these questions with your current social marketing application?

- How many unique social followers do you have across your key brands?
- Can you identify your most active and influential followers?
- Can you highlight your most effective channels?
- What is the size and growth trend of your brand loyalists?
- Can you measure the effectiveness of your social marketing campaigns?
- What key performance indicators do you use to measure the effectiveness of your marketing?

- **Listen to what customers are saying.** Customers talk, and you should know what they're saying. Social marketing requires constant monitoring: If customers are happy and excited, you want to know why; if customers are indifferent, that's important to know, too; and if a customer has a negative comment or complaint, the time to address it is now—before it goes viral.
- **Engage your customers.** Customers who are engaged with your business can be great ambassadors as well as great customers. Encourage loyalty and invite two-way conversations using personalized offers and incentives. You can even consult with your customer community for marketing business, such as new product ideas and testing.
- **Track your results.** Do you know which components of your marketing strategy are bringing the results you want—and which ones aren't? If you can't assess and determine which pieces of your strategy are effective, then you're wasting resources. From tracking to analytics, your social marketing solution should provide the information you need to make decisions about the effectiveness of your social marketing strategies so you can optimize your return on investment.

Oracle addresses all of your challenges with the Oracle Social Marketing solution, a complete, integrated solution that gives you a better way to manage your presence on social media. With Oracle Social Marketing, your focus quickly moves from trying to understand your social marketing programs to successfully marketing your business.

A Complete Solution for Better Results

Oracle's best-of-breed products give you better options for social marketing. Only Oracle offers a social media management solution that provides listening, engagement, publishing, campaigns, and analytics and is completely integrated with full-blown marketing automation applications.

The Oracle Social Marketing solution seamlessly combines Oracle Social Relationship Management (SRM) applications with Oracle Customer Experience (Oracle CX) applications to give you multichannel marketing along with social marketing capabilities that set it apart from the competition, including

- Indicators that predict customer actions
- Language support for 30 languages worldwide
- Automatic content categorization of social posts
- Seamless integration between social management and marketing management applications

Faster Results with Less Effort

Oracle Social Marketing provides a single point of access for all your social marketing properties (including multiple Facebook accounts, Twitter, Google+, and blogging pages) so you can ensure consistent branding and messaging across multiple touchpoints. With just one access point to manage, you can more easily listen to what your customers are saying and engage them with personalized responses from your business.

The Best Experience for Your Customers

Oracle Social Relationship Management applications are integrated across the enterprise with existing Oracle Applications (and third-party applications) so that users in marketing, sales, commerce, and customer service can work with familiar applications to implement, track, and analyze their social marketing programs. And, because Oracle Social Relationship Management applications have seamless integration with Oracle CX applications, you can deliver the great customer experiences that make a difference in a highly competitive marketplace.

CONTACT US

For more information on Oracle Social Marketing, visit oracle.com/social.

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