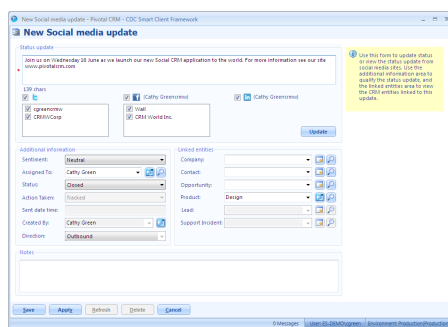


Harness the power of social networks where they have the most business impact—within your Pivotal CRM system

Pivotal Social CRM enables you to make sense of the vast informational and conversational resources of social networks and apply them in a business context.

- **Uncover social media intelligence** by identifying prospects, tracking deal chatter, monitoring sentiment, spotting customer complaints and issues, and more
- **Take action on social media insights** by generating leads, assigning tasks, opening service tickets, and more
- **Grow your social media presence** by easily reaching out to contacts to invite them to join your social networks
- **Simplify social media marketing** by coordinating communications and launching them across channels in a single step
- **Find connections** between prospects, customers, consultants, influencers, and decision-makers to gain introductions and entry into opportunities
- **Provide better service and improve public relations** by identifying and addressing customer issues reported on social media sites

To learn more about the Pivotal Social CRM module and how it can address your firm's unique needs, call +1 877-PIVOTAL (+1 877-748-6825).



Update multiple social media sites in a single step from within Pivotal CRM

**The Web has gone social, and there's no turning back. Social networks and social media have revolutionized communication channels and transformed traditional one-way business-to-customer and business-to-business interactions into a complex net of many-to-many conversations. While businesses are increasingly catching on to the game-changing impact and unprecedented potential insight of social sites such as Twitter, Facebook, and LinkedIn, most are still struggling to cut through the social media din to find the business value and to understand how to apply and manage social media insights in a practical manner. Luckily, there is now a solution: Pivotal Social CRM.**

Pivotal Social CRM brings the power of the social Web into your business where it is most relevant and valuable: within your Pivotal CRM system. An application module built for the Pivotal CRM 6 and Pivotal CRM for Financial Services 6 platforms, Pivotal Social CRM integrates the most popular and ubiquitous social media tools—Facebook, LinkedIn, Twitter, InsideView, and Google BlogSearch—with your users' daily activity hub, Pivotal CRM. Not only does it enable you to bring the deep insight and business intelligence derived from those social media sites into your customer and prospect database, but it is designed to incorporate social media elements into the natural daily workflows of your sales, marketing, and service teams.

Pivotal Social CRM embeds functionality into your existing Pivotal CRM 6 system that enables your users to easily use Twitter, LinkedIn, Facebook, and InsideView for useful activities such as finding relationships, managing events, finding leads, and more, uncovering the practical business value of social media channels.

### Streamline Public Communication

More channels often mean more work—but not with Pivotal Social CRM. Pivotal Social CRM enables you to broadcast marketing messages and corporate announcements to your CRM contacts and social network base in a single step. You can easily expand your social networking presence by inviting customers, prospects, employees, and anyone else in your Pivotal CRM database to connect through your social networking accounts.

### Gain In-Depth Sales Insight

Sales intelligence is taken to the next level with Pivotal Social CRM. You know that prospects are out there asking for advice on products and services, but finding the ones that are relevant to your business can be time-consuming work. With Pivotal Social CRM, you can identify prospects and find out what they're saying and to whom, then take immediate action within the CRM system, assigning tasks and follow-up as appropriate. You can also gain insight into deal influencers by seeing who your customers and prospects know and how they interact with each other. Identifying "who knows who" can help your sales force pinpoint connections that can give them access to target prospects and decision-makers. Monitoring social media discussions and updates can help uncover potential revenue opportunities and provide intelligence on sales deals.

### Coordinate Multi-channel Marketing with Ease

Pivotal Social CRM enables you to broadcast marketing messages to all supported media in one click, dramatically reducing the time and effort required to coordinate messages across these multiple channels. You can also easily manage online and in-person marketing events on Facebook from within the CRM system. Use Pivotal Social CRM to track the effectiveness of your social media campaigns and initiate CRM actions such as lead entry in response to social media responses.

## Open Up a New Customer Service Channel

It's no secret that in the age of social media, what might once have been fairly private customer service issues or complaints have the potential to become very public ones. Pivotal Social CRM enables you to keep your ear to the ground and monitor popular social media sites for reports of customer issues or questions about your products and services,

providing the opportunity to respond and react in a timely manner to ensure customer satisfaction. Pivotal Social CRM lets you easily capture support incidents from any social media update and assign them for prompt follow-up. You can also use Pivotal Social CRM to leverage social media for service and technical broadcasts and communicate with your customers via social media for service and support.

Features	Description
Social Media Integration	Integrates out of the box with the Web's most popular social networking sites: Facebook, Twitter, LinkedIn, InsideView, and Google BlogSearch.
Account Linking	Link your CRM contacts and companies to their LinkedIn, Facebook, InsideView, and Twitter accounts and profiles.
Activity Viewing	View contacts' and companies' recent social media activities—tweets, Facebook status updates, LinkedIn updates, and blog posts—all within Pivotal CRM.
Aggregate Views	View social media activity in an aggregate format to see all social media activity for a company or for all your account contacts.
Social Media Searches	Search for individuals and organizations on LinkedIn, Facebook, and Twitter from within Pivotal CRM. Find connections to prospects and customers by searching LinkedIn networks. Search for keywords and hashtags on Twitter.
Social Media Monitoring	View LinkedIn updates, Facebook status updates, and tweets associated with your CRM contacts, companies, and other entities. Track responses to tweets and Facebook status updates.
InsideView Integration	See InsideView data on your companies and contacts within Pivotal CRM, and use InsideView's award-winning sales intelligence information to gain insights from traditional editorial sources and emerging social media.
Google BlogSearch Integration	Automatically view Google BlogSearch results for your accounts. This can add significant intelligence in cases where the account has active blogs that may provide insight into sales, service, and marketing efforts.
Social Media Communication	Broadcast your marketing messages and corporate announcements to Twitter followers, Facebook friends and fans, and LinkedIn connections in a single step. Easily invite customers, prospects, employees, and partners to join your social media communities.
CRM Actions	Take action on tweets, LinkedIn updates, and Facebook updates by easily initiating tasks, leads, and service incidents within Pivotal CRM.
Facebook Event Management	Manage marketing, sales, and corporate events using Facebook event management. Initiate an event from the CRM system, publish to Facebook, then use the Facebook event management features to invite and track attendees. All interactions can be done using Facebook or the CRM system.
Social Media Activity Tracking	Track which types of social media activities are being monitored by your users and what actions they are taking in response to them. Data tracked includes sentiment, who made the tweet, who created the CRM action, what was done, and any respective CRM links.
Relationship Tracking	Easily find relationships between your accounts to gain insight into connections, influencers, and opportunities for access to key decision-makers. A single click within the CRM application retrieves this information when you need it, then maps all connections in Facebook, Twitter, and LinkedIn and displays them in a convenient graphical tree view.

## Experience the Power of Social CRM

To learn more about how Pivotal Social CRM can help you derive business value from social media, call us at +1-877-PIVOTAL or visit us at [www.PivotalCRM.com](http://www.PivotalCRM.com).