



# SocialFusion™

Social media marketing with purpose

## About SocialFusion™

Social media marketing has become an important component to B2B's marketing strategy mix. Salesfusion has set out to apply the basic principles of direct marketing and b2b demand generation to social media marketing; therefore, our clients can take advantage of this emerging channel in a way that provides meaningful metrics and trackable lead generation programs.

## Publishing

IttyBitty is Salesfusion's URL-Shortener. Historically, dialogs in Salesfusion contain long-string URL's that are cumbersome to post. IttyBitty converts long, messy URL's into simple and short IttyBitty url's. These are easier to post and, when posting in social networks that have character restrictions (Twitter=140), it allows the user too post more content. IttyBitty dialogs allow the user to take any PDF or HTML content and create social sharing links for posting in social networks from within the tool. This is popular for use with press releases, product announcements, case studies and webinar registrations.

## Sharing

You can share your content from emails and landing pages in their personal social accounts, allow recipients to post the html into their networks & track who is sharing your content as "advocates" and enroll the leads in their own campaigns.

## Tracking

Advance analytics in Salesfusion enable you to quickly determine which content and networks are producing real responses and leads.



Combining the power of an enterprise-class software application with the ease and flexibility of user-driven SaaS solutions, Salesfusion will provide your team with everything they need at a price they can afford!

