

Increase Social Media Lead Generation and Engagement

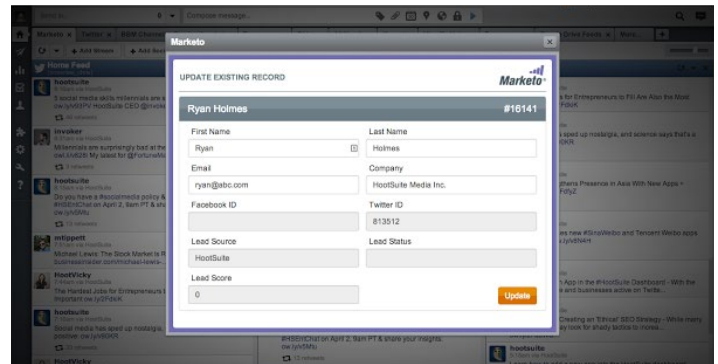
With the Hootsuite and Marketo integration

If you're a marketer or in sales, it's critical that you have the most detailed information possible about your customers and prospects. More information means you can deliver higher quality leads to your sales team, and ultimately win more business. Our Marketo integration helps customers increase social lead generation, scoring, and engagement by providing sophisticated social intelligence on your prospects found in Hootsuite.

Generate Qualified Leads From Social

Easily identify prospects on social channels in Hootsuite and quickly add them as leads in Marketo. Marketers using Hootsuite to monitor engagement and keyword search streams can now take action with prospects discovered on social by seamlessly adding them into Marketo and following up with relevant campaigns.

Hootsuite. Marketers now have a simple way to query the lead database to know whether social media users exist as leads.



Gain Deeper Insight Into Your Buyers

Enrich lead data to provide deeper context and progress leads through the funnel. Marketers can now enhance prospect and lead data by easily updating Marketo lead records with social profile, message and conversation data as its discovered in Hootsuite, providing deeper context on prospects.

Discover New Opportunities For Engagement

Stay informed and socially connected with leads and prospects. Uncover prime opportunities for engagement by focusing in on your leads' social conversations in



Request a custom demo today by visiting <https://socialbusiness.hootsuite.com/market.html>

About Hootsuite Enterprise

Partner with Hootsuite to accelerate your social transformation



Hootsuite Enterprise empowers organizations to execute business strategies for the social media era. As the world's most widely used social relationship platform, Hootsuite Enterprise enables global businesses to scale social media activities across multiple teams, departments, and business units. Our versatile platform supports a thriving ecosystem of technology integrations, allowing businesses to extend social media into existing systems and programs.

We help organizations create deeper relationships with customers and draw meaningful insights from social media data. Innovating since day one, we continue to help businesses pioneer the social media landscape and accelerate their success through education and professional services.

Request a custom demo today by visiting enterprise.Hootsuite.com

Trusted by 744 of the Fortune 1000

