

# Social Media Connections™

Let us grow your company and staff following using social media invites, sharing, friends, tweets and more...

## Overview

- Either stand-alone or integrated campaign – Working with LinkedIn, Facebook and Twitter or others, Boxpilot will be your social marketing partner, supporting your campaign goals, whether it be more followers, friends, connections, more attendees, more involvement, discussion or greater search engine ranking.
- We can run any campaign type in any network – Communications options include individual connection invitations, friend requests, group discussion invites, post sharing, Tweet campaigns, growing following/followers and more.

## We make the connections for you...



Connection Invitations   Friend Requests   Group Discussion Invites  
Post Sharing   Tweet Campaigns   Grow Following/Followers

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## Features

- **Verified social connections** – We verify social connection information in Facebook and/or LinkedIn and send invites from the identity you select.
- **Schedule in Advance** – Build complete social promotion schedules to support legacy marketing programs.
- **Easy to set up** – We work from your own marketing lists to identify specific contacts you want to reach, all with less technical management.
- **Creates social presence** – Enhance competitive visibility of sales team members by improving LinkedIn, Facebook and Twitter activity and prominence.
- **Integrate with other Boxpilot campaigns** – In tandem with your phone, text, email campaigns. E.g. send connection invites to recipients/responders, twitter follow, etc.

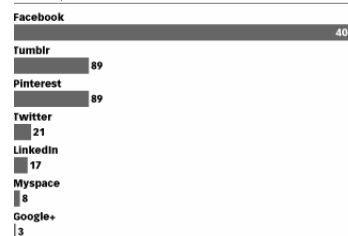
## Benefits

- You know you should, but don't have time for it
- Get it done the way you want - as if you did it
- Total cost control – you set the budget
- Outsource the exact activities you choose
- Executed on schedule according to a plan
- Frees up in-house resources
- Measure ROI with defined budgets & activities
- Expands your marketing and sales opportunities
- Claims thought leadership positions
- Enhances search engine results

## Applications

- LinkedIn connection invitations
- Facebook Group friend requests
- Tweet campaigns
- Group discussion invites
- Post sharing/new blog entry creation
- Executive/Team profile creation

Average Time Spent on Social Networking Sites Worldwide, Jan 2012  
minutes per visitor



Source: comScore as cited in The Wall Street Journal, Feb 28, 2012  
117542   www.eMarketer.com

Enhance your presence in the conversation!



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