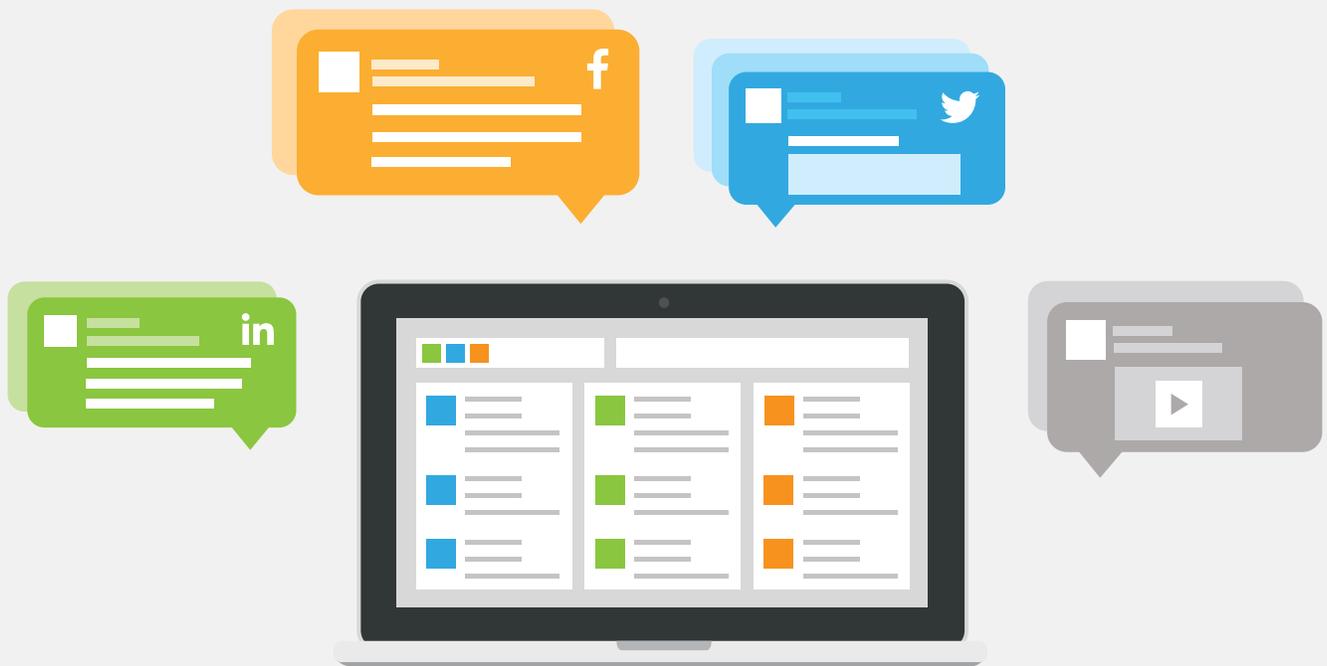


Hootsuite Enterprise

Achieving Success with Social



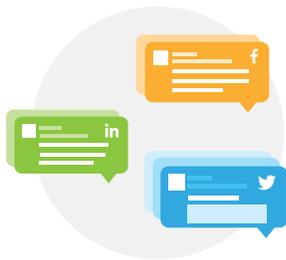
Partner with Hootsuite

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.

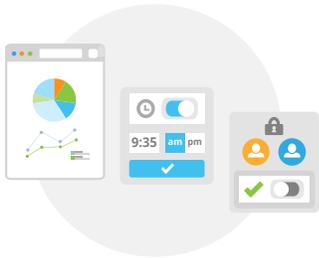
Request a custom demo today by visiting enterprise.Hootsuite.com



Social Media Management



Social Customer Service



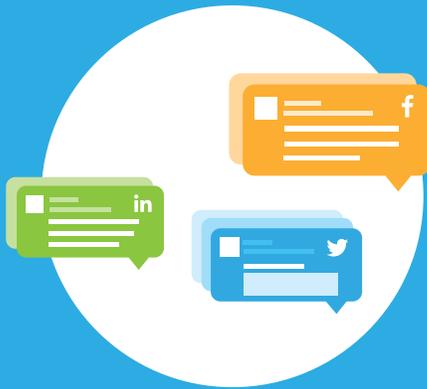
Social Marketing



Social Selling

Trusted by 744 of the Fortune 1000





Social Media Management

Empower broad social media adoption.

Only 18% of companies with a social media policy feel that their employees have a good understanding of that policy.

Altimeter Group

Securely execute business strategies for the social media era.

As the world's most widely used social relationship platform, Hootsuite enables organizations of all sizes to securely manage social media accounts, engage audiences, and measure business results.

We empower teams to focus their efforts and collaborate across departments, business functions, and regions, all within a protected environment. Using Hootsuite, organizations can maintain control of their global social footprint while also staying relevant through local networks and languages.

Hootsuite Enterprise supports a thriving ecosystem of integrated technologies, allowing organizations to blend social communications into any existing program or software and gain actionable insights into the strategies that drive business impact.

Engage your audience

- Monitor all social channels from one dashboard
- Identify and engage with influencers
- Deliver content to multiple channels at optimal times for your audiences
- Scale your program with scheduled posts

Empower and educate employees

- On-demand and customized training on Hootsuite and social media best practices
- Social Media Security Services helps to mitigate risks and manage brand and company reputation with actionable analytics
- Measure results and optimize performance

Streamline workflow

- Assign follow-up actions to team members
- Access approved content from the Content Library

Our vision is to become a truly Social Enterprise, inside and out. Hootsuite Enterprise gives us confidence that we can have hundreds and hundreds of our employees representing our business on social.

*Peter Aceto,
CEO,
Tangerine*

Tangerine
Forward Banking™

Manage all your global + local social networks in one dashboard:





Social Marketing

Build your brand and your business results through social.

Customers who are more engaged with a company's social media channels spend up to 40% more than other customers.

Bain & Company Study

Transform messages into meaningful relationships.

Hootsuite Enterprise empowers organizations to successfully integrate social media into global marketing strategies. As pioneers of social marketing, we have built a thriving ecosystem of partnerships to equip marketing teams with the technology and know-how to succeed in the social era.

Our scalable publishing platform allows every employee, team, and department to amplify social media campaigns and expand brand reach. Increase brand awareness, identify key audiences, and launch targeted campaigns that drive measurable results.

Drive revenue

- Execute social marketing at scale with geo-targeting
- Track origins and outcomes of leads to optimize social channels and content

Companies with effective social media strategies generate 20%-30% more inquiries than their peers.

Sirius Decisions

Build brand awareness and loyalty

- Listen to what's being said about your brand, company, products, and competitors
- Engage in dynamic conversations and share relevant content
- Measure brand awareness and sentiment

Optimize performance

- Amplify your marketing messages by empowering employees to share approved content
- Identify successful or underperforming content while it's still relevant
- Demonstrate the impact of campaigns and make wise investment choices in paid social

Integrate social data with your line-of-business applications:



OMNITURE®

Google Analytics

webtrends®

trendspottr

Marketo

crimson hexagon

Brandwatch



Social Customer Service

Improve customer service and strengthen customer relationships.

Social media puts customers in the driver's seat. Over half of consumers now use social media to directly reach out to companies to report satisfaction, lodge complaints, and ask questions.

Nielsen

Delight customers with proactive and seamless customer service.

Hootsuite Enterprise enables organizations to proactively identify and resolve issues on social media before they escalate.

Your customers expect rapid assistance in the channel of their choosing. With Hootsuite Enterprise, your organization can increase customer satisfaction by collaboratively monitoring and responding to incoming messages as well as comments that are not directly addressed to your official channels. Accelerate response times by routing messages to the correct individual, team, or department for rapid resolution.

Increase customer satisfaction

- Monitor for customer feedback and comments across multiple social networks
- Identify and resolve issues before they escalate

We love to listen and to interact with our Virgin customers, and we want to use social media to tap into conversations that our advocates are having, so we can best improve our products and service offerings for them.

Daniel Richards,
Digital Director,
Virgin



Hootsuite has been invaluable to making sure that we are working as efficiently as possible and making sure that we are serving the consumer the fastest and the best that we can.

Tan Lam,
Social Media Manager,
Airbnb



Accelerate response times

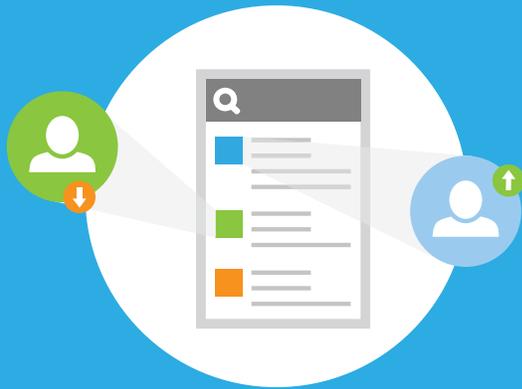
- Define workflows and assign messages to the appropriate team for optimal customer responses
- Filter incoming messages by location to coordinate social customer service across geographies

Measure success

- Track response times and message volume to increase team efficiency
- Incorporate social data into CRM and help desk tools to improve the customer journey

Integrate social data with your customer service applications:





Social Selling

Increase revenue and sales team productivity.

The greatest barrier to a sales person achieving quota is the inability to demonstrate value or lack of customer knowledge.

Sirius Decisions

Drive sales with real-time insights about prospects and customers.

Hootsuite Enterprise enables sales teams to generate more qualified leads, build deeper relationships with prospects, and move deals through the pipeline faster.

Social media is critical to connecting with today's sophisticated buyers. Sales success now depends on reaching prospects when it matters most, while knowing more about them and their needs than they know about you and your product.

Hootsuite allows sales representatives to conduct all of their social selling activity from an easy-to-use dashboard that saves time and drives efficiency. Operationalize your team's social selling strategy with a unified platform for monitoring, engagement, and intelligence.

Know your customers

- Gain insights about customers, prospects and competitors by monitoring social channels
- Search and filter social network data to find relevant conversations
- Add social data to existing contact information in your CRM system to gain a 360-degree view of your prospects

Build relationships

- Connect with customers and prospects at the best time for engagement
- Establish expertise by sharing relevant content

Close deals

- Act on leads by identifying buying signals on social media
- Leverage social connections to reach decision-makers quickly

Track results

- Seamlessly push social leads into your CRM system and measure their impact on your sales funnel

Hootsuite Enterprise is a valuable sales tool for my team, because social media helps you gather information that drives real-life conversations.

*Ashley Hedge,
Sales Leader,
LinkedIn*

LinkedIn

Integrate social data with your CRM applications

 SUGARCRM



 LeadSift
Turn Social Feeds into Local Leads

 nimble



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