

Lithium Social Media Monitoring

How the Best Brands Gain Customer Insight from Social Media

Give Everyone the Power to Listen

Social customers love to share. They're out there right now, talking about your brand, ranting and raving over your products. And they're doing it whenever and wherever they want—on Facebook, Twitter, YouTube, Flickr, discussion groups, forums, and blogs.

Keeping up with your customers' activities across social media can be overwhelming. But buried in all their social activity is priceless market intelligence—and it's all time sensitive. If you really want to engage your social customers, you can't wait days or weeks for a report. The tools your team uses have to be real-time, simple to configure, and easy for enterprise teams to use. And every one of your colleagues needs to have the power to gain social insights, without costs that increase for each user.

That's why companies like Coca-Cola, Chase and Vodafone use Lithium Social Media Monitoring (LSMM) to find crucial nuggets of market intelligence from millions of social media sources.

Brands are Built by Customers

Driving awareness and demand with your social customers begins with figuring out exactly what they're passionate about. When social customers are part of your process, they feel empowered, are more satisfied, and are better advocates for your brand. You can't force-grow brand advocacy in social channels; you have to find it wild and give it more room to grow. And finding it is the first step.

To Listen Is Good...

Lithium Social Media Monitoring separates the signal from the noise, tells you what your social customers care about, and gives you insight into their opinions. It reveals where they congregate and tells you who's the most passionate. Lithium Social Media Monitoring finds innovative ideas for product fixes, new features, and service enhancements.

Lithium

Customers Include:

LAND-ROVER

zippo

JPMorganChase

vodafone

Hasbro

razorfish

MOTOROLA

StubHub!

DUNKIN' DONUTS

CITRIX

CBS



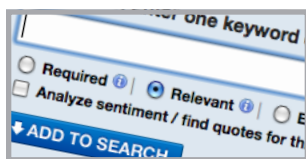
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...Doing it Together Is Better

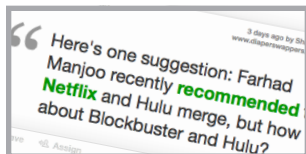
Lithium Social Media Monitoring lets you collaborate with your team members, other employees, and partners so you can all drive your social customer strategy. You can create tasks around any piece of social media data and assign them, solve issues together, track their status, and create team reports so everyone is dialed into the social customer.

Social Media Monitoring Features



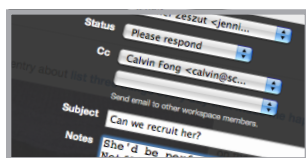
Searches

Set up a search across all social media channels quickly and easily, and that social content is immediately available for your whole team to review. Your searches range across millions of sources: Twitter, Facebook, YouTube and other video sharing sites, Flickr and other image sharing sites, blogs, forums, and your own community. And we're adding new content all the time, so if something you need isn't there, you can suggest a source.



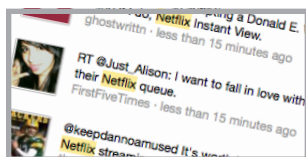
Quotes

Get to the important stuff, fast. Find out what your customers love or hate about your brand in real-time: see their rants, raves, caveats, and concerns in social media mentions.



Assignments

Social customer knowledge is good for the entire organization—marketing, service, and sales. Use it to drive your product innovation, increase reach and awareness, improve customer service, and find sales leads.



Exports

Export key social media mentions in .csv or .htm, for use in creating your own custom reports and metrics. Or export graphs and other images as PDFs for insertion into PowerPoint and other documents.

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Get Started Today

Contact us at
510.653.6800.

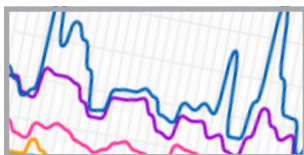
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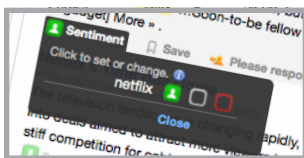
Buzz Tracking

It's great to have buzz. To know all there is to know about your buzz is even better. You'll get a look at not only your own buzz volume, but how it stacks up against your competition and the industry—all in real-time.

Reports

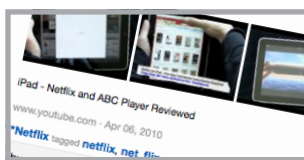
With Lithium Social Media Monitoring Reports, you get a summary of everything that's going on across the social media landscape. And you can export it to a PDF and share:

- Social media mentions by channel
- Sentiment for your brand
- A frequent words analysis
- Competitive buzz analysis
- Your curated saved items



Automated Sentiment

Sentiment can be a tough one to ferret out of the social web. With slang changing daily and new words hitting the street, one day's "cool sneaks" is another day's "phat kicks." If you think we got it wrong, override it with your own assessment, and your input is added to our algorithm.



Saved Items

Save the most interesting items for use in reports or for export. Your Customer Service team can share bookmarks, notes, and mentions around your new product roll-out with Marketing for input on the next development round. Your Marketing team can collaborate with each other on your in-market campaigns and share potential sales leads with your Biz Dev team.

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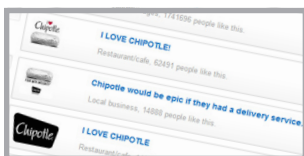
Frequent Words Analysis

Keeping up with the rate of change in the social media marketplace is critical to social success. When important topics start to emerge, you can see them coming with Frequent Words Analysis, telling you how often relevant words are showing up in social media mentions.



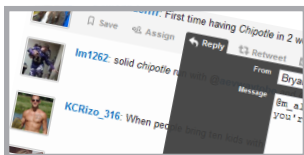
Email Alerts

Email Alerts are a great snapshot of everything that's going on across the social web involving your brands, your campaigns, your products, your executives, and your competitors—whatever you're currently searching on with Social Media Monitoring. You control the frequency—daily, weekly, or monthly.



Facebook Page Monitoring

Facebook has become an important social channel for your customers. Monitor, engage, and moderate your Facebook pages and identify trends and topics that your customers are most interested in. Add your own pages or your competitor's pages and perform comparative buzz and sentiment analysis.



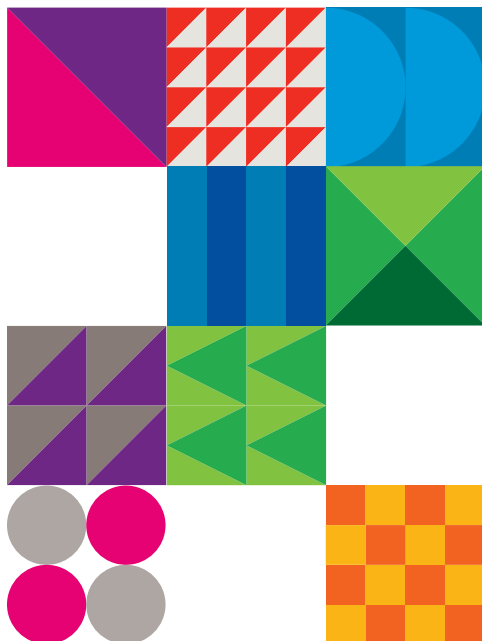
Inline Response

Once you have identified interesting posts or tweets, don't wait to respond. You can respond to Facebook posts and tweet back from the monitoring interface, making it an efficient workflow to stay engaged with your customers.

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Walking the Path to Social Success

Happier customers. Better, faster customer service. Loyal customers who evangelize your brand. More reach. Greater awareness. More customers. Customers who spend more on your products. These are the business outcomes we drive when we aim for social success.

The path to social success unfolds as we walk upon it. Lithium Social Media Monitoring gives you the technology to start your journey.

About Lithium

We help great companies build brand nations for their most engaged customers. With Lithium, clients such as Best Buy, AT&T, Research In Motion Limited (RIM), Univision, and PayPal turn their customers' passion into marketing, product development, sales and customer service assets. For more information, visit lithium.com, or connect with us on [Twitter](#), [Facebook](#), and our own nation - the [Lithosphere](#). Lithium is privately held with headquarters in Emeryville, California.

To Learn More

For additional information about Lithium or to request a demonstration, please contact your Lithium Sales consultant or visit lithium.com.

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