What Is Your Modern Marketing Social Strategy?

Are you doing all you can to leverage social media for business? Are you listening to everything customers are saying about your brand and deriving insights from those conversations to impact your business? Are you creating content that gets engagement, likes, and shares? Successful organizations use social channels to listen to social conversations about their company and industry, create relevant content, publish to the right channels, amplify their campaigns with paid media, and track multi-channel campaign ROI. Learn how to use Oracle Social Cloud with Marketing Cloud to get the right message, to the right place, to the right people, with real ROI.

Right Message

Use social insights for better content creation. Through insights found in social media conversations, you may discover how customers talk about your brand, what they like and don't like about your products, or growing industry trends. Leveraging those insights, the integration of Oracle's Social Cloud with Marketing Cloud then allows you to create content on one platform that can be shared consistently across multi-channel marketing campaigns.

» Build content using descriptors from voice-of-customer
» Create consistent content in one platform
» Deploy content across digital and social

> *"We chose Oracle Social Cloud because it was the best available solution that could help us to closely connect with all our stakeholders around the world in a coordinated manner."*
> —*Maersk Line*

Right Place

Understand customer engagement for optimal placements. Use Oracle Social Cloud's dynamic link tracking capabilities to track engagement across multiple marketing channels. See where your audience is interacting with your content, what time of day, and how often. Use this knowledge to optimize future marketing campaigns.

ORACLE®
SOCIAL CLOUD

Oracle Social Cloud is a social media management solution that allows you to get better insights, create better content, provide faster service, and realize faster sales growth on social media. With Oracle Social Cloud, you can leverage:

- Social listening
- Engagement
- Publishing
- Social applications
- Analytics
- Professional services
- Integrations

HOW WE'RE DIFFERENT

Unlike competitive social media management solutions, Oracle Social Cloud is different in four ways:

- **Deeper listening.** Rely on the only LSA+NLP+Boolean vendor for more accurate social data and better insights.
- **Global scale.** Listen and analyze in 18+ languages, with user interfaces in 31+ languages.
- **Unified platform.** Replace multiple social point solutions with a single solution.
- **Integrations with customer experience applications.** Extend and leverage social media throughout your enterprise.

» Tag social content with dynamic link tracking

» Track & collect social customer interactions

» Include social metrics in analytics dashboard

Right People

Deliver content to targeted audiences in social media. With Oracle Social, you can get additional reach for your social campaigns using paid social media. Furthermore, features like Custom Audiences and Look-alike Audiences ensure that you are reaching the right people and that your ad spending is not wasted on prospects unlikely to convert.

» Define hyper-targeted custom audiences

» Increase paid media placement effectiveness

» Find new customers with look-alike audiences

Real ROI

Get the analytics you need to show value and performance of your marketing campaigns. Oracle Social Cloud's dynamic link tracking capabilities allow you to add tracking tags to social campaigns. Combined with Marketing Cloud, this allows you to see your social campaign metrics in the same analytics dashboard as your email and web campaign metrics.

» Dynamic link tracking in social

» Include social metrics in analytics dashboard

» View multi-channel campaign metrics
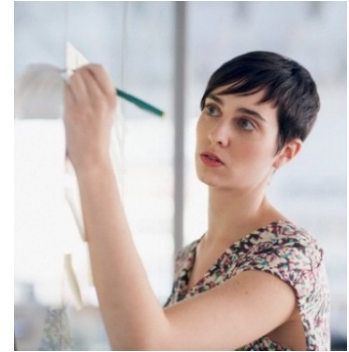
"We see social media driving business results. What we are doing with Oracle Social Cloud has been a good return on investment for us."

—*NBC Sports*

The Complete Solution

Social Cloud integrated with Marketing Cloud allows you to manage your digital marketing channels in one platform. By leveraging this integration, you can deliver a consistent, customer experience to your customers as they move from web, to email and social channels. Oracle is the only company that delivers a full suite of CX applications that enables you to manage the entire customer experience lifecycle at every touch-point your customer has with your brand.

Ready to Get Started?

Contact your Oracle sales representative to see a demo of Oracle Social Cloud and learn how you can leverage social as part of your modern marketing mix to grow your business.

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Hardware and Software, **Engineered to Work Together**