

Social Media with Purpose

Are you tired of all the hype and empty promises of Social Media Marketing. With SocialFusion you don't have to just follow the discussion... You Create It!

What is SocialFusion?

SocialFUSION is the new way to track and publish your content on the social web and generate meaningful metrics from your social media campaigns. You can now take virtually any marketing asset and publish it to a wide range of social media sites. The powerful tracking analytics allow the marketer to determine which social networks generate the most inbound traffic and which assets are resulting in qualified leads.

SocialFUSION combines tracking, publishing and sharing widgets to offer marketers a real and tangible solution that delivers more than just hype. Because the solution is embedded in a powerful demand generation platform, your Social Media Marketing efforts are integrated with the rest of your marketing channels.



Publish any html or pdf document and share in social media sites and track who accesses the materials. Use SocialFUSION's exclusive **IttyBitty** sharing widget to convert landing pages to small URL's so you can post in your personal social media accounts such as Twitter, Facebook and LinkedIn

Share your content from emails and landing pages in your personal social accounts. Allow recipients to share your content

Track advocates who are sharing your content and inbound traffic from your publishing and sharing efforts. Track leads from social networks right through to opportunities

Marketing Automation from Innodan is a SaaS based marketing platform that combines all of the web 2.0 marketing functionality that savvy marketers need in today's fast-paced web 2.0 world.

Combining the power of an enterprise-class software application with the ease and flexibility of user-driven SaaS solutions, marketing automation will provide your team with everything they need at a price they can afford!

Don't follow the discussion....create it!



Social Media with Purpose

About SocialFUSION

Social media marketing has become an important component to the marketing strategy mix.

Marketing Automation has set out to apply the basic principles for direct marketing and demand generation to social media marketing so that our clients can take advantage of this emerging channel And in a way that provides meaningful metrics and trackable lead generation programs.

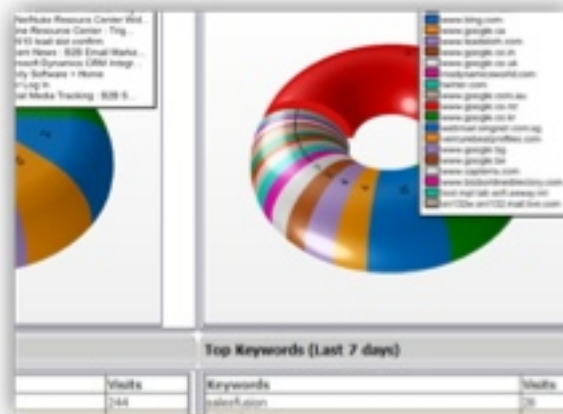
Publish with IttyBitty. IttyBitty is SocialFUSION's URL-Shortener. Historically, dialogs in Marketing Automation contained long-string URL's that are cumbersome to post. IttyBitty helps convert long, messy URL's into simple short url's. These are easier to post and, when posting in social networks that have character restrictions (Twitter=140), it allows the user too post more content. IttyBitty dialogs allow the user to take any HTML or PDF content and create social sharing links for posting in basically all social networks, right from within the tool. This is popular for use with press releases, product announcements, case studies and creating awareness about events.

Allow recipients of your campaigns to share your content from emails and landing pages in their personal social accounts. Allow recipients to post the html into their networks. Track who is sharing your content as "advocates" and enroll these leads in their own campaigns.

Track your social media efforts straight through to converted leads and opportunities. Advance analytics in the marketing automation solution enable you to quickly determine which content and networks are producing real responses and leads.



Introducing IttyBitty
Socializing your marketing collateral



Innodan Pte Ltd

<http://www.innodan.com/Marketing-Automation.html>