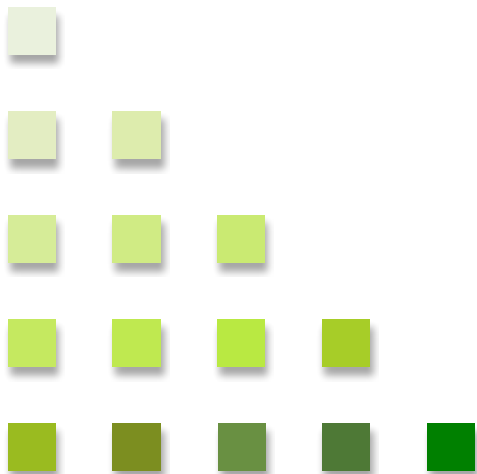




Social Marketing Power Tool for Agencies



- Gather intelligence
- Develop and present new strategies
- Manage social communications
- Create targeted campaigns
- Bring ROI to social interactions
- Generate a recurring revenue stream



People are talking about your clients' brands, products and markets. They talk on social networks, blogs, websites and online communities. Your clients may see the value of joining these conversations, but they may not know how to maximize the opportunity. You need a way to help your clients engage more deeply with people on the real-time web and integrate those efforts with their overall marketing strategies and methods.

All this takes huge amounts of time and effort and extensive coordination. *Until now.*

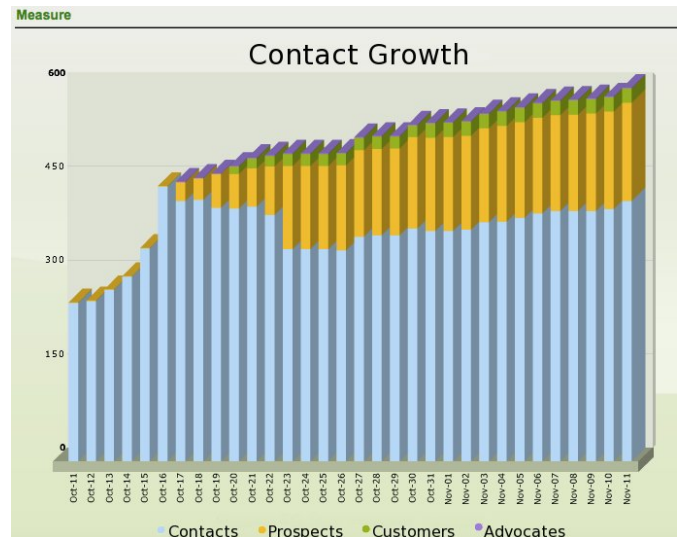
JitterJam™ integrates social engagement and social, mobile and e-mail marketing on top of an intelligent database. It makes sophisticated, targeted multi-channel marketing easy for you to execute and helps you differentiate your agency from your competitors.

JitterJam is your social marketing power tool.

Managing Far Beyond Expectations

JitterJam makes it possible for you to develop and execute comprehensive social marketing strategies for your clients with significant, tangible ROI.

- **Find out what people are saying.** JitterJam searches through Twitter, Facebook, blogs and other sources to identify and retrieve conversations relevant to your client's brand, product or market on the real-time web.
- **Analyze results and discover trends.** Use JitterJam to identify trends in the conversations surrounding your client's brands, products and markets. Utilize this *deep conversational analysis* to develop your marketing strategies, messages and client approaches.
- **Test different messages, offers and channels.** Utilize JitterJam to test response across different channels. Utilize A/B testing across or within channels. Help your client understand the engagement and effectiveness—and areas for growth—for each communications channel.
- **Manage or facilitate.** JitterJam enables the agency to either wholly manage a client's social marketing activities or facilitate and monitor those activities in conjunction with the client's staff.
- **Immediate and constant measurement.** JitterJam provides immediate monitoring and measurement of outbound communications. Instead of waiting for your reports, clients can log in and view the results of their campaigns in real time—and over time.
- **Easy, multi-client interface.** Easily switch between client accounts and speedily manage the day's tasks. JitterJam provides you with a single login that lets you access and manage all your clients' accounts—in tandem with our clients or on your own.



Tailored for Agency Engagement

JitterJam has a flexible reseller program that enables agencies to tailor packages and services to fit their business structures.

- **3rd Party platform.** Present JitterJam as a tool for your client to manage and implement your social marketing strategies. Clients can be billed directly by JitterJam, and the agency's JitterJam revenue stream continues even if their relationship ends with the client.
- **Comprehensive packages.** Include JitterJam as an integral part of a comprehensive set of products and services. Include JitterJam in one or more client packages.
- **Service structure.** Utilize JitterJam as part of a managed service offering and build JitterJam costs into the service fees.
- **Value-added capabilities.** In addition to one or more of the above, utilize JitterJam as an internal tool that provides your agency with greater efficiency and better return on effort for your client activities.

