



JitterJam™ Social CRM

Turning Conversations into Customers™

JitterJam™ combines email, social media and mobile engagement with an intelligent contact database to provide your business, brand or agency with a powerful and flexible integrated consumer engagement and marketing platform. Spark your social marketing efforts and drive measurable results in just 30 minutes a day.

JitterJam enables businesses to realize measurable return on social engagement. We step businesses through the social marketing process:

- **Listen:** Find and retrieve relevant conversations on the Social Web and collect information on the people who are talking; instantly identify the influencers
- **Engage:** Directly engage new and existing contacts in conversation through social, email and mobile channels
- **Develop:** Develop the social profiles of your contacts through automated and interaction-based processes; develop relationships with your contacts from initial "light" touch to brand advocacy; enable each individual to set the rules of engagement and cultivate a bond of trust between you and your customer
- **Promote:** Send multi-channel status updates and targeted communications from a single, easy interface
- **Measure:** See the results of all your efforts—results of each communication, buzz, sentiment, database growth, relationship growth, brand impressions, re-tweets and more; easily download and share those results with others

ric pratte

Name: pratte, ric
Twitter: ricpratte
FriendFeed:
Email: info@jitterjam.com
Web:

Tier: Advocate
Facebook:
Mobile:

Rank: 3.63 ★★★★★

Reach: 1,766 270 (2,036 total)

Social Profiles

	Reach	Selected?
Twitter ricpratte	1766	✓ Yes
Blog http://www.jittergram.com	20	✓ No
http://www.jitterjam.com	250	✓ No

Powered by Jitterater™

Created: 2009-10-31 Updated: 2010-05-08



JitterJam Features

JitterJam's unique blend of social analytics, CRM and digital marketing features make it a powerful and comprehensive social marketing tool for your business, brand or agency.

- **Social Search Engine.** Define a number of focused searches to retrieve conversations relevant to your brands, products, markets or competition. Search through blogs, Twitter (tweets, lists, geo-search), Facebook, email lists, YouTube and Friendfeed. Perform sentiment analysis and automatically segment individuals for brand-related searches. Streamline your activities by focusing on the most important conversations. JitterJam makes it easy.
- **Social Rating Engine.** Easily identify potential influencers found through social searches through JitterJam's social rating engine. Each individual is assigned a numeric rank based upon the extent and reach of their public social profile (accounts, engagement, contacts). The social rating also includes information on each individual's potential reach.
- **Consumer Social Profiles.** Spark the path to consumer advocacy by developing deep insight into each contact's social conversations and behaviors, level of engagement, influence, activity, online personas and more. JitterJam continuously develops your Consumer Social Profiles to enable your business to drive the right messages to the right people and see positive impact on your bottom line.
- **Direct Engagement Tools.** Communicate with existing and new contacts from social search results, from social profiles, from broadcast and targeted communications and promotions and more.
- **Make Me Happy™ Permission Marketing System.** Go way beyond standard opt-in/out preferences. Enable your contacts to opt-in to communications across email, social and mobile channels. Let them specify their preferred channels, communications frequency by channel, and desired content and interests. These preferences are automatically applied each time you send a targeted message to your contacts. Embed the Make Me Happy form on your website, on your Facebook page and as links within your marketing campaigns.
- **Multi-Channel Marketing Platform.** Send targeted communications using the deep segmentation capabilities of JitterJam's social profiles. Tailor each message by channel within a campaign. Use JitterJam's URL shortener to attach trackable links by channel or by recipient. Send broadcast updates to your social media accounts.
- **Deep Analytics.** JitterJam provides analytics on each communications sent (reach, performance by channel/individual, engagement, etc.), on each social search, on the development of the database size and depth of relationships—and much more. Each of these metrics is served immediately—no waiting for monthly reports—and easily shared with others. Use the analytics to make quick adjustments to your tactics and messaging and see immediate impact on your results.

