



How can Surround & Intent Marketing work for you?

Surround & Intent Marketing maximizes customer response through a data-driven understanding of online behavior that predicts intent, and drives action through a dynamic combination of search and social media marketing.

This results in measurably improved marketing performance.

SOCIAL LEADS™

Social Leads™ uses a blend of adaptive technologies with our proven processes to enable you to acquire high quality leads from social media.

ARE YOU INTERESTED IN MAKING SOCIAL MEDIA DELIVER REAL LEADS?

Features

- Intelligent campaign planning system maps 199 social media touchpoints
- Dynamic social profiler analyzes 14 types of target audiences
- Conversion Optimizer™ selects the best performing conversion path elements to engage your target audience more effectively



Benefits

- Leverages Social media to get you leads
- Maximize results on your social media investments to fit your ROI requirements

Pricing & Deployment

- The Social Leads™ solution deployment typically requires between 60-90 days to calibrate for your business/industry. Pricing starts at \$5,000 per month depending on your requirements.

Customer Acquisition Solutions by Position²

- Performance Leads™
- Social Leads™
- Trial Calibrator™
- Organic Rank Optimizer™

About Position²

Position² is a leading search & social media marketing firm that delivers continuous growth for its customers through the proprietary 'surround & intent marketing' methodology.

- Adaptive search technology solution that is customizable to different clients' evolving marketing needs
- Integrated social media marketing that engages your customers at multiple touch-points in the online environment
- Maximizes marketing cycles
- People, process, technology