



## 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 MEDIA CUSTOM APP SOLUTIONS

Position<sup>2</sup>'s applications development group builds custom solutions for social media: Facebook, Twitter, MySpace, and other social bookmarking sites.

### ARE YOU INTERESTED IN ENGAGING POTENTIAL CUSTOMERS WITH HIGH IMPACT VIRAL APPLICATIONS?

#### Features

- Create customized high-impact viral applications compatible with all major social networking platforms
- App selector system enables you to select the right applications and platforms to fit your social media strategy
- Social map engine provides consumer insights into performance of applications



#### Benefits

- Shorten your sales cycle by proactively influencing your customers' buying decisions across critical social media touchpoints
- Increase brand visibility with high-engagement viral applications leveraging the multiplier effect of social media communities
- Maximize results on your social media investments to fit your ROI requirements

#### Pricing & Deployment

- The Social Media Custom App Solutions deployment typically requires between 20-30 days to calibrate for your business/industry. Pricing is customized depending on your requirements.

#### Technology Solutions by Position<sup>2</sup>

- AutoBid Recommendations Engine™
- Analytics Configurator™
- Conversion Optimizer™
- Social Media Custom App Solutions

#### About Position<sup>2</sup>

Position<sup>2</sup> 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