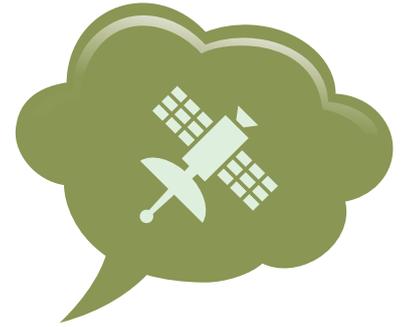


# solutions overview: socialleads

Close the social ROI loop and drive sales more quickly by connecting active social media prospects directly with your sales partners.

Whilst social media provides a dynamic mechanism to reach and influence more potential customers, it is still a challenge to engage with such prospects and drive sales closure to prove an ROI.

**socialleads** is an innovative 'social media lead generation' module that works with **socialondemand**®, generating trackable leads for your sales teams and external sales partners directly from prospects that interact with shared social media content.



## How does socialleads work?

Taking you one step closer to proving the ROI of social media, **socialleads** will enable you to unobtrusively collect, distribute and track leads to your sales teams – whether internal or external.

**socialleads** is an add-on module to **socialondemand** - the online tool that enables you to syndicate, share and amplify social media content through social media networks of your partners to reach and influence their followers.

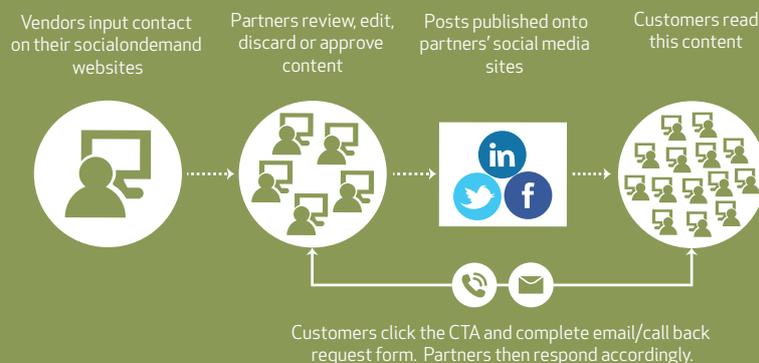
**This is how socialleads works in tandem with socialondemand:**

1. The follower reads the social media post sent via **socialondemand** from the partner (via Facebook, LinkedIn, Twitter etc) and clicks on the short url that's included in the post (i.e., the call to action)
2. Once the follower is on the document or website, a pop-up box – showing the reseller name – appears with an email/call back request form.
3. The follower completes the form and submits their details.

4. A lead email is sent to the point of contact at the partner and the lead information appears on their **socialondemand** portal
5. All leads are tracked and made available online via the **socialondemand** portal to your sales partners. Measurements and reports are also provided to the vendors.

### SOCIALLEADS AT-A-GLANCE

- Lead generation tool from social media content
- Adds a branded call-to-action for every social media post sent through **socialondemand**
- Links social media content to a supplying partner



*socialleads shows great promise! It is very unlike anything we have done before, and it's very easy for our partners. We are confident our channel partners are going to love this, and, as a result, engage more closely with us and generate more revenue.*  
**Ole Myind, Director of Channel Sales and Distribution EMEA, Acronis**

