



the mechanism that enables you to attract and capture new consumers

key challenge: the social web is huge, complex and getting more so every day

is your acquisition gear spinning?

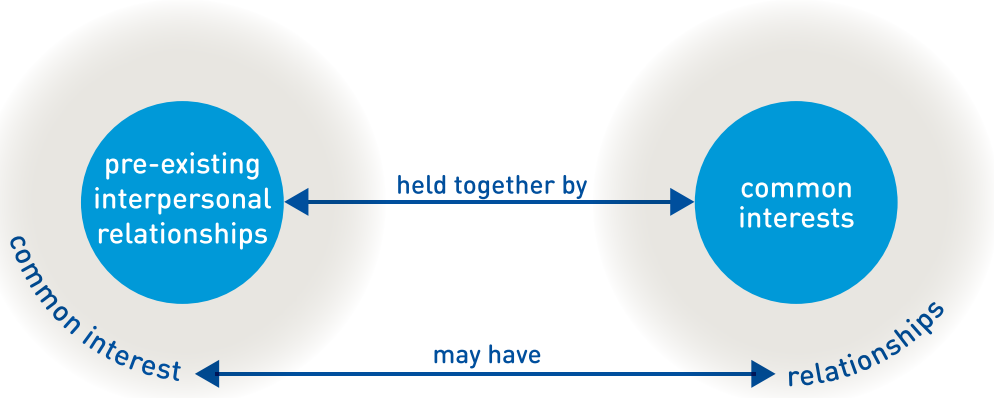
- Can you sift through the noise and find the signals in social media—the conversations relevant to your brand?
- Are you involved in a two-way dialog with your social customers?
- Is your content compelling? Is it relevant? Is it timely?
- Can customers find your content and brand on popular communities of interest (e.g., YouTube, Instagram, Pinterest)?
- Can they find your brand on popular social networks (e.g., Facebook, Twitter, Google+)?



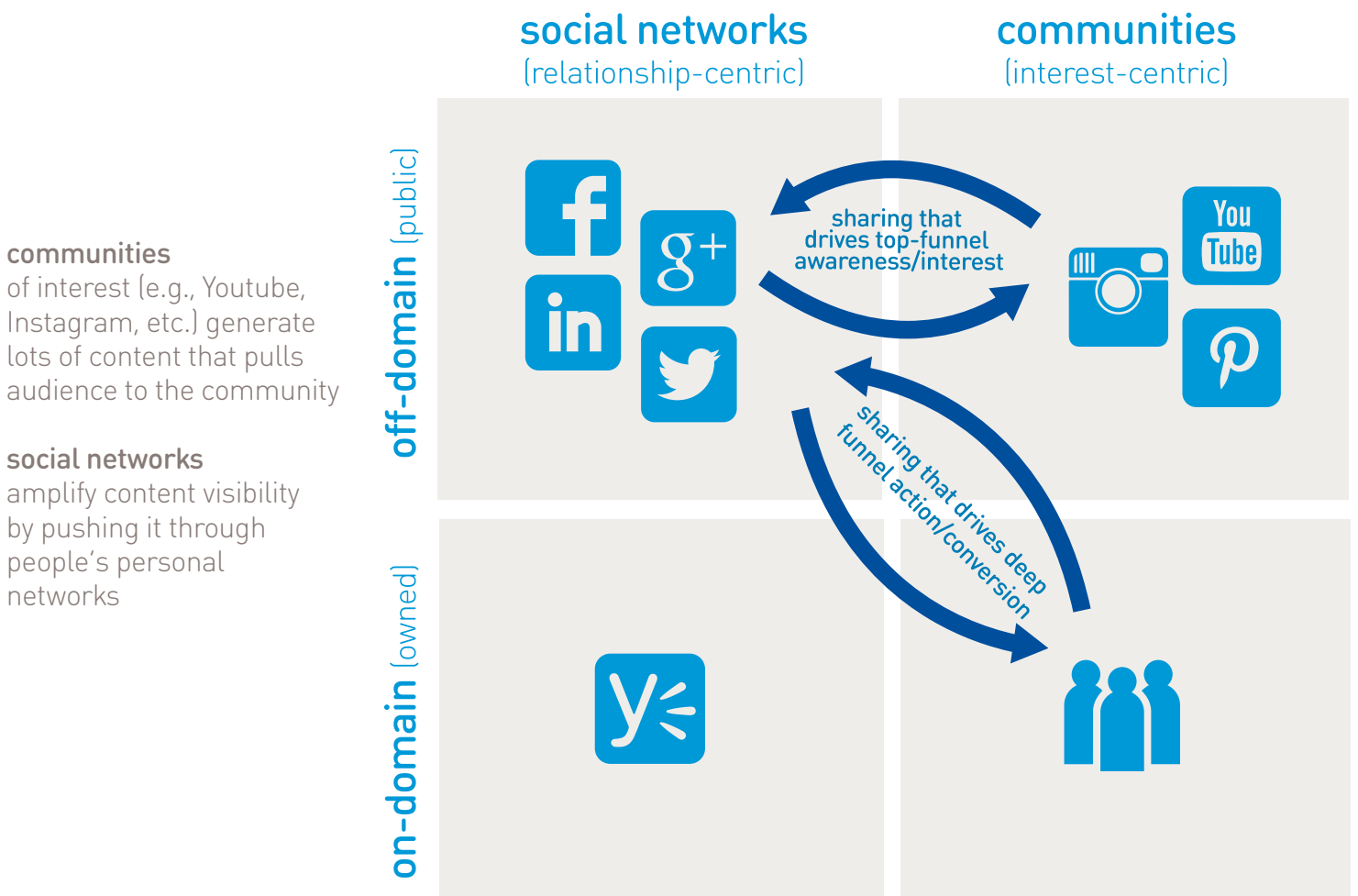
there are only two categories of social media

social networks

online communities



social networks and communities work together to drive awareness/interest



public social networks are great channels for amplification because they offer:

1. volume

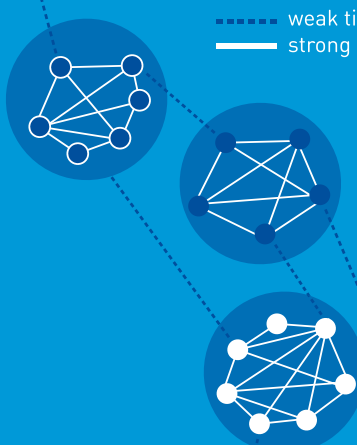
**Facebook**  
1 billion users, 1 of every 5 of all pages viewed, 2.7 billion likes per day

**Twitter**  
465 million accounts, 11 new accounts each second, 450 million tweets on a busy day

sources: AllFacebook, Venture Beat

2. visibility

----- weak ties  
——— strong ties



3. velocity

average degrees of separation



but you don't own anything acquired on a public social network—and they are poor at deeper engagement

dig into social customer engagement →

Lithium social software helps the world's most iconic brands increase loyalty, reduce support costs, drive word-of-mouth marketing and accelerate innovation. The leader in social customer experience, our SaaS platform turns social customer knowledge into support at scale and customer passion into competitive edge.

Lithium