



What Is Your Enterprise Social Strategy?

ORACLE® SOCIAL CLOUD

Are you doing all you can to leverage social media for business? Are you listening to what customers are saying about your brand and deriving insights from those conversations? Are you creating content that gets engagement, likes, and shares? Successful organizations use social channels not only to provide better customer service but also to uncover qualified sales leads. Learn how to use Oracle Social to get better insights, better content, faster service, and faster growth.

Better Insights

Listen to social conversations around your brand and capture deeper, more-actionable insights. Unlike competitive products, Oracle Social uses LSA+NLP+Boolean listening technology to capture only relevant conversations around your brand, which help you derive accurate insights quickly. Use these insights to create the right content with the right message and measure campaign ROI across owned and earned social media channels.

- » LSA to capture only relevant signals
- » Advanced analytics for faster insights
- » Content creation with the right message
- » Measure true campaign ROI

Better Content

Deliver the right message, to the right people, at the right time, in the right place. Create and push consistent content across all your social properties. Or create and scale hypertargeted content based on demographics and user interactions. Broaden your reach with paid media posts.

- » Deliver consistent content in social.
- » Capture social content interactions.
- » Target delivery based on actions.
- » Improve paid media spend efficacy.

Oracle Social is a social media management solution that allows you to get better insights, create better content, provide faster service, and realize faster sales growth on social media. With Oracle Social, you can leverage:

- Social listening
- Engagement
- Publishing
- Social applications
- Analytics
- Professional services
- Integrations

HOW WE'RE DIFFERENT

Unlike competitive social media management solutions, Oracle Social is different in four ways:

- Deeper listening. Only LSA+NLP+Boolean vendor for more-accurate social data and better insights.
- Global scale. Listen and analyze in 11+ languages. UI in 31+ languages.
- Unified platform. Replace multiple social point solutions with a single solution.
- Integrations with customer experience applications. Extend and leverage social media throughout your enterprise.



"We chose Oracle Social Cloud because it was the best available solution that could help us to closely connect with all our stakeholders around the world in a coordinated manner."
—Maersk Line

Faster Service

Provide proactive customer service on social channels to keep customers loyal and engaged. Oracle Social Relationship Management (Oracle SRM) automatically identifies and categorizes customer service posts, alerts you to priority posts, and tracks subsequent communication between your company and the customer. You can even automatically route posts to customer service reps and respond on-the-go with the Oracle SRM mobile app.

- » Identify priority posts with indicators
- » Auto-alert agents for timely response
- » Route to customer relationship management for consistency
- » View all interactions with customers
- » Respond on-the-go with the mobile app



"The challenge now is to go to the next step to make customer interactions more personalized."
—Southwest Airlines

Faster Growth

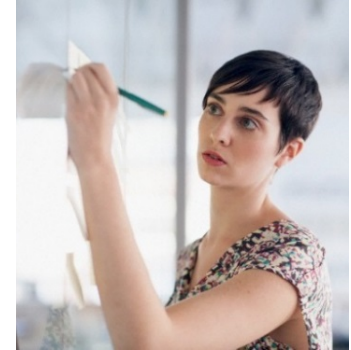
Uncover qualified sales leads to grow your customer base. Do social listening, get insights, and understand what customers really want. Then use these insights to create a better product, define better targets, and find similar customers on social media. All this leads to selling more products and generating more revenue for your brand.

- » Understand via voice-of-customer
- » Uncover qualified leads in social
- » Trace multichannel content actions
- » Find lookalike customers in social



"We see social media driving business results. What we are doing with Oracle Social Cloud has been a good return on investment for us."
—NBC Sports

Ready to get started? Contact your Oracle sales representative to see a demo of Oracle SRM and learn how you can leverage social media for your business.



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