



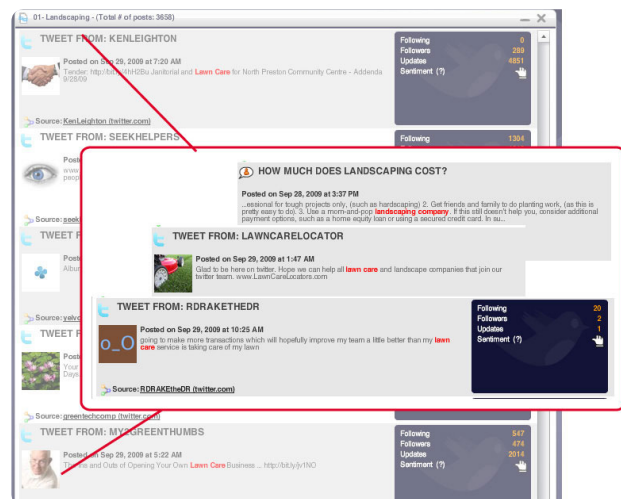
Sales and Lead Generation

Attention is the new currency. Your customers and prospects are filtering through an awful lot of noise, and the same old sales pitch just isn't going to cut it anymore. Cold calling has given way to relationship marketing. Trust matters. And the expectations of our communities have changed. Being part of communities and conversations is how business development works today, and listening carefully plays a critical part in doing it well.

We call it **listening at the point of need**.

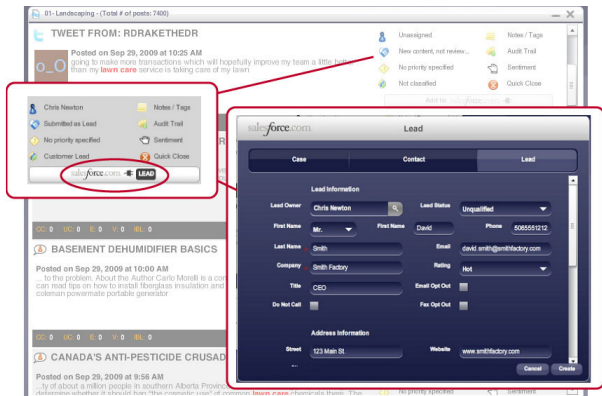
If I'm in the landscaping business today, my smartest online strategy isn't to get out there on Twitter and start blurting out that I'm selling landscaping services. The savvy move is to pay attention to the conversations happening around landscaping, and listening for the moments when people not only need help, but are specifically asking for it. That gives me not only an invitation to respond, but the context, proper intent, and the right atmosphere to introduce myself to a prospect.

The elevator pitch of Web 2.0 isn't selling features and benefits. It's describing how you can help someone, and finding the moments where their need meets your abilities. Radian6's ability to help you listen and



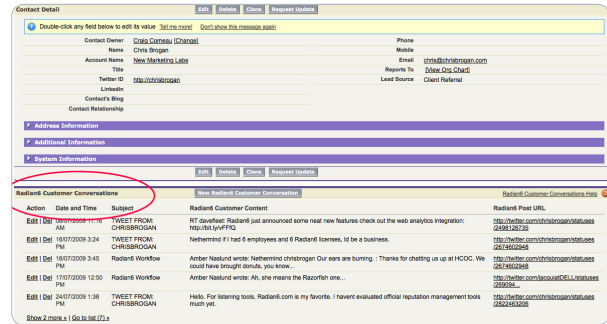
engage at those exact moments of need is the basis for a fruitful social media sales strategy.

While you're at it, we'll give you the ability to bridge the critical gap between initial online outreach and your customer relationship management system. With our **available Salesforce.com integration**, you can start building a social CRM strategy that links your online efforts and community participation to your prospect and lead management. Create leads, new contacts, or even customer service cases right from the dashboard, to keep your teams talking to one another and ensure that customers are stewarded throughout their relationship with you, in the online communities they know best.



Your sales team can easily see the content that their customers and prospects are creating online, too. Once a contact or lead has been created from the dashboard, or you associate a source with a record in Salesforce.com, Radian6 will capture and push future on-topic content into that record. And if your social media team replies publicly or adds notes to those posts in Radian6, we'll capture those in the record as well. That means you can extend listening to the entire sales team and keep them informed of your outreach activity, but inside a tool they already know and use, and targeted to the customers and contacts they need to stay in touch with.

You can even take a look at how content across the social web is driving conversions, leads, or sales on your website. Radian6's **web analytics integration**, currently available with WebTrends, Omniture and



Google Analytics, allows you to capture data on what online mentions and content are driving traffic to your site, and which of those are actually generating leads and sales for you online. Marry that with our Salesforce.com integration, and you can even know if your customers or prospects are the ones driving



referrals and sales for you. Cultivating customer relationships today is much less about the transaction, and much more about the 360-degree conversation. Lead generation becomes the result of relationships, affinity, and engagement online. Radian6 can help you tie it all together.

