



## PRODUCT OVERVIEW

# Reach and engage the right audience at the right time

## The Challenge

Social media is a real-time channel for the brand to have authentic conversations with customers on their terms. But achieving this higher purpose of social has been incredibly difficult for marketers, and technology that was meant to help has only made things worse.

- It's easy to get bogged down in mountains of data and only able to extract the **minimum value** from it. Shouldn't you be able to work smarter and make decisions—like when or what to publish—based on data? Shouldn't you be able to find influencers, for example, and the best way to develop those relationships?
- Social is too often planned and managed in a **vacuum**. Instead of connecting social to integrated digital campaigns, or collaborating with Customer Service, it's trapped in a single purpose tool. But what happens when, for example, you plan a campaign around a product that's having service issues? Or scheduled social posts are planned separately from other campaign tactics?
- The sheer **volume** of conversations (both inbound and outbound) leaves teams drowning in spreadsheets, emails, and docs, because that feels more efficient than using the tools they purchased. Time wasted on inefficiency is money down the drain, but damage to the brand and customer experience is even more costly. How can you prevent mistakes and uphold the brand voice when you're juggling high volumes with ad hoc tools?

## The Solution

Marketers need an easier way to confidently plan and publish smart content. You also need technology that adds concrete value, not steals time. Finally, technology should help teams collaborate and engage meaningfully with more customers.



## How We Help You

Lithium brings Marketing, Customer Service, and other parts of the organization together with an intelligent design to rally around a better customer experience. You can plan from the same Omnichannel Calendar, share data-rich customer profiles, and execute better together. Lithium uses data science to help teams collaboratively optimize engagement, customer experience, and business results with a smart platform you will actually use.



Post Office UK increased collaboration across teams (Marketing, Customer Service, Design, and Agencies) and efficiency by 43%, while increasing subscribers by 113% and brand affinity.

## OPTUS

Optus engaged almost 5,000 prospects within 12 months through intensive social listening and outreach. Results: a staggering 89% engagement rate, 13% conversion rate, and over \$400K in revenue."



StubHub improved response times by 300% (from 60 minutes to 20 minutes) and reviewed over 50,000 inquiries per month. Said Mary C. Hill, Customer Service and Social Media Manager at StubHub, "We now have a trusted relationship with customers on social like never before."

### Unified content planning and publishing at scale

- Trade complexity for intuitive design, while still supporting hundreds of users.
- Manage integrated campaigns with an Omnichannel Calendar of events, campaigns, social posts, digital tactics, emails, and community posts.
- Stay aligned across teams with Campaign Briefs and focus on execution with Task Management.
- Find and activate relevant influencers.
- Drive campaigns with a Production Dashboard to see all content in progress and a visual Timeline of key campaign milestones.

### Data-driven decisions to improve engagement and efficiency

- Lithium's Automatic Content Scheduling Algorithm—Forget sifting through data or just guessing the best time to publish each piece of content. This algorithm is based on the social network, your brand's past engagement history, the behavior of this audience, and other factors specifically for your brand.
- Lithium's Content Inspiration System—Surface trending content as inspiration around a topic (from over 7,000 topics). Lithium crawls and categorizes every link posted on social and bubbles up the best-performing relevant content for you.
- Prove successes to stakeholders with a real-time dashboard of curated ROI metrics (and visualizations). They are at your fingertips and constantly refreshed to anyone in your company.

### Advanced customer engagement to support the most 1:1 conversations

Respond with context using the most holistic customer profile, containing information across social networks, interests, Klout influence score, tags, CRM systems, and internal notes across departments.

- Track the impact of marketing campaigns on customer satisfaction
- Respond to more conversations by filtering inbound conversations, routing to the most appropriate person, and designating priority (with 6 priority levels) within a single column to stay laser focused. Machine learning ensures this process only gets smarter without manual work.

## To learn more

For additional information about Lithium please contact your Lithium Account Representative or visit [lithium.com](http://lithium.com)



Lithium builds trusted relationships between the world's best brands and their customers, helping people get answers and share their experiences. Companies in more than 34 countries rely on Lithium to help them connect, engage, and understand their customers. With more than 100 million unique monthly visitors over all Lithium communities and another 600 million online profiles scored by Klout, Lithium has one of the largest digital footprints in the world. To learn more, using that data and the company's software, Lithium customers boost sales, reduce service costs, spark innovation, and build long-term brand loyalty and advocacy. To find out how Lithium can transform your business—and to share the experience enjoyed by 300 other leading brands around the world, visit [www.lithium.com](http://www.lithium.com), join our community at [community.lithium.com](http://community.lithium.com), or follow us on Twitter @LithiumTech. Lithium is a privately held company headquartered in San Francisco.