



Conversations about your brand are happening in Facebook and Twitter whether you are there or not. Sometimes all the noise can be overwhelming and hard to follow. Our social conversation management services cut through the clutter and make understanding and reacting to your customers needs easy. If we all only listened to conversations and never said anything back - people would stop talking to us. **Don't be one of those people.**

## About ICUC

Since 2002 we have been leading the industry in social media moderation services, intelligence and social management strategy. We live online everyday, all-day. You can be confident that we will protect, and secure your brand while engaging, listening and learning from your customers. Who we are is what we do.

## Social Conversation Management

In response to a growing list of challenges by marketing professionals wanting to incorporate common sense principles into emerging media, our one-stop social conversation management service allows brands to listen, learn and engage with existing and potential customers by leveraging intelligence from multiple platforms.

- Facebook profiles
- Facebook fan pages
- Twitter accounts
- Online campaigns
- LinkedIn accounts
- YouTube channels

Social Conversation Management complements your existing marketing channels.

- Understand and expand your audience through deep listening services
- Engage and empower followers and discover thought leaders and influencers
- Measure and optimize the efforts of ongoing campaigns
- Generate sales and leads by aligning social media campaigns

## Deliverables

- Learn more about your customers through their profile demographics
- Identify spammers and rid your communities of clutter
- Locate and tailor messages to more effectively target your customers
- Understand trends within your community to gain a further reach and broader audience
- Measure the effectiveness and ROI of each campaign

## Benefits

- Target and understand your specific customer demographics
- Monitor multiple segments at one time
- Rid social networks of noise and spam
- Schedule pre-approved messages to community members
- Stay in front of issues affecting your brand
- Measure ROI on all marketing campaigns

## Contact



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**We've got you covered**