



Engage Module

Turning Conversations into Customers

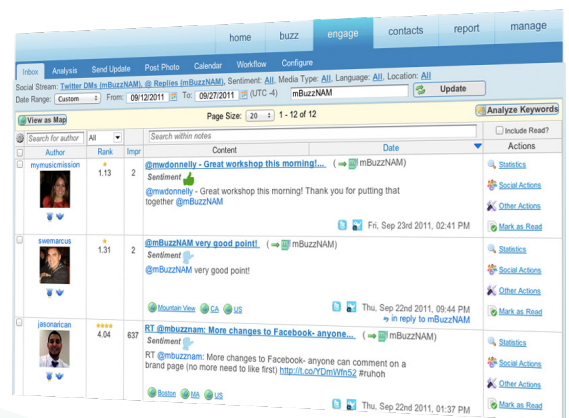
Take the next step in your social business evolution. The Meltwater Buzz Engage Module enhances and extends the core Buzz social media monitoring platform. Manage your social presence and directly engage the individuals talking across the social web. The Engage Module makes it easy.



- Centralize your social media management across all of your Twitter accounts and Facebook Pages
- Understand the conversation landscape
- Evaluate individuals using our in-depth social profiles and help find the right ones to engage
- Segment and target your social contacts with our powerful, intelligent contact database
- Engage existing and new contacts in direct conversation
- Manage your social content calendar
- Evaluate results on the most critical success metrics

Manage Your Social Inbox

Similar to your email inbox, Engage's Social Inbox gathers your direct social communications in one place. See all of your inbound Twitter and Facebook communications. Immediately respond to those communications or assign them to others for follow-up. Get live alerts for new social communications when you're logged in. Engage makes it easy to prioritize your social outreach and manage your most pressing social communications across all of your Twitter accounts and Facebook Pages.



Build Your Social Community

Find and Engage the Right Audience

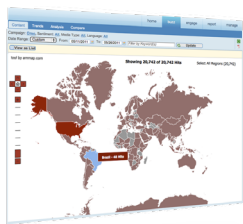
Engage combines in-depth social profiles and an intelligent contact database to give you an entirely unique, 360° view of each individual and your entire social community. Learn more about the people engaging with your brand. Use that intelligence to approach your contacts and develop trusted relationships with them.

Each in-depth social profile includes:

- Engagement summary detailing interests, number of communications with the brand and brand impressions
- Personal brand sentiment score and details
- Detailed communications history
- External social profile, profile analysis and recent posts
- Jitterater™ social rating and alternate social identities
- Linkages to the top 5 people they interact with on Twitter
- Custom tagging and segmentation
- Social actions to directly engage the contact



Take all this intelligence and put it to work for you! Utilize the contact database to select, segment and target unique social audiences from your community. Craft, send and measure messages to those individuals through Engage's Social Update features. Engage makes it easy!

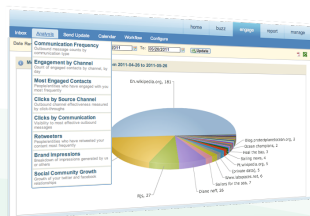
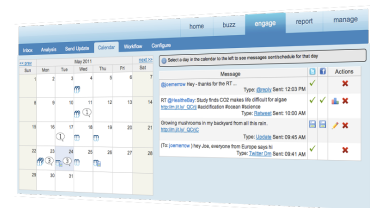


Focus Your Efforts

Overwhelmed by the sheer volume of conversation around your brand? Engage makes it easy for you to filter conversations to zero in on specific topics, geographies, languages and more! See which keywords are being used the most and select only conversations using specific words. Filter by language, by location, by social channel or even by sentiment. Engage makes it easy to focus your efforts and find conversations that matter.

Review and Fill Your Social Calendar

Engage's social calendar allows you to instantly view all the messages you have sent and those you have scheduled for future delivery. View by month and by day. Click to see the detailed metrics for each message sent. Click to create a new social update to post to Twitter and/or Facebook. Tailor it for each channel, attach a link and send it now or schedule it for later. Engage makes managing your social communications easy. Better yet, all those efforts are measurable for specific return on effort.



Measure Everything

Engage's analytics enable you to measure the success of your social marketing efforts. Find out what content is working for you. See which individuals are most engaged with your brand. Discover your top retweeters. Track your brand impressions and more. Download and share the insight we've gathered and report your success to others.

Want to know more? Email us at mbuzz@meltwater.com to schedule a consultation to determine how Engage can help you turn conversations into customers!