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SUCCESSFUL SOCIAL BUSINESS FOR FINANCIAL SERVICES

Today, over half of the world's Internet users are active on social media sites like Facebook, LinkedIn, Twitter, and Google+. These social networks account for more than 20% of the time Americans spend online and this activity continues to grow. Businesses built on relationship must cultivate them in this online forum to better serve their clients and stay top of mind.

ATTRACT PROSPECTS.
RETAIN CLIENTS.
STRENGTHEN RELATIONSHIPS.
GROW BUSINESS.

Tens of thousands of financial services professionals worldwide use Hearsay Social every day to hear and respond to the most relevant updates that their clients and prospects are saying on including Facebook, LinkedIn, Google+, and Twitter. The Hearsay Social platform empowers distributed field teams to efficiently and successfully use social media to attract prospects, retain clients, deepen relationships, and grow business. The enterprise-ready solution enables advisors to quickly and easily move beyond yesterday's business tactics and adopt today's leading social business techniques, while compliance for even the most regulated industries.

KEY BENEFITS

- Identify new and upsell opportunities
- Strengthen client relationships
- Enable field with pre-approved content
- Enhance individual and corporate brand
- Monitor brand presence on social media
- Analyze top performing social activities
- Address regulatory requirements
- Measure engagement and success



The Hearsay Social platform boosts productivity for advisors while ensuring brand integrity and compliance for the financial services industry.

SUPPORTED NETWORKS



PARTNERSHIPS



SELECT CUSTOMERS

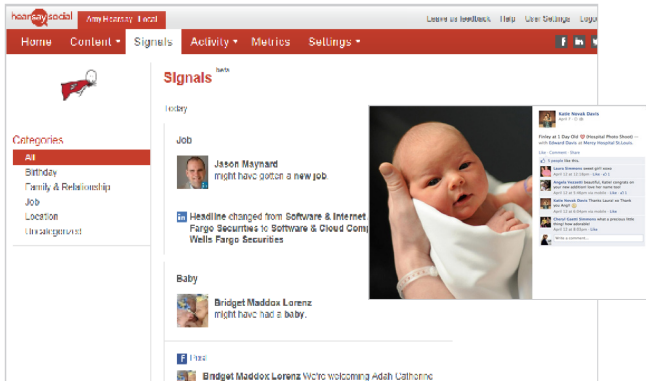


"The Hearsay Social technology provides our team with a compliant solution that offers a more streamlined and productive user experience. I am thrilled about this partnership."

— Natalie Taylor-Grasso, VP and Head of Marketing, Webbush

Strengthen Relationships and Grow Business

Clients and prospects are sharing valuable information about themselves and their buying process on social networks, but it can be hard to identify these opportunities among the sea of social activity. Hearsay Social Signals alert relationship managers when important members of their network experience key life events, such as births, career changes and more. By empowering advisors to reach out at the most relevant time to their customers and prospects, Hearsay Social helps advisors and their firms more efficiently grow business.



Multiply Marketing Reach and Empower the Field

Successful social marketers are regularly publishing relevant content. But it can be challenging to scale this expertise across an organization. Hearsay Social provides easy channels to distribute content and posts to large organizations, enabling thousands of advisors to easily build a strong social presence that still appropriately represents the brand. With our Content Library, corporate marketing teams can provide advisors access to relevant and engaging content and campaigns based on their roles, location or business unit. Even non-technical advisors can then easily publish content to their networks, keeping them top of mind with clients and prospects.



Comply with Industry Regulations

Our enterprise-ready Compliance Solution allows organizations to leverage the opportunities on social media without putting their brand or employees at risk. Designed for FINRA, IIROC, SEC, FFIEC, and FCA regulated financial firms, the solution provides your compliance team with pre-approval workflows, real-time alerts, supervision, approval trails, and infraction resolution, all from a central dashboard. Capture, monitor and archive communications across devices and networks, including mobile devices, remote locations and within corporate networks.

Integrate With Existing Systems and Rules

Hearsay Social's flexible platform integrates seamlessly with existing enterprise systems, hierarchies, and workflows so that organizations can rollout successful social business programs at unprecedented scale, while maintaining efficiency for administrators and meeting the industry compliance requirements. Enhance your operational efficiency with single sign-on (SSO) through SAML2 and OpenID, and integrate social data with existing enterprise systems via LDAP.



Partner for Success

Hearsay Social provides everything enterprise organizations need to quickly and successfully drive business through social media, including training, implementation, support and partnerships with leading social networks.

"With the Hearsay Social platform, our local agents and marketing team are building more and stronger relationships with our members. Hearsay Social is the hub for social media activity across our organization, making it easy for us to operate efficiently, enable social selling, and meet compliance requirements."

— Chris Cotton, Marketing Director, Nationwide Insurance