

# THE ONLY DO-IT-YOURSELF, ALL-IN-ONE SOCIAL MARKETING PLATFORM

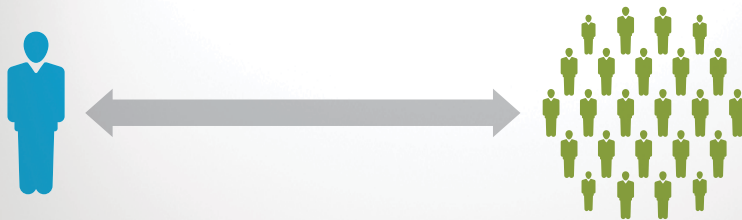
PUBLISHING + CRM + LISTENING + ADS + ANALYTICS

shoutlet®

The Shoutlet Enterprise Social Marketing Platform  
Provides Unprecedented Control of Your Social Media

shoutlet

**WE EXIST TO**  
EMPOWER BRANDS TO BUILD MEANINGFUL  
CUSTOMER RELATIONSHIPS



# ABOUT US

GLOBAL PRESENCE; 7 OFFICES IN THE US AND EUROPE  
125 EMPLOYEES



● Office Location ● Employee Location

A grid of brand logos on a blue background. The logos are arranged in rows and columns. In the center, the text "600+ BRANDS/AGENCIES" is prominently displayed. Below this text, a list of industry sectors is provided: "CPG • RETAIL • FRANCHISES • INSURANCE • BANKING HOSPITALITY • AGENCIES • FOOD/BEVERAGE • ENTERTAINMENT".

**600+ BRANDS/AGENCIES**  
CPG • RETAIL • FRANCHISES • INSURANCE • BANKING  
HOSPITALITY • AGENCIES • FOOD/BEVERAGE • ENTERTAINMENT

Logos include: FOUR SEASONS, MERCURY, NASCAR, LOWE'S, StubHub!, Liberty Mutual, sears, Mercedes-Benz, KOHLER, Sandals, IKEA, NORWEGIAN, NINE WEST, bloomingdale's, Zappos, Peapack, Kraft, Canon, BLACK & VEATCH, NOKIA, Wrangler, HOT TOPIC, Finish Line, crocs, starz, bareMinerals, sleep number, Eventbrite, Office DEPOT, BURT'S BEES, chico's, zippo, THE ELF ON THE SHELF, the Y, BOYS & GIRLS CLUBS, UNIVERSE, Smith's Club, Fairmont, O'Reilly, Allen Edmonds, Garnet Hill.

# WHAT WE STRIVE FOR

EXCELLENCE

ENVIRONMENT

EFFECTIVENESS

# SHOUTLET PERKS

- Challenges and Opportunities
- Competitive salaries
- Work and Play; Play at Work
- Flex PTO Policy
- Culture and Team-Building activities
- Top Notch Amenities



# WHAT INDUSTRY EXPERTS ARE SAYING ABOUT SHOUTLET



## FORRESTER RESEARCH, INC.: THE FORRESTER WAVE™: SOCIAL RELATIONSHIP PLATFORMS, Q2 2013

Shoutlet Takes Top Honors For Current Offering



# WHAT THE MEDIA IS SAYING ABOUT SHOUTLET



**More Money for Facebook Marketing: Shoutlet Raises \$15 Million From FTV**



**Shoutlet taps into Foursquare for check in-based social media marketing**



**Shoutlet and the "Lin-sanity" of Social Media Week**



**Shoutlet Fires Off New Trigger-Based Social Marketing Platform**



**WHY TECH STARTUPS ARE MAD FOR MADISON**



**Shoutlet Brings Automated Triggers To Social Marketing**



**Acquire, Be Acquired, Or IPO: \$15M From FTV Lets Social Marketer Shoutlet Choose Its Destiny**



**Kenshoo, Shoutlet Deal Underscores Rise In Search, Social, Content**



**Shoutlet Helps Retailers Track Foursquare Activity**



**Shoutlet adds social listening, improved contest tools to its social marketing platform**



**Shoutlet Unveils New Tool At SXSW**

# WHAT EMPLOYEES ARE SAYING ABOUT SHOUTLET

Deciding to work at Shoutlet was the best move I've ever made in my career."

*Zach Buehl, Implementation Specialist*

"There's never a dull moment: One time I participated in the making of a Harlem Shake video. Remotely."

*Blake Samic, Director of Product Management*

"Working at Shoutlet isn't work. It's a choose your own adventure with friends. Oh, and there's a keg."

*Melissa Johnson, Senior Customer Marketing Manager*

# SHOUTLET



**ANGELA HEINTZ**  
*HR Manager*



**STACY BERG**  
*Corporate Recruiter*

# SHOUTLET SOCIAL MEDIA PRESENCE



FACEBOOK



YOUTUBE



TWITTER



LINKEDIN



GOOGLE+



PINTEREST



COMPANY WEBSITE

# RECRUITING WITH SOCIAL MEDIA



JOBVITE



LINKEDIN



TWITTER

FOLLOW US ON TWITTER



FOLLOW US ON LINKEDIN



WATCH US ON YOUTUBE



# JOBVITE

JOBVITES, EMAILS, POSTS TO THIRD-PARTY JOB SITES,  
INTERFACES WITH SOCIAL MEDIA SITES

## Send Jobvites

Jobvite helps you refer jobs to people in your networks. Choose any of the options below.

[Employees](#)
[Broadcast](#)
[Social Network Contacts](#)
[Email](#)
[Other Networks](#)
[Create Job Link](#)

### Options

- Facebook Status
- LinkedIn Status
- Twitter Status

### Publisher

Automate the publishing of new job openings to social networks. Update your status or post to your Facebook wall.

[More Information](#)

## Broadcast

Jobvite helps you refer jobs to people in your networks. Choose any of the options below.

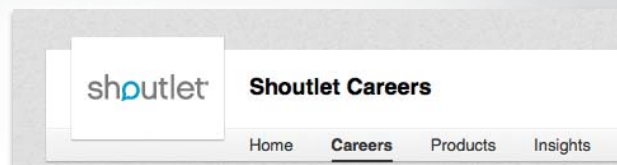
Your selected job(s) [View All](#)

[Account Manager](#) | Madison, Wisconsin

Select one or more sources to continue.

# LINKEDIN RECRUITER

- COMPANY PAGE (INCLUDING JOB POSTINGS)
- SEARCH CAPABILITIES
- BEING 'FINDABLE' - EXCITING AND UP-TO-DATE PERSONAL PROFILE



### Jobs at Shoutlet

**Digital Marketing Director**  
Madison, WI

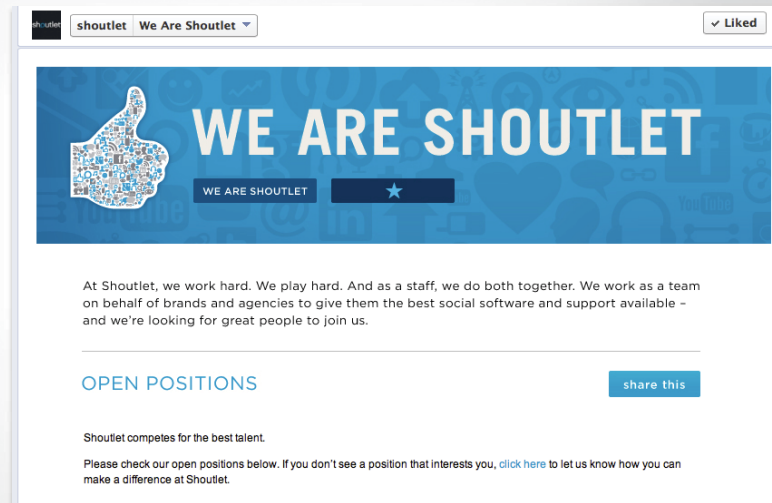
**Senior iOS Developer**  
Madison, WI

**Senior Sales Representative**  
Milwaukee, WI

[See more jobs at Shoutlet](#) ▶

# FACEBOOK

- COMPANY PAGE
- PERSONAL PAGE AND CONNECTIONS



## EMPLOYEE USE OF SOCIAL MEDIA

- ALLOW AND ENCOURAGE
- REFERRALS AND CONNECTIONS ARE MADE FROM SHARING INFORMATION VIA SOCIAL MEDIA SITES
- FRIENDS OF FRIENDS
- WORD OF MOUTH
- STRENGTHENS COMPANY BRANDING

# RECRUITING STRATEGY

- REFERRALS
- NETWORKING
- SOURCING
- SCREENING
- COMPANY REPUTATION  
CARRIES A LOT OF WEIGHT

# WHY THIS WORKS

- HOW IS THIS RECRUITING STRATEGY DIFFERENT AND WHY DOES IT WORK IN THIS SPACE?
- SOCIAL MEDIA IS HOT
- WHERE CANDIDATES ARE LOOKING
- STRONG COMPANY BRAND AND PRESENCE ON SOCIAL MEDIA IS HUGE
- WHERE CANDIDATES GO TO RESEARCH COMPANY, SEE WHO WORKS THERE, ETC. BEFORE APPLYING



**ALL THE POWER OF SOCIAL MEDIA,  
ALL IN YOUR HANDS**

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THANK YOU!