New Service Democratizing Social Data Now Available

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Social Strategi, a business in San Jose, CA, has released a new social media marketing service. The company's mission is to enable their clients to outsource their business intelligence requirements. In so doing, they are provided with actionable insights and, thereby, save money. In short, the company enables their clients to leverage social data insights for business intelligence.

Shilpi Agarwal from Social Strategi says: "There is a saying 'Go Fishing Where The Fish Are'. Since Social Media is the world's largest focus group, we need to leverage it to find our next ideal customer by data sifting, identifying and targeting. We specialize in providing managed services for audience affinities, insights and development at a fraction of the cost of self serve cloud based data platforms."

Data sifting, identifying and targeting the right people on social media requires investment in expensive social data tools, data costs and hiring in house data scientists who can make sense of these billions of real time social media conversations and derive audience insights. Social Strategi provides historical, analytical, predictive, prescriptive and real time golden nuggets of insights from social data that are relevant to their clients business without the investment in tools, data or data scientists. The social audience insights provided through these services are therefore invaluable.

The company offers a number of different pricing plans for their customers, so that they can find a package that suits their needs, as well as their budgets. "We want to make sure that our clients get exactly what they are after," adds Shilpi Agarwal. "These packages can be customized, so that those who cannot find a standard price plan that matches their needs, can create one that does suit them. This helps us to guarantee our clients have their needs completely met."

The three main elements of the new service are Audience Insights, Audience Listening and Audience Development. These three elements enable businesses to understand who their audience is, what they are looking for, and how they can build a bigger audience. Put together, those are invaluable tools in terms of building and growing a business.

The company has also provided a cost comparison element on their website, through which clients can see not just how much money they can save by signing up, but also by choosing Social Strategi over other companies offering similar services. In doing so, businesses can know exactly how much of a return on investment they are likely to get.

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For more information about Social Strategi, contact the company here:Social StrategiShilpi Agarwal4084661105shilpi@socialstrategi.comSan Jose, CA

Social Strategi

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