



OptifiNow Releases New Social OnDemand Module



By Angela Guess

A recent article out of the company reports, “OptifiNow, an industry leader in SaaS-based solutions designed to optimize the effectiveness of the sales force, is once again establishing the industry benchmark by launching Social onDemand, the first social media application designed specifically for use by a sales team. Social onDemand empowers sales teams to acquire leads, nurture prospects and convert customers via social media channels. Combining Social onDemand with the existing OptifiNow platform enables bidirectional, relevant, multichannel, brand compliant communication throughout the entire sales and marketing.”

OptifiNow CEO John McGee commented, “Ever since Facebook, Twitter, LinkedIn and other social media channels exploded in popularity, companies have been searching for the most effective way to leverage social media in sales and marketing activities. Until now, companies have struggled to build an effective social media presence because fans and followers are not as interactive with a disconnected corporate account. With Social onDemand companies are finally able to exponentially grow their fan bases and increase the effectiveness of social media marketing and selling by tapping into the social resources of the sales team.”

[Read more here.](#)