

OptifiNow Impresses with Release of Social OnDemand

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Having been formally announced prior to the close of 2013, we're hearing a ton of positive chatter about the launch of Social OnDemand.



OptifiNow, a provider of SaaS-based solutions designed to optimize the effectiveness of the sales force, is behind Social onDemand, which is billed as the first social media application designed specifically for use by a sales team.

Since late last fall, Social onDemand has been helping sales teams acquire leads, nurture prospects and convert customers via social media channels.

The company tells MMW that combining Social onDemand with the existing OptifiNow platform enables relevant, multichannel, brand compliant communication throughout the entire sales and marketing funnel.

“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,” asserts OptifiNow CEO John McGee. “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.”

Perhaps most beneficially, the new solution helps companies monitor social media across corporate and employee accounts to determine what campaigns are generating results and which need to be revised.

To learn more, check out Social OnDemand [here](#).