



# Social Media Appending Process

# Social Media Appending Process

Social Media platforms have become the topmost online marketing and engagement tools for marketers today. They extensively use social media platforms to reach out to a global audience at the click of a button. As an integral part of digital marketing, it is imperative that social media data is appended to any database to enhance sales. It helps to effortlessly combine social media with email marketing, connect with subscribers on their preferred medium and gauge overall customer behaviour patterns.

At Email Data Group, the social media appending process is done in just 3 simple yet highly-effective steps:

## Step 1 – Data Selection

With an intention of optimizing returns through marketing campaigns, the data to be appended is compiled in a single file by the client and shared with us for the social media appending process through secure FTP server.

## Step 2 – Matching

Our data experts match the contacts with our master database to append the updated social media profiles.

## Step 3 – Multiple Appending

Our team of experts ensure that multiple social media profiles are appended from our master database. The appended database is then shared with the client via our secure FTP site.

