

## Know who's clicking on your shared links – and engage them!

Do you want to know if the business audiences you care about are clicking on the links you're sharing through social media channels, email, press releases, and elsewhere? Are you looking for opportunities to stay top of mind and more deeply engage your shared-link clickers? This is where **Bizo Switchboard** comes in.

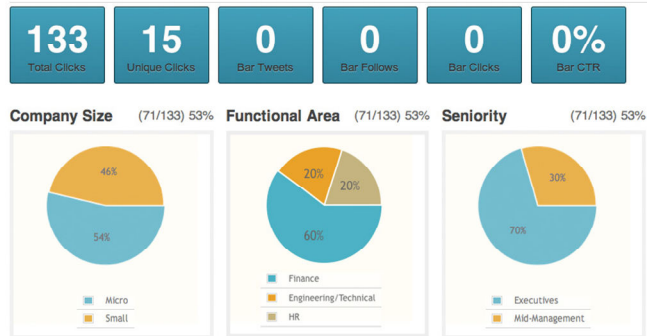
## Take your social marketing efforts to another level

**Bizo Switchboard** is a free web-based toolkit that enables you to:

- **Shorten and publish** your shared links
- **Track** the business profile of people clicking on your shared links
- **Brand** your shared links to stay top of mind long after the click
- **Deliver** offers (e.g. white paper downloads, free trial, webinar sign-up) to further engage your followers and other shared link clickers
- **Retarget\*** your shared link clickers wherever they travel online

### Dashboard

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Understand in real time the business demographic makeup of people clicking on your shared links

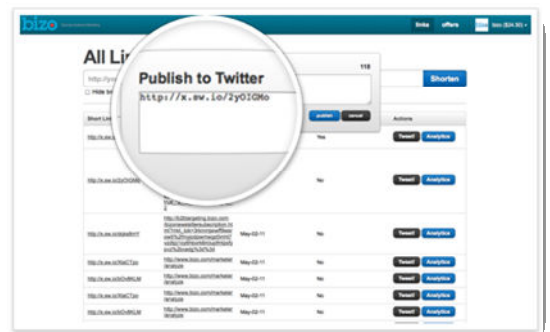
## Getting Started

Getting started couldn't be easier. Just go to <http://switchboard.bizo.com> and sign into Bizo Switchboard from your Twitter account -- and start shortening, sharing, tracking, branding, and delivering offers!

"We've started integrating Bizo Switchboard into several campaigns that we're supporting and, for the first time, we're getting some real clarity around who we're reaching."  
- Rick Segal, president worldwide, chief practice officer, gyro



Just sign in from the Bizo Switchboard home page using your Twitter account to get started



Easily shorten and publish your links over Twitter, Facebook, LinkedIn, and elsewhere

\* Retargeting capabilities are limited to organizations already using Bizo's Audience Marketing Platform for display advertising

### About Bizo

Bizo is how marketers reach and engage business professionals, wherever they travel across the business Web. Over 300 leading brands including AMEX, Monster, Jaguar, Microsoft, and FedEx count on the Bizo Audience Marketing Platform provides to reach, educate and influence their target business audiences online. For more information, visit [www.bizo.com](http://www.bizo.com) or call 1-866-497-5505.