

Ruf Strategic Solutions Announces Connex Social Media Service for Facebook: Turn Fans into Customers with Ads Targeting Email Records

OLATHE, Kan. --- **Ruf Strategic Solutions, a national database marketing company**, recently announced a new Facebook advertising acquisition tool called Connex Social Media. The product turns fans into customers by using email records to target users on Facebook via advertising acquisition campaigns.

Jake Ruf, CMO of Ruf Strategic Solutions, said he is excited to be taking part in Facebook's third-party platforms. "Ruf Strategic Solutions is proud to be able to offer brands a new opportunity to target potential customers on Facebook. Your typical Facebook advertising doesn't utilize a brand's current email records. Combined with our award-winning email segmentation services, Connex Social Media converts a Facebook page's "likes" into engaging and paying customers with micro-targeting," he said.

Here's How Connex Social Media Drives Results -

- Ruf Strategic Solutions pulls customer and/or inquirer database from Navigator iCRM, or any other marketing database with email records.
- Ruf Strategic Solutions cleanses the data and appends new email addresses to records where email information is currently missing.
- Ruf Strategic Solutions matches your records to the Facebook database of more than 1 billion users—with a 40 percent approximate match rate!
- Brands supply Ruf Strategic Solutions an approved message or ad that, once clicked, will redirect prospects to a Facebook hosted page, where Ruf Strategic Solutions tracks the success of a brand's social media campaign.

Use Connex Social Media to -

- Increase and enhance lead generation efforts.
- Integrate Facebook into your acquisition or advertising strategy.

- Re-engage with inactive customers/visitors.
- Build an email database for ongoing personalized campaigns.
- Convert your current contacts into Facebook fans and monetize it.
- Develop integrated campaigns that maximize conversions.

Brands that do not have an existing email database can also work with Ruf Strategic Solutions to profile, segment and clone a company's best customers. The database marketing company will then match them to Facebook where a company's message can appear right on customers most personal and trusted social media source.

Ruf Strategic Solutions is passionate about its clients' success. Since 1976, Ruf has been helping results-oriented marketers achieve their goals with rich consumer insights and intelligent tools that engage their audience, drive conversion and maximize marketing ROI. Ruf's solutions integrate, automate and optimize your BIG data, transforming it into the real-time knowledge you need to make smarter, data-driven marketing investments. Ruf's expertise, innovative solutions and commitment to service empower you with truly actionable and measureable marketing intelligence!

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