

Contact: Jeff Arnold  
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PH: 770.255.0700

FX: 770.454.0139

jarnold@422group.com

## 422 Group adds Social Media Capabilities to Continuum 422 CRM™

### **New features connect with Facebook, Twitter, among others**

December 11, 2009, Atlanta, GA—422 Group, a Microsoft Gold Certified Partner that helps colleges and universities manage relationships more effectively, has enhanced the value of its Continuum 422 CRM™ solution by integrating new tools to capitalize on the dramatic growth of social networking. The new tools will enable 422 Group college clients to discover relevant social networking conversations, find the influential people having those conversations, and engage those people in discussions. This includes:

- Creating and pushing content to Twitter, and then capturing responses
- Sharing web content that can be posted to Facebook, MySpace, and similar sites
- Analyzing social networking presence and tracking relevant conversations that are occurring on social networking sites.

“Colleges are clamoring for ways to leverage the social media phenomenon,” stated 422 Group president Doug Wofford. “But the key to doing this successfully is knowing what channels to use and being able to measure results. That’s what our tools are designed to address.”

By integrating the social media tools into the company’s Continuum 422 CRM solution, social networking activity can be automated, centrally managed and connected to other outreach activity. This also provides ways to measure the success of various social media initiatives in much the same way Continuum 422 CRM clients are able to measure the success of e-mail campaigns.

“These tools complement the existing Continuum 422 CRM feature set and work very well with the audience being targeted by most of our clients—16-to-24 year-olds,” noted Keith Beindorf, vice president of products and services at 422 Group. “This is just the beginning of what promises to be a very exciting year for our clients as we continue to test and deploy other communications and analytic tools designed to support the work of enrollment managers.”

#### About 422 Group

422 Group LLC is a Microsoft Gold Certified Partner that helps colleges and universities manage relationships more effectively. 422 Group professionals are among the most experienced product development people associated with higher education relationship management. Over the past twenty-seven years they’ve worked to develop specialized CRM systems, business intelligence tools and market research services for more than 500 institutions in the U.S. and abroad.