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(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

[Continued on next page]

(54) Title: CUSTOMIZABLE SOCIAL CAMPAIGNS

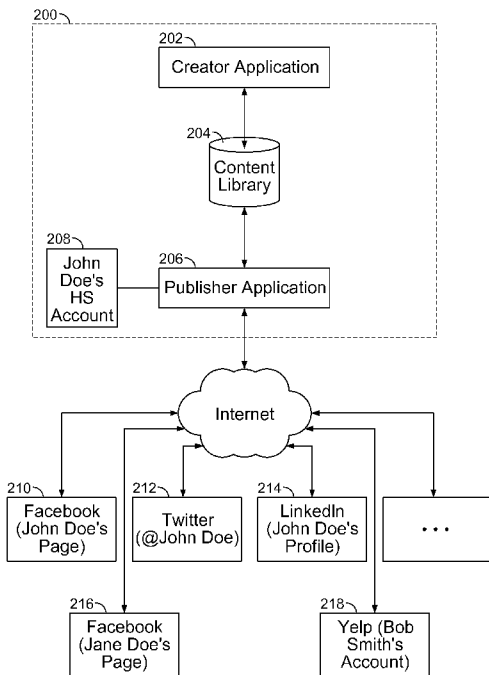


FIG. 2

(57) Abstract: Managing social network-based marketing campaigns includes obtaining, using one or more computer processors, a social media network-based marketing campaign and configuration information associated with the social media network-based marketing campaign; and publishing the plurality of selected publishable elements on the social media platform, according to the configuration information. The social media network-based marketing campaign comprises a plurality of selected publishable elements that are selected from a collection of master publishable elements. The master publishable elements are publishable on a social media platform. The configuration information at least includes information on how the plurality of selected publishable elements are to be published on the social media platform.

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<p>A. CLASSIFICATION OF SUBJECT MATTER . IPC(8) - G06Q 30/02 (2012.01) USPC - 705/14.41 According to International Patent Classification (IPC) or to both national classification and IPC</p>																	
<p>B. FIELDS SEARCHED</p> <p>Minimum documentation searched (classification system followed by classification symbols) IPC(8) - G06F 15/16, 17/00; G06Q 30/00, 30/02, 30/08 (2012.01) USPC - 705/14.4, 14.41, 14.49, 14.73; 709/205</p> <p>Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched</p> <p>Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) PatBase, Google Scholar</p>																	
<p>C. DOCUMENTS CONSIDERED TO BE RELEVANT</p> <table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:10%;">Category*</th> <th style="width:70%;">Citation of document, with indication, where appropriate, of the relevant passages</th> <th style="width:20%;">Relevant to claim No.</th> </tr> </thead> <tbody> <tr> <td>X - Y</td> <td>US 2011/0112899 A1 (STRUTTON et al) 12 May 2011 (12.05.2011) entire document</td> <td>1-5, 7-8, 10-17, 19-21 ----- 6, 9, 18</td> </tr> <tr> <td>Y</td> <td>US 2006/0074748 A1 (KLINE et al) 06 April 2006 (06.04.2006) entire document</td> <td>6, 9</td> </tr> <tr> <td>Y</td> <td>US 2006/0149623 A1 (BADROS et al) 06 July 2006 (06.07.2006) entire document</td> <td>18</td> </tr> <tr> <td>A</td> <td>US 2009/0299856 A1 (CAUNTER) 03 December 2009 (03.12.2009) entire document</td> <td>1-21</td> </tr> </tbody> </table>			Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.	X - Y	US 2011/0112899 A1 (STRUTTON et al) 12 May 2011 (12.05.2011) entire document	1-5, 7-8, 10-17, 19-21 ----- 6, 9, 18	Y	US 2006/0074748 A1 (KLINE et al) 06 April 2006 (06.04.2006) entire document	6, 9	Y	US 2006/0149623 A1 (BADROS et al) 06 July 2006 (06.07.2006) entire document	18	A	US 2009/0299856 A1 (CAUNTER) 03 December 2009 (03.12.2009) entire document	1-21
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<p>Date of the actual completion of the international search</p> <p>25 September 2012</p>		<p>Date of mailing of the international search report</p> <p align="center">10 OCT 2012</p>															
<p>Name and mailing address of the ISA/US</p> <p>Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201</p>		<p>Authorized officer:</p> <p align="center">Blaine R. Copenheaver</p> <p>PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774</p>															