

socialondemand®

VERTICAL OVERVIEW: FINANCE

Drive business growth in financial services with social interactions through your sales teams and partners social networks.



socialondemand in numbers

In 2012, one of our clients made 460 posts available to their partners through socialondemand. 8,849 reposts were made by partners resulting in 131,930 downloads, clicks and retweets – that’s an average of 287 per post!

460 posts



8,849 partner posts



131,930 clicks, downloads and retweets by consumers



MANAGING THE CUSTOMER LIFECYCLE MORE EFFECTIVELY

The financial industry has been notoriously slow to embrace the full potential of social media due to risk and fear of non-compliance. Yet the biggest risk is not being part of the conversation.

In the finance sector, building relationships is critical and this sector needs the tools to engage on an individual level. However, compliance is a key factor - all activity must meet FINRA, IROC and SEC regulations to avoid violations or reputational damage.

socialondemand® is a dynamic and unique solution that enables finance companies to target and deliver compliant social media content to the social connections of their sales intermediaries, whether corporate sales teams, sales agents or independent financial advisors.

WHY USE SOCIALONDEMAND?

With a multi-level approval workflow, socialondemand helps finance organisations to create ‘one social voice’ using compliant content, thus reducing the risk of using social media and driving more business through social interactions:

- Control, pre-approve, schedule, monitor, respond and record social media interactions to meet compliance regulations. Deepen partner relationships by providing valued social media content.
- Empower all intermediaries and other finance professionals to ‘go social’ without risk.
- Enhance customer perception and engender positivity.

HOW DOES SOCIALONDEMAND WORK?

Via an easy-to-use online interface, socialondemand enables you, the finance institution, to create compliant social media posts which are filtered to the relevant sales intermediaries or staff (based on their profile and preferences). These sales staff, agents or financial advisors then repost the content, as their own, onto their social networks for their followers to read and interact with.

Financial services organisations sign up partners and internal sales teams, providing a vehicle to disseminate content directly to consumers.

Financial Services Organisation



Financial services organisations create posts and tag them according to territories, languages, categories / types (product news, WPs, case studies, etc) and consumer audience.

Partners



Direct Sales Teams

Dealers

Brokers

Partners

Call Centres

Operators

Internet

Consumers



Corporate

SMEs

Residential

Partners and sales teams receive posts that are relevant to them and to their target consumers. They can edit posts before republishing them on their own social media accounts.

Consumers access relevant and targeted financial services content via the partners they follow.

FEATURES AND BENEFITS OF SOCIALONDEMAND



Global and Multi-lingual

Enable multiple sales intermediaries in different geographies to share content relevant to their connections in their own language.

How? Socialondemand is available in 25 languages with a content approval and delivery process designed for distributed and global organisations.



Targeted Posting

Syndicate filtered, targeted, compliant social media content relevant to your sales intermediaries and their preferences.

How? Tag and segment posts based on territory, language, content type and end-user audiences.



Reporting and Analytics

Track and analyse your social media footprint and ROI amongst your user base.

How? Extensive analytics engine reports the success of each user, post, campaign, and region.



Personalised

Drive loyalty and engagement through the value-added service of social media content provision.

How? Seamlessly integrate socialondemand as a fully branded service into your own suite of sales tools.



Social APIs

Simplify the user experience and drive adoption uptake.

How? Seamlessly link with global and local social media platforms, leveraging network APIs.



Compliance

Ensure your teams and sales intermediaries only share content that is compliant and approved.

How? Multi-level content creation and approval workflow to meet compliance and corporate social media usage requirements.

HOW COULD YOU USE SOCIALONDEMAND?

Sales Team Scenario:

Marketing managers at XYZ Finance company use socialondemand to give their direct sales teams valuable and targeted social media content to share with their own socially connected B2B corporate clients. Content is targeted based on different criteria including geographies of their sales teams and their type of accounts. Benefits:

- Shared content is compliant with company social guide lines as socialondemand contains comprehensive approval workflows.
- Frees sales teams from time spent on content creation to focus on revenue generating activities.
- Raises brand awareness for XYZ Finance and influences B2B decision makers with timely, relevant content.

Partner Scenario:

ABC IT vendor uses socialondemand to syndicate and target social media content via its network of partners to reach and influence consumers. Benefits:

- ABC Insurance strengthens its relations with its partners by adding value through the provision of useful social media content.
- Partners gain credible penetration into the social conversation, positioning ABC Insurance exactly when and where decision making is taking place.
- Using socialleads, ABC Insurance is able to directly connect any interested social connections with the partner to facilitate quicker sales closure.

Connect your social media prospects directly with your sales intermediaries by adding socialleads.

socialleads is an innovative social lead generation module that works with socialondemand, generating trackable leads for your sales staff, agents or financial advisors directly from prospects that interact with shared content. Taking you one step closer to proving the ROI of social media, social leads will enable you to unobtrusively collect, distribute and track leads within your partner network.



Find out how socialondemand could drive more sales for YOUR business:

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