socialondemand®

VERTICAL OVERVIEW: IT

Drive business growth in the IT sector with social
interactions through your sales teams and partners social networks.

INFLUENCING IT DECISION MAKERS THROUGH YOUR CHANNELS.

Typically, IT vendors have too much content which they struggle to deliver to end-users. It is often generic, or worse, irrelevant and confusing, because it is often untageted. Yet conversely channel partners don't have enough content and invariably lack the time to create it.

This imbalance of social media activity between a vendor and its channel partners represents an opportunity. With socialondemand, not only can you reach customers more effectively, but you can close the loop on the 'decision making journey' a buyer takes. By enabling your channel partners to transparently leverage your 'high-value' content, you are giving them theinformation, knowledge and perception they need to influence and impact more customers and prospects.

socialondemand® is a dynamic and unique solution that enables IT companies to target and deliver social media content to consumers via their partners' social media networks.

WHY USE SOCIALONDEMAND?

The IT sector is highly competitive, and IT decision makers are using social media to aid their decision making like never before. socialondemand enables IT organisations to build trusted relationships between their reseller partners and consumers:
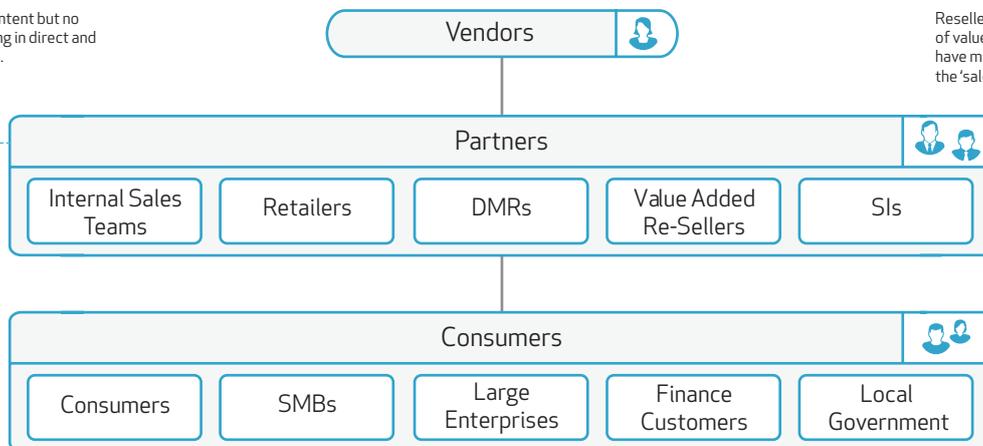
• Help IT partners to position themselves as industry experts.

• Deepen partner relationships by providing valued social media content.

• Provide relevant content that reaches consumers in real-time.

• Close the sales loop by adding the all-important 'call to action'.

HOW DOES SOCIALONDEMAND WORK?

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

Vendors have plenty of valuable content but no means to reach consumers, resulting in direct and untargeted social media strategies.

Resellers/intermediaries have little content of value and no time to create it. But they have many contacts/ followers and can close the 'sales loop'.

Vendors

Partners
Internal Sales Teams	Retailers	DMRs	Value Added Re-Sellers	SIs

Consumers
Consumers	SMBs	Large Enterprises	Finance Customers	Local Government

Partners and sales teams receive 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 require relevant information to aid decisions and rely on their trusted partners.

FEATURES AND BENEFITS OF SOCIALONDEMAND

Global and Multi-lingual
Enable multiple teams and channel partners 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 teams and channel partners and their preferences.

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

Reporting and Analytics
Ensure your teams and channel partners 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.

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
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.

HOW COULD YOU USE SOCIALONDEMAND?

Sales Team Scenario:

Marketing managers at XYZ IT 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 guidelines 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 IT and influence B2B decision makers with timely, relevant content.
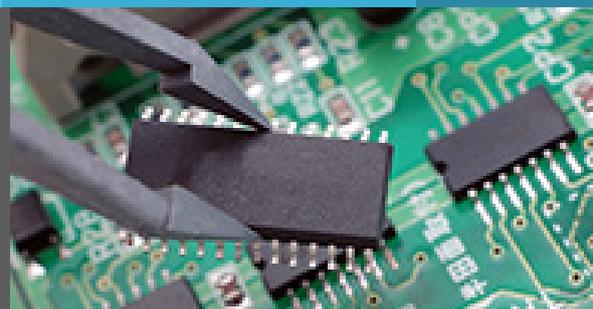
Partner Scenario:

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

- ABC IT Company uses insurance strengthens its relations with its partners by adding value through the provision of useful social media content.

- Channel partners gain credible penetration into the social conversation, positioning ABC IT and themselves exactly when and where decision making is taking place.

- Using socialleads, ABC IT is able to directly connect any interested social connections with the channel partner to facilitate quicker sales closure.

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

socialleads is an innovative social lead generation module that works with socialondemand, generating trackable leads for your partners 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:
Visit us at www.purechannelapps.com   -   Speak to us on UK + 44 (0) 1424 241 020 / US +1 (713) 489 3373   -   Email us at info@purechannelapps.com