purechannelapps™

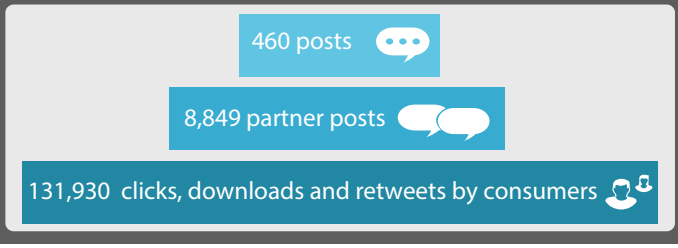
socialondemand®

VERTICAL OVERVIEW: RETAIL

Build online relationships with millions of customers through your retailers 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!



INFLUENCING MORE CUSTOMERS THROUGH PARTNERS

Since the advent of eCommerce and social media, retailing has experienced a seismic shift in the way shoppers assess options, make purchases and share experiences. In a volatile market that is vulnerable to economic climate, retailers - both online and in-store - face increasing pressure from an ever sophisticated consumer.

Whilst most retailers have been quick to react to the opportunity presented by social media, with the majority of retail brands having a presence on social media platforms like Twitter, Facebook or Pinterest, many still struggle to drive a coherent social media strategy and fail to successfully leverage the content available from their large network of suppliers

socialondemand® is a dynamic and unique solution that enables retailers to target and deliver the social media content produced by suppliers to consumers that are connected to social media networks of distributors, franchises, and retail outlets.

WHY USE SOCIALONDEMAND?

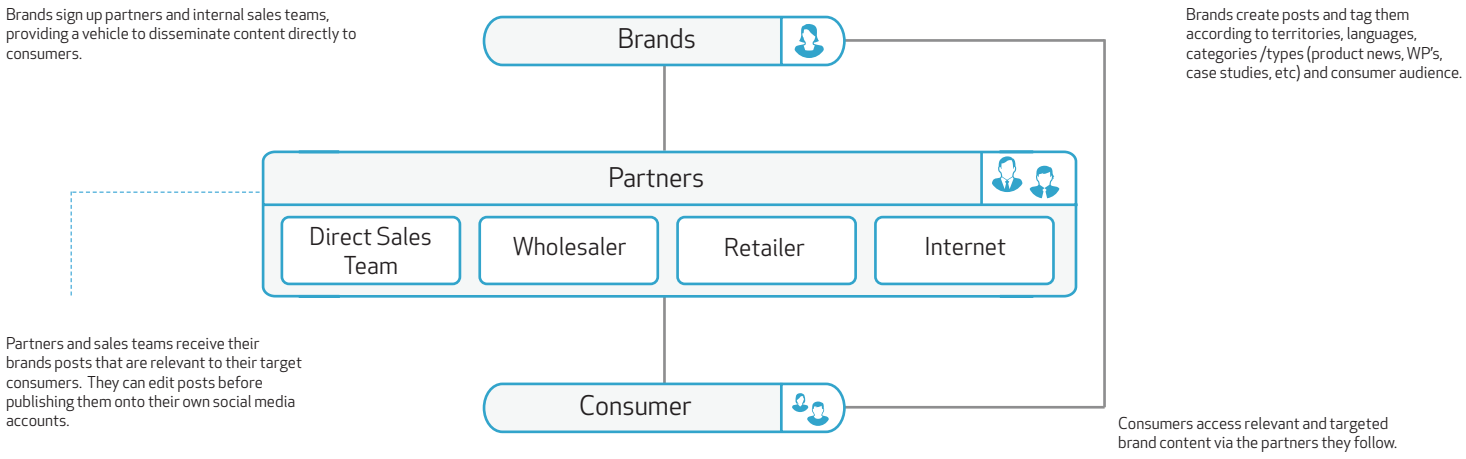
Be it for comparison, validation, or reassurance – consumers are now able to seek information to aid their purchasing decisions with ease. There are multiple routes to market and channels in the retail sector, and targeted social media, using tools like socialondemand, will effectively support retail communications and influence more positive purchasing decisions.

socialondemand enables brands to positively influence the social media followers of distributors, franchises, and retail outlets:

- React to change in a timely way to drive competitive advantage.
- Build brand awareness and positive brand associations.
- Influence opinion with targeted messaging to millions of prospects.
- Target marketing budgets with a fast ROI.

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 staff (based on their profile 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.



FEATURES AND BENEFITS OF SOCIALONDEMAND

Global and Multi-lingual

Enable multiple distributors, wholesalers, franchises and outlets (your 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, dealers and resellers and their preferences.

How? Tag and segment posts based on territory, language, content type and consumer 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 Retail company use socialondemand to give their sales teams valuable and targeted social media content, for any given supplier, to share with their trade 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 Retailer and influences B2B decision makers with timely, relevant content.

Partner Scenario:

ABC Retail company uses socialondemand to syndicate and target social media content via its networks of retail outlets and franchises to reach and influence an extended network of consumer social media connections. Benefits:

- ABC Retailer strengthens its relations with its partners by adding value through the provision of useful social media content.
- Outlets and franchises gain more influential content from key brands, driving positive brand association between them and the retailer's products.
- Using socialleads, ABC Retailer is able to directly connect the outlet or franchise with any interested social contact to facilitate quicker sales closure.

Connect your social media prospects directly with your retail outlets by adding on 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 distribution 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

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