

# socialondemand®

VERTICAL OVERVIEW: TELECOMS

Drive business growth via your internal  
and external partners social media 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



## CHANGING CUSTOMER MINDSET IN TELECOMS

As Ernst and Young highlighted in its report The top 10 business risks in telecommunications, “With global technology brands now top of mind for consumers, and technology cycles quickening, operators need to understand and **respond to fast-changing customer expectations** and behaviours if they are to fight off the competitive threat from over-the top providers.”

Social media is the ideal vehicle to address this challenge, with leading Telecoms operators such as Sprint, Verizon, AT&T, BT and Deutsche Telekom now using social media vehicles to share product info, generate user participation around special events, respond to support requests, and more.

**However, with multiple layers of sales partners between you and the end-user, how do you effectively reach and influence your prospects and customers with your valuable social media content?**

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

## WHY USE SOCIALONDEMAND?

Buyers in both B2C and B2B telecoms markets rely heavily on social media to compare and assess mobile telephone options. There are multiple routes to market and channels in the Telecoms sector, and targeted social media, using tools like socialondemand, will effectively support communications and drive sales.

socialondemand will enable you to manage ‘one social voice’ across multiple routes to market:

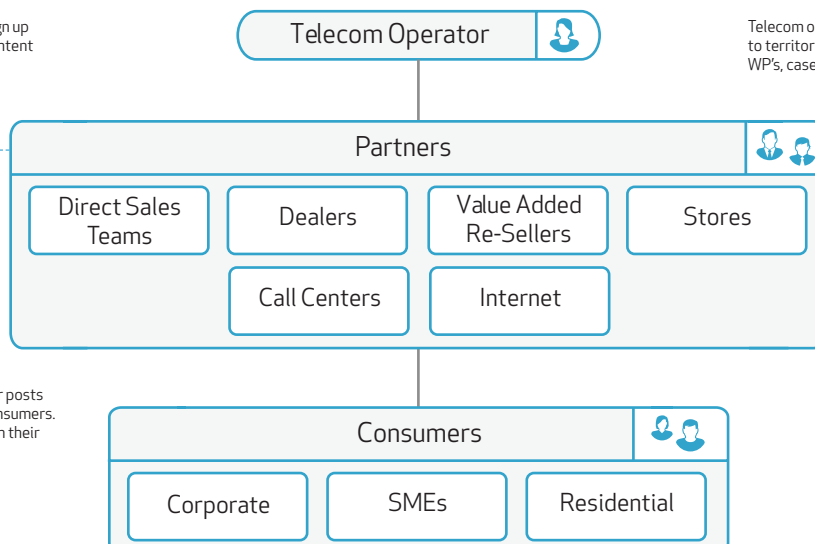
- Track and measure customer engagement levels.
- Engage, communicate and build relationships with your customers.
- Create deeper, more engaging connections to support your corporate strategy.
- Automate and simplify multiple messages into multiple channels.

## 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.

Telecom operators and internal sales teams, sign up partners, providing a vehicle to disseminate content directly to consumers.

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



Telecom operators create posts and tag them according to territories, languages, categories / types (product news, WP's, case studies, etc) and consumer audience.

Consumers access relevant and targeted telecom operator content via the partners they follow.

# FEATURES AND BENEFITS OF SOCIALONDEMAND



## Global and Multi-lingual

Enable multiple teams, dealers and resellers 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 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 teams', dealers' and resellers' social media platforms, leveraging network APIs.



## Compliance

Ensure your teams, dealers and resellers 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 Telecoms 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 Telecoms and influences B2B decision makers with timely, relevant content.

### Partner Scenario:

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

- ABC Telecoms strengthens its relations with its partners by adding value through the provision of useful social media content.
- Dealers and value-added resellers gain credible penetration into the social conversation, positioning ABC Telecoms exactly when and where decision making is taking place.
- Using socialleads, ABC Telecoms 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 teams 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](http://www.purechannelapps.com) - Speak to us on UK + 44 (0) 1424 241 020 / US +1 (713) 489 3373 - Email us at [info@purechannelapps.com](mailto:info@purechannelapps.com)