

solutions overview: socialondemand®

AMPLIFY YOUR SOCIAL MEDIA CONTENT THROUGH YOUR EXTERNAL SALES PARTNERS AND INTERNAL TEAMS TO REACH AND INFLUENCE MORE CUSTOMERS WITH SOCIALONDEMAND® FROM PURECHANNELAPPS™.

Be it IT resellers, car dealers, insurance brokers, retailers, distributors or franchises... having complex networks of intermediary sales partners often makes it challenging to get your social voice heard by your prospects and customers.

socialondemand makes it easy for you to syndicate, share and amplify your social media content through your brand advocates' social media networks to reach and influence their followers.

HOW DOES SOCIALONDEMAND WORK?

socialondemand makes it extremely easy for your partners, employees and other advocates to select the kind of content they would like to publish on their own selected social media sites, either automatically or by approval.



SOCIALONDEMAND AT-A-GLANCE

- Web-based hosted solution
- Multi-lingual capability
- Fully customisable
- Easy to set-up and manage
- Full tracking and reporting
- Global/ local content approval process
- Upload documents and create short links
- Integrates with major social media networks
- Auto or 2-step process for partners to post
- Easy to publish and deliver real-time content



FEATURES AND BENEFITS OF SOCIALONDEMAND

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

A site available in 25 languages and a content approval and delivery process designed for global organisations.

Syndicate filtered, targeted, compliant social media content relevant to your partner users/employees and their preferences.

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

Ensure your advocates only share content that is compliant and approved.

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

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

Integrate socialondemand as a fully-branded service seamlessly into your own suite of sales tools.

Simplify the user experience and drive adoption uptake.

Seamlessly leverage social media public APIs.

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

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