

The integrated social media marketing dashboard.

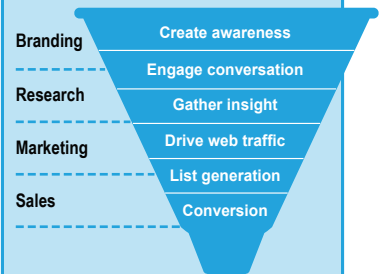
Conveniently monitor, manage, and measure multi-channel campaigns *in-house*, with one easy-to-use dashboard. Combine *search optimization, social media, messaging and email* to increase ROI from branding, research, marketing, and sales campaigns.

How to tap into a huge market of millions of social networkers

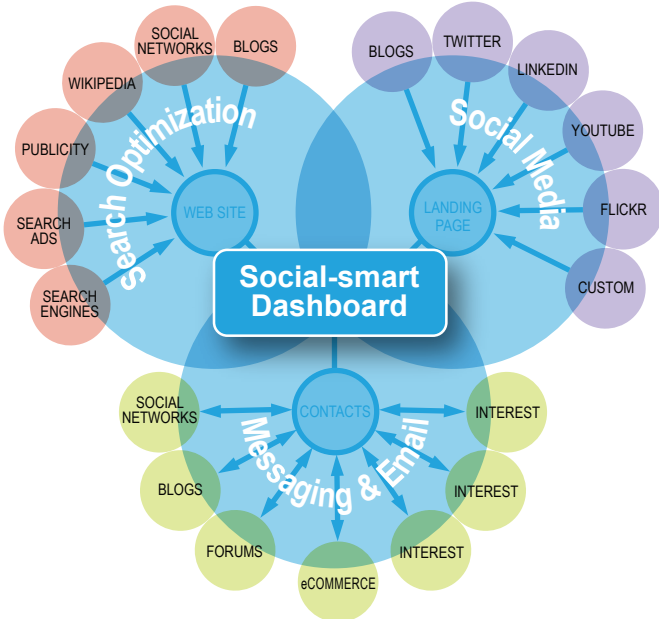


Marketers want to connect with audiences who are fragmented across the major social networks and hundreds of blogs. Social-smart's web-based dashboard is configured to integrate all the elements of a multi-channel social media campaign in one convenient place. Now, companies can conveniently monitor, manage, and measure a customized social-engagement funnel in-house. Social-smart also offers campaign strategy, micro-site and landing page design, content production, and application development.

Engagement funnel



The Social-smart dashboard solution



Search optimization and monitoring

- Integrated web analytics monitor inbound traffic from search keywords and link-backs.
- Keyword alerts (free or paid listening services) monitor brand buzz, online conversations, influencers.

Social media channels

- Manage multiple social network touch-points – connect and engage with branded content and conversations.
- Use special promotions, content, and applications to raise online participation, and word-of-mouth.

Innovative messaging and e-mail tools

- Message-menu speeds real-time engagements and conversations with consistent pre-approved messaging, information, resources, and links – helps moderators stay on-brand, focused on campaign results.
- Automate list-generation and conversions with a customizable Social-smart registration form template.
- Interest-tag users for more targeted, personalized follow-up emails and e-newsletters.

Integrating campaign management

Single-sign-on, and multiple logins

- Single-sign-on access improves campaign workflow, and efficiency.
- Multiple logins for more flexible management – assign in-house department moderators, outside experts, or an agency team.

Multiple social networks

- Access/edit the social networks your target customers are using.
- Use a custom social network for enterprise community-building features.

Alerts and notifications Inbox

- Keyword alerts monitor brand buzz and identify influencers.
- Dedicated email accounts and Inbox for social network, blogger, and forum email notifications (they don't fill personal inboxes).

Twitter monitoring

- Continuously monitor four Twitter-search feeds.
- Post Updates and Replies to any Twitter account, without leaving the Dashboard.

Messaging & Email

- Seed and manage engagement in real-time with Message-menu.
- Interest-tag users for finer segmentation, then target follow-up emails/e-newsletters with more relevant messages.
- Full featured WYSIWYG editor.
- Import and export lists.

Integrated social & web stats

- Monitor social network insights.
- Web analytics monitor inbound web traffic and conversions.



How can we help you? Please contact us for information, and to discuss a trial campaign.

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