Spredfast Social Media Management

Smart Social Media Management at Scale

Move easily from insights to action with Spredfast

Smart Social Media Marketing at Scale. Social media isn't a just marketing opportunity: it's a business opportunity. The people your business needs to connect with are on social–producing, viewing and interacting with vast amounts of content every single day. This is why social is increasingly a key element of any savvy marketing strategy or omni-channel campaign.

But just as there's a ton of valuable content on social, there's also a ton of noise. Finding the right audiences and then reaching those audiences in the right way at the right time can be hard. Add in complex social marketing teams with multiple stakeholders and it can become outright chaotic. Social marketers need a way to cut through this chaos at scale.

Social Media Management for the Enterprise. Spredfast Social Media Management helps you navigate through the chaos to connect with the people you care about most. Flexible, fast and constantly innovating, Spredfast is a powerful platform designed to help you leverage smart, data-driven decision making at every step of your social content journey, collaborate across teams, and connect social impact to your broader business goals.

It's Smart. Put your strategy, planning and content decisions in context with historic and real-time insights.

It's Centralized. Bring together all of your social accounts and campaigns–and the people who manage them–into one platform.

It's Scalable. Configure flexible workflows and approval permissions unique to your team's needs.

> "With Spredfast, I'm able to make smarter decisions every single day to get the most out of social. Within one platform I can use social data to inform strategy and content while also collaborating across my team to efficiently plan campaigns, publish engaging content, and report back on our performance."
>
> Carolina Thomas, Social Media Manager, *OtterBox*

Take Advantage of Powerful Social Insights

- Surface insights quickly with unlimited real-time and historical social search built on an intuitive user interface

- Inform your messaging and content strategies with social data about your industry, competitors, influencers, topics and key terms

- Keep tabs on competitors and their audiences to understand their strategies and surface opportunities to pursue a larger audience

- Preview quick insights around your campaign terms to pressure test before publishing, including audience demographics, key accounts and trending terms
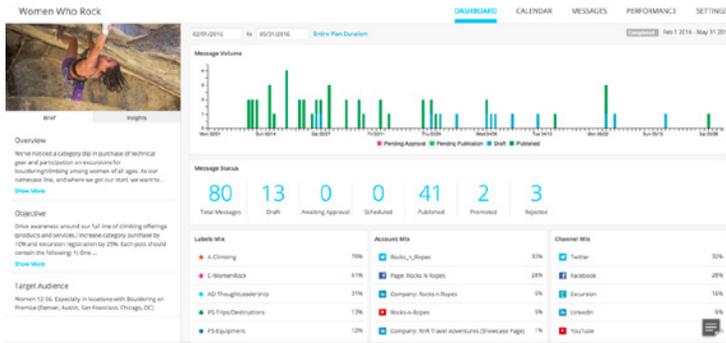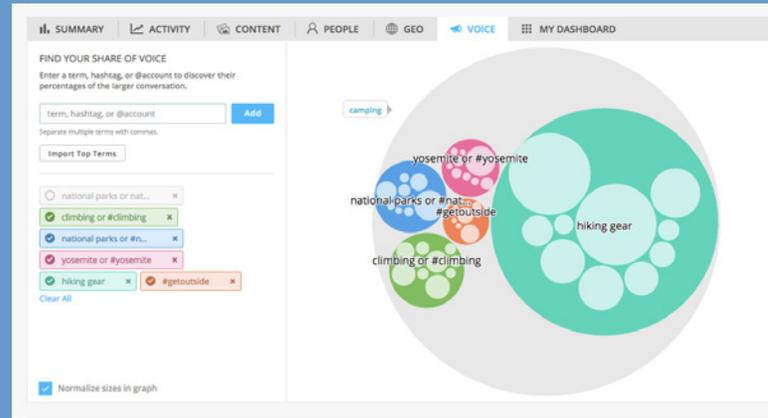
Centralize Planning Across Your Team

- Collaborate, plan and build all of your social campaigns in one centralized location

- Visualize content mix across status, labels, accounts, and channels to ensure alignment with strategic campaign goals

- Organize content management with folders, tags, image editing and permissions that foster brand consistency across accounts

Manage Social Interactions at Scale

- Reach relevant audiences across every major social network

- Align to your targeted audience to distribute paid or organic content to a single channel or hundreds of social accounts

- Customize publishing workflows and approval permissions

- Moderate and monitor inbound content in real-time
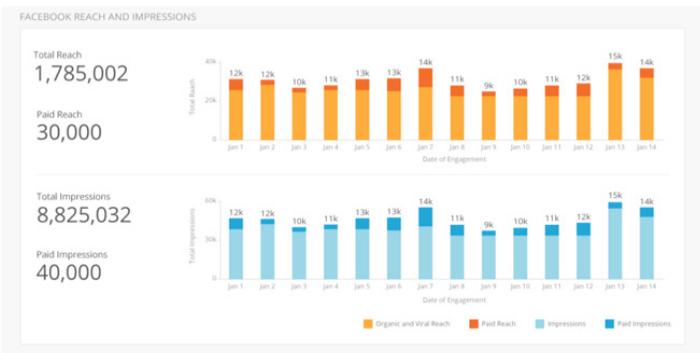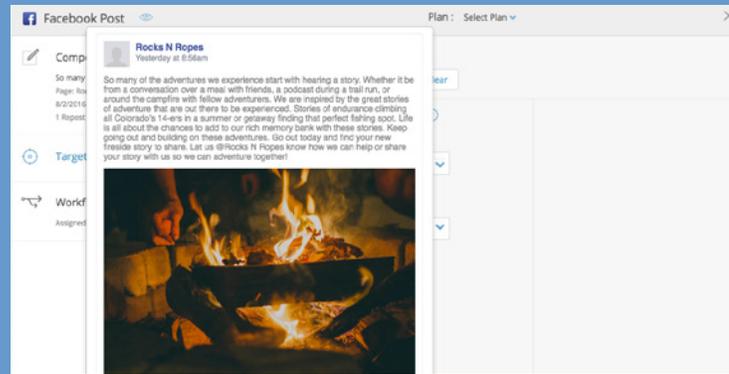
Connect Social Impact to Business Goals

- Measure what matters with quick, easy reporting on your brand health, competitors' activities, share of voice, and more

- Tap into powerful analytics across social channels to understand aggregated and granular performance

- Compare performance of paid versus organic content

- Share reports with stakeholders in a downloadable and shareable presentation-ready format

Spredfast

Want to find out more about Spredfast?   **spredfast.com**   •   **info@spredfast.com**