



## Make and Keep Valuable Connections With Your Audience

*Manage Integrated Social Campaigns and Real-Time Conversations in One Place*

### The Problem:

Managing your brands' social communication can be a challenge. As social spreads throughout your organization, managing initiatives that span multiple social networks, locations, and internal teams compounds complexity.

When you don't get it right with social, resources are constrained by inefficiency, follow-up efforts are prone to mistakes and stagnation, and program development cannot focus on improving engagement and driving ROI. Instead of advancing strategy, you're stuck wrangling the basics.

### The Solution:

#### **Proven Social Media Management for the Enterprise.**

Conversations brings together all of your social accounts and campaigns—and the people who manage them—into one place.

**Secure.** Keep legal and compliance teams satisfied with robust security capabilities, governance tools, and approval workflows.

**Powerful.** Measure and analyze social data, then share with your team.

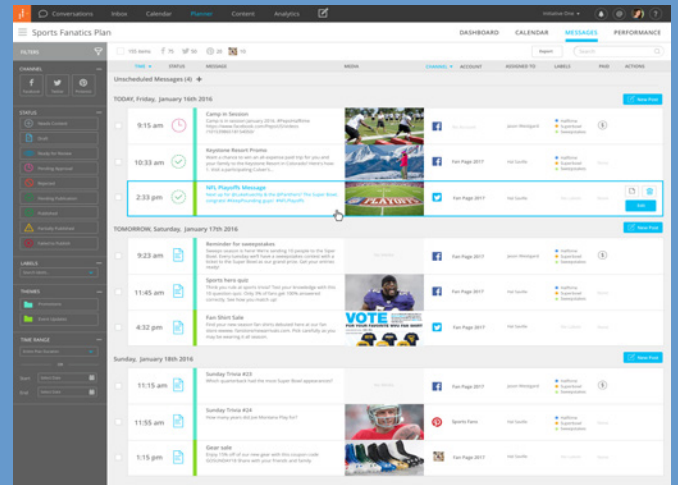
**Open.** Leverage your existing software investments with key integrations.

"Through our use of Spredfast we've been able to streamline our global social media efforts. We've been able to not only increase the messaging that we push out but we've been able to significantly increase the amount of engagement that's occurring with our social media accounts."

Jennifer Stafford, Social Media Manager, HomeAway

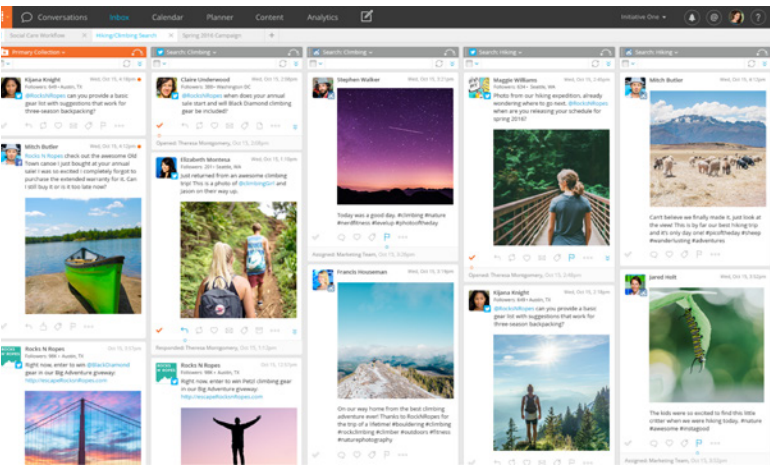
## Plan and Organize Social Campaigns

- Discover, develop and collaborate on content with comprehensive campaign planning
- Reach the right audiences with rich organic and promoted publishing, along with shared publishing calendars
- Organize and distribute content based on permission sets, folders and tags
- Source and approve content on a desktop or on-the-go with our mobile app



## Manage Audience Engagement

- Built for anyone from community managers to advanced care agents
- Moderate and monitor in-bound content in real-time
- Optimize responses with advanced capabilities like workflows, interaction history, and item categorization



## Connect Social Impact to Business Goals

- Tap into powerful analytics across social channels to understand aggregated performance
- Dig deeper by message, content, campaign, or audience
- Report on team and agent performance with response dashboards that include topic frequency and incoming volume breakdown
- Optimize your marketing mix with real-time campaign dashboards



"Spredfast strikes a strong balance between product and strategy...Marketers appreciate that Spredfast Conversations provides them advice and insights while they work."

Forrester Wave: Social Relationship Platforms, Q2 2015