

# PRODUCT SNAPSHOT

 social studio



# Bringing You Closer to Your Social Customer

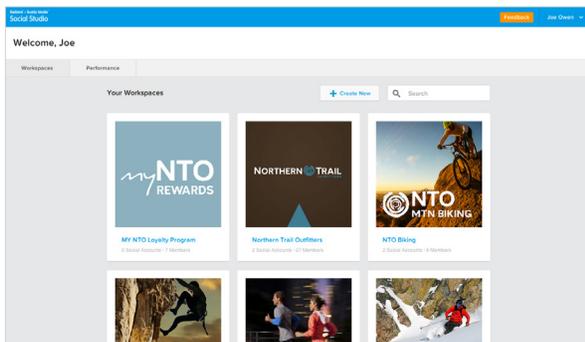
Listen. Publish. Engage. Care.

There's no denying it. Social media can quickly turn chaotic when you're juggling multiple teams, social accounts, and tools in the midst of social trends, service requests and actively managing your Community. Keeping your social strategy aligned with your overall marketing efforts complicates this challenge. We've solved this all with Social Studio.

## Streamline your entire social marketing processes one place to:

- Organize your social accounts and teams for efficient collaboration.
- Analyze conversations on your social properties along with the broad social web for real-time market, customer, and competitive intelligence.
- Listen for emerging trends and conversations to inform and validate your campaign and community strategies.
- Plan, publish, report on and share your content without friction, and will seamlessly comply with your content governance policies.
- Engage with customers and prospects and their journey with your brand. Improve customer satisfaction by being available and responsive.

Activate your community and extend your marketing reach with Social Studio.



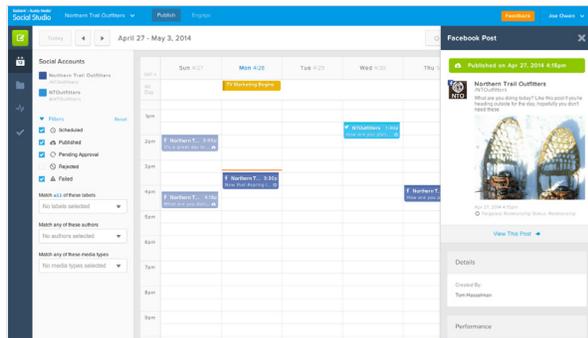
## Collaborate at Global Scale

With Social Studio, you can use Workspaces to organize teams quickly around campaigns, events, and regions on the right social accounts. From content collaboration to listening and engaging in the conversation, teams can now operate nimbly at social speed. Easy self-serve setup means your teams can focus on results instead of training. At a corporate level, you can see performance across all social channels at a glance, or filter down to view spikes in your most successful content in a particular region or around an event. Seamlessly share high-performing content and seed content out to different regions and teams with ease.



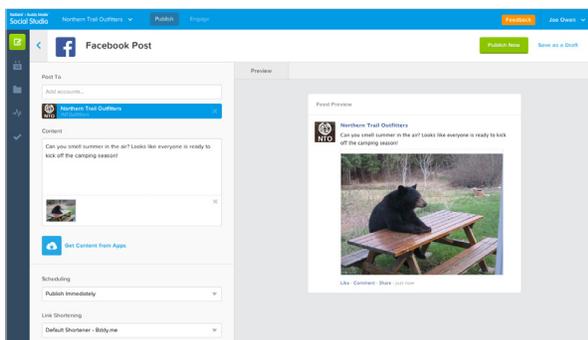
## Listen and Analyze the Conversations

It all starts with listening, so you can easily tap into the voice of your customer audience to ensure your social efforts are relevant and effective. Quickly and easily create dashboards so you can watch and report on the activity on your social properties. Watch for fresh topics and trends so your marketing content and activities are relevant to the world of social. Drill down to the post level so you don't miss a single comment. Listen to mentions of your brand on the billion sources we monitor – and use these insights to drive your marketing strategies.



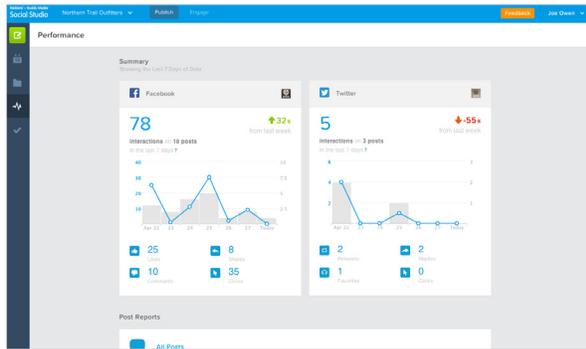
## Plan Content Months in Advance

Depend on Social Studio's visual content calendar to give you a complete view of your activity across accounts. Schedule and preview a post, attach images from your Getty or Shutterstock account, target your audience, save for review, or submit for approval. With Social Studio you can set up automated approval rules for your teams, protecting your brand in the social world. Easily follow the performance of any post with real-time metrics. The calendar view is your cutting-edge tool to plan, schedule, and approve your best content in advance.



## Accompany Your Customer on their Journey

Using your publishing efforts to get close to your community and continue the conversation is key to driving advocacy and reach. With Social Studio, teams can monitor social accounts and brand mentions, filter conversations and respond directly to customers at the speed of social. Save time by tagging multiple posts and actioning them, or by building a macro to carry out a series actions with a single click. For large-scale efficiencies, send posts to Salesforce Service Cloud for attention by your Customer Service team.



## Optimize Reporting to Show ROI

Intelligent one-click reporting gives you a real-time snapshot on content performance and engagement with our content. With Social Studio, you can target the most responsive audience to ensure the highest return on your social investment. Compare engagement on posts across networks. Share content with other teams and continue to track performance as posts are used for other brands or geographies.

## KEY TAKEAWAYS

Give your team Social Studio, the only solution designed for the social content marketer by social pioneers. Collaborate, plan, analyze, engage, and succeed with Social Studio:

- Build collaborative spaces so teams can nimbly operate at social speed
- Listen and Analyze the conversation on your owned properties as well as the billion sources we monitor
- Plan, source, and publish compelling, brand safe social content
- Enable authentic interactions at a global social scale
- Assess and refine your strategy based on results and data

Want to learn more? Visit us at [www.salesforce.com/marketing-cloud/features/social-media-marketing](http://www.salesforce.com/marketing-cloud/features/social-media-marketing)

