

Social Marketing





Businesses should have the **ability** to...

Build Fans



Find
Customers

Engage with
the
community



from one location.

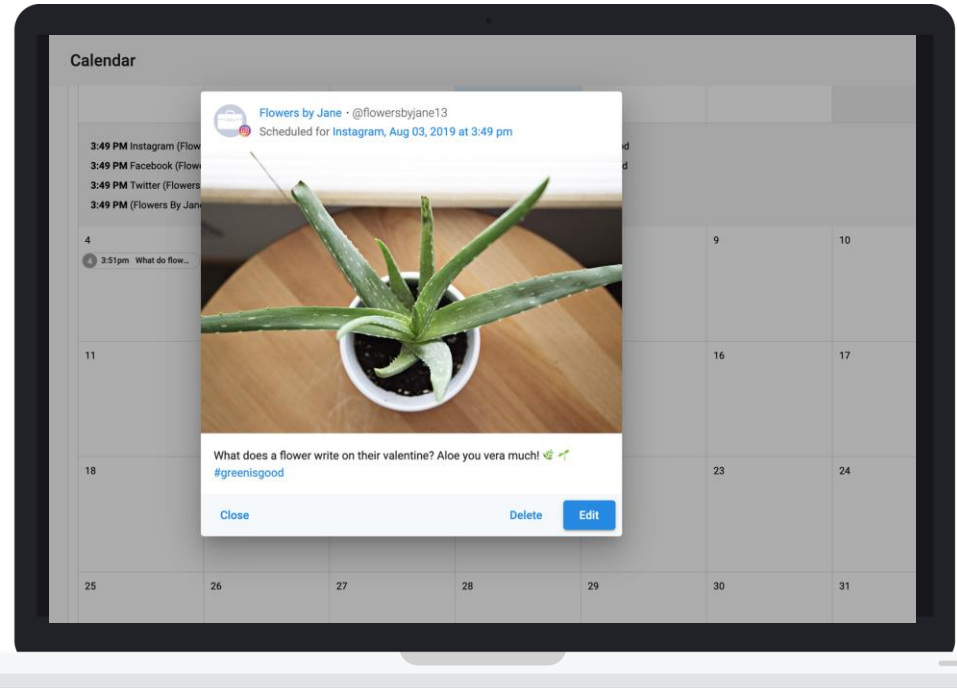
Social Marketing



What is Social Marketing?

A social media management tool that allows you to:

- Compose and post to everywhere from one place
- Engage with followers
- Generate social leads
- Collaborate on any level
- Serve all clients from one-platform



Social Marketing



Tab: Overview *Social at a glance*

Overview

Your social marketing account at a glance:

- Upcoming scheduled posts
- Top performing posts
- Most recent customer posts

Easily get right to work by clicking *compose!*

The screenshot shows a social marketing dashboard with a light blue header and three main content panels. The header features a hand holding social media cards and a smartphone, with the text 'Fill up your social calendar' and a sub-headline 'Build your audience by sharing engaging and relevant content, schedule your content in advance and see what your followers are saying across all of your networks.' Below this is a '+ Compose' button and a link 'or connect another account'. The 'Scheduled posts' panel lists three posts with their respective social media icons, titles, and scheduled times. The 'Top posts' panel shows four posts with their titles, dates, and engagement metrics (Reach and Engagement). The 'Customer posts' panel displays three posts from customers with their names, dates, and content. Each panel has a 'View more' link at the bottom.

Fill up your social calendar
Build your audience by sharing engaging and relevant content, schedule your content in advance and see what your followers are saying across all of your networks.

+ Compose or connect another account

Scheduled posts

- 3 Pink, purple, red - it doesn't matter the c
Scheduled for Jul 31, 2019 at 6:36 pm
- 2 This flower crown was made by Flowers
Scheduled for Aug 01, 2019 at 11:27 am
- 2 This August we're taking Flowers by Jan
Scheduled for Aug 01, 2019 at 3:08 pm

[View more](#)

Top posts

- We don't know if any...
July 16, 2019
Reach 2
Engagement 4
- Did you know that tu...
July 23, 2019
Reach 1
Engagement 5
- Sunflowers, they're s...
July 24, 2019
Reach 1
Engagement 4
- We're all smiles whe...
July 22, 2019
Reach 0
Engagement 2

[View more](#)

Customer posts

- Ashtyn Collison
5 days ago on Facebook
Love sunflowers!!!! 🌻🌻
- Paige Sutherland
5 days ago on Facebook
Beautiful flowers!
- sophkokott
5 days ago on Instagram
My favourite are pink ones. Do you have any in st

[View more](#)

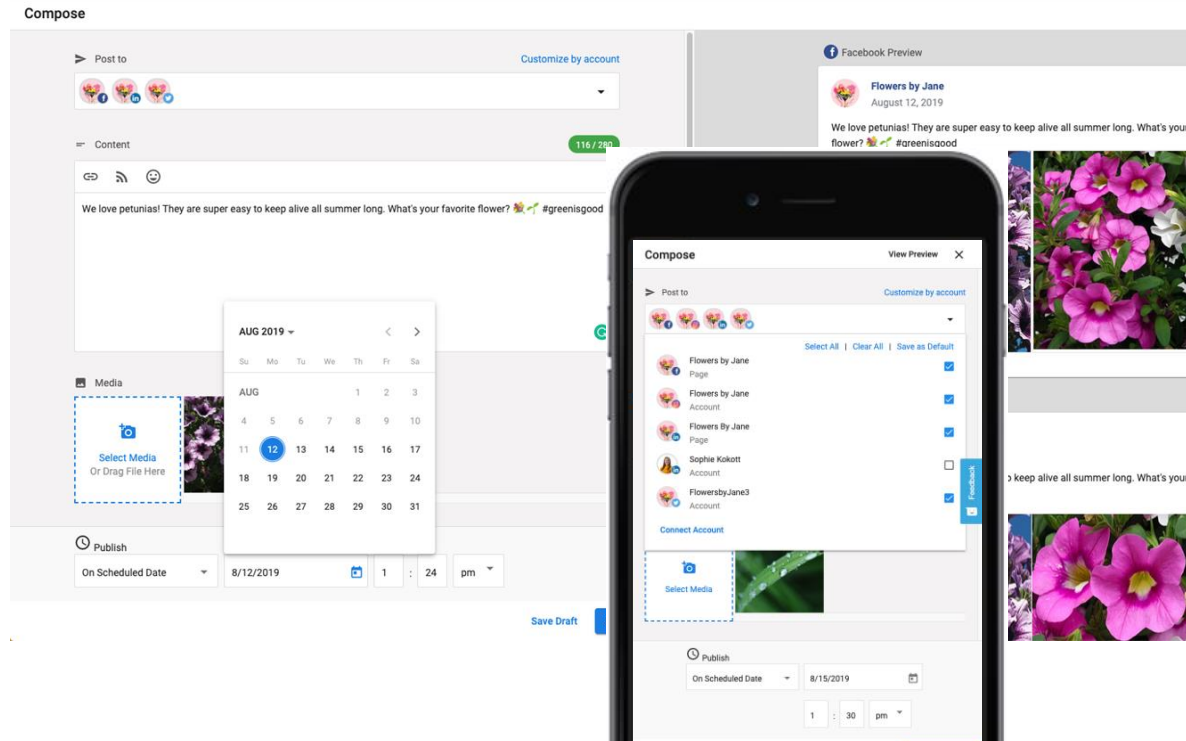
Social Marketing



Composer *Social posts start here*

Composer

- Access the composer from any page in the product with the red button in the right corner
- Upload multiple photos, choose from the free image library, or GIF library
- Crop images that aren't properly sized
- Schedule or post instantly



Social Marketing



Tab: My Posts *View your recent and upcoming posts*

My Posts

- See your recent posts
- View your upcoming scheduled posts in a variety of formats (including calendar view)
- Access the posts you were working on through drafts

Calendar

The image displays a social media management dashboard. On the left is a calendar view for July 2019, showing scheduled posts for various dates. On the right is a smartphone screen showing the 'Flowers by Jane' app interface, specifically the 'Scheduled Posts' section. The app shows a post scheduled for July 31, 2019, at 6:36 pm, featuring a large pink flower image and the text: 'Pink, purple, red - It doesn't matter the color. At Flowers by Jane, we love them all!'. Below it, another post is scheduled for August 01, 2019, at 11:27 am.

Sunday	Monday	Tuesday	Wednesday
30	1	2	3
7	8	9	10
14	15	16 10:40am undefined 11:01am Wedding sea... 11:04am Don't forget L... + 2 more	17 6:38pm Pink, purple, r...
21	22 12:01pm We're all smil...	23 12:40pm Did you know...	24 12:02pm Sunflowers, L...
28 10:15am It doesn't hav...	29 12:43pm Flowers aren't...	30 12:52pm Did you know...	31 10:37am We love plant... 6:36pm Pink, purple, r...

Social Marketing



Tab: Customer Posts *See what your customers are saying*

Customer Posts

- Easily access the posts your customers are commenting on
- Respond without needing to leave the product
- Filter by network and status

The image shows a screenshot of a social media dashboard for 'Flowers by Jane'. The main view displays a post from 'Flowers by Jane' posted on Facebook on July 16, 2019, at 11:46 am. The post features a photo of a person holding a potted plant and the text: 'We don't know if anyone loves gardening as much as the team here at Flowers by Jane. What have you been planting? 🌱🌻🌼 #greenisgood'. Below the post, there are two comments: one from 'Ashtyn Collison' saying 'Everything I plant dies :(. Do you guys have any tips?' and another from 'Carina Dressler' saying 'Definitely herbs! It's been awesome to see my little indoor herb garden grow and flourish! I have more dill than I know what to do with :D'. The dashboard also includes a 'Filter' button and a 'DATE RANGE' selector. On the right side, there is a sidebar with various filters and a 'Facebook' button. In the foreground, a smartphone displays the same post, showing a photo of a child in a red shirt standing in a field of red poppies. The phone screen also shows the text 'We're all smiles when surrounded by flowers! Where's your happy place?' and a comment from 'sophkokott' saying 'So cute! Those poppies are beautiful.' with a reply: '@sophkokott we think he's pretty cute too!'. The phone screen has a 'Post' button and a red heart icon.

Social Marketing



Tab: Leads *Discover potential customers and opportunities*

Leads

- Discover new opportunities with Twitter leads
- Select keywords and phrases that you want to keep track of
- Easily message users within the product

The image displays the 'Leads' feature in a social media application. On the desktop, the 'Leads' tab is active, showing a list of tweets. Each tweet has a 'Leads' button (partially visible as 'Dismiss' and 'Comme'). The tweets include:

- Candace Theoret (@YouniqueCandace) - Twitter, Jul 31, 2019 at 12:23 pm. Tweet: @SethRadio @X929 @hallofchristian Happy 9th Anniversary!! 🥳
- Danielle Rivet (@grizzlygirl87) - Twitter, Jul 30, 2019 at 12:17 pm. Tweet: Happy 42nd Anniversary to my parents! You are a living example of how a couple can be committed to their love and... t.co/WYDChMoHnu
- BJ Swizzle (@BJSwizzle) - Twitter, Jul 28, 2019 at 11:15 am. Tweet: RT @LisaFordradio: 31 years ago on our fourth wedding anniversary, this handsome young man was born! Happy birthday Logan 🎉🎂🥳 t.c...
- Lisa Ford (@LisaFordradio) - Twitter, Jul 28, 2019 at 9:17 am. (Image of a building)

The smartphone view shows a tweet from Greg wurzer (@wurzer_greg) with a 'Leads' button. The button is highlighted, and a 'Post' button is visible, indicating the lead capture process. The tweet text is: @Alan_Klipat Happy Anniversary!! 🥳🥳. Below the tweet, there is a response form with the text: '@wurzer_greg looking for the perfect gift? Give us a call!'. The 'Post' button is highlighted, and a 'Feedback' button is visible on the right side of the screen.

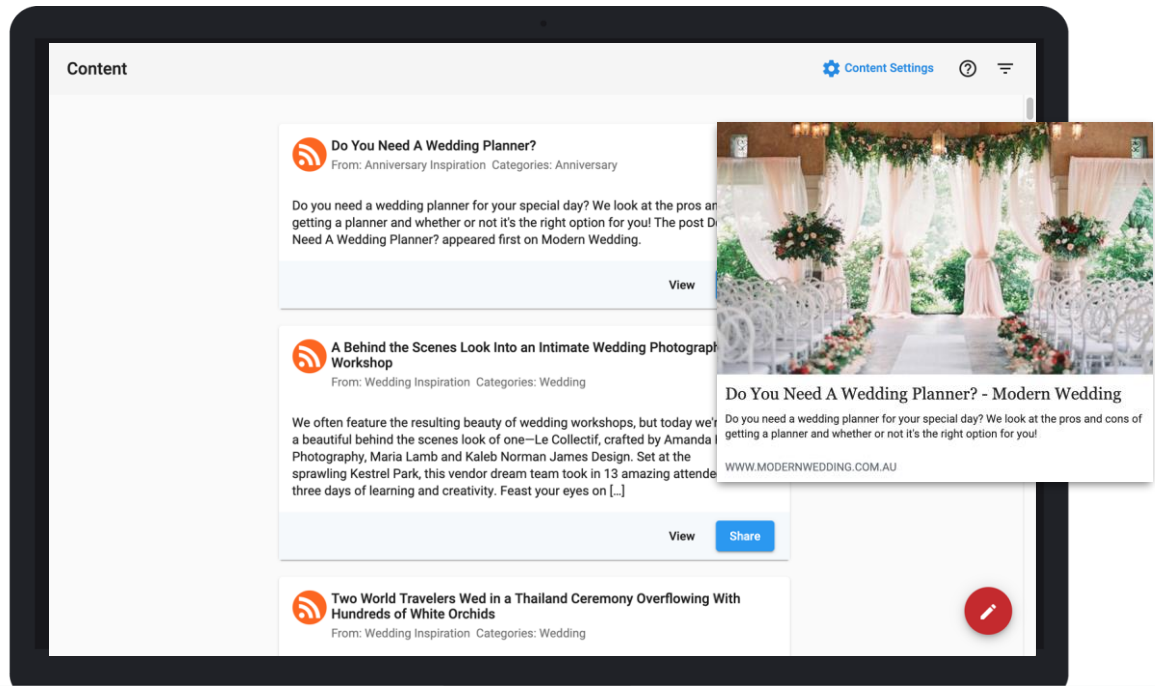
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Tab: Content *Easily find relevant content to publish*

Content

- Find interesting and relevant content that your followers will love
- Input your own RSS feed or discover something brand new
- Easily share, no copy/paste required!



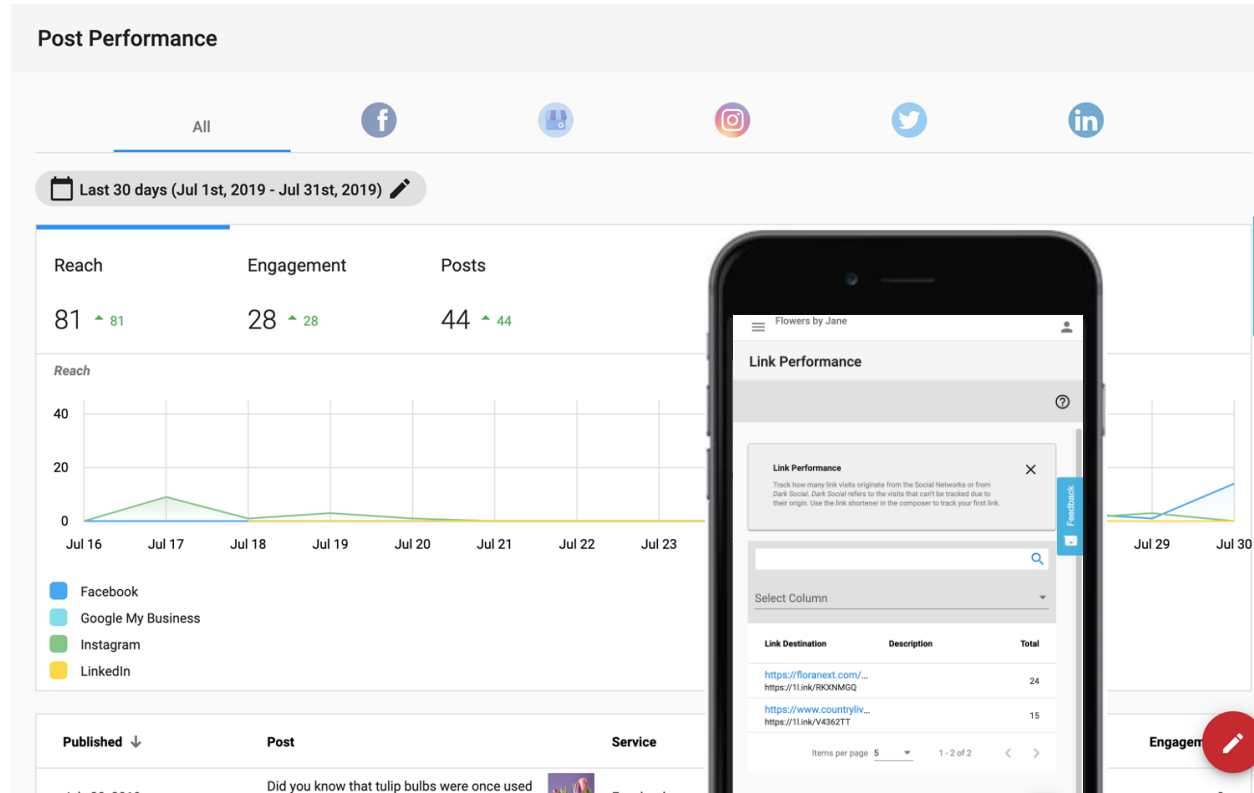
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Tab: Insights *Know exactly how your posts are performing*

Insights

- See how your posts are performing on all networks
- Track reactions, comments, shares and engagement
- Discover how your links are performing and how often they're shared



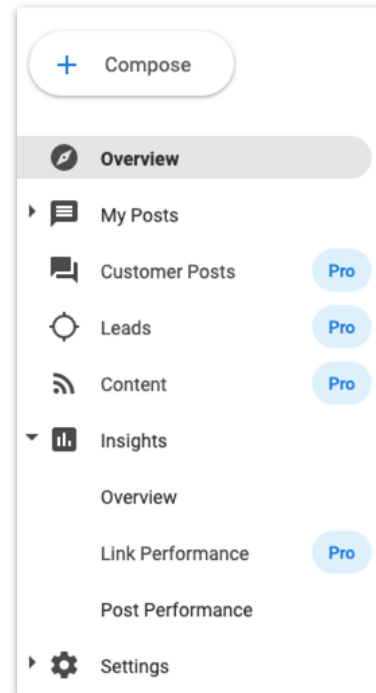
Social Marketing EXPRESS



The freemium version of this powerful product!

Social Marketing Express

- Connect 2 social accounts (GMB and Facebook)
- Schedule up to 20 posts ahead of time
- Easily view and digest your social through the calendar view, recent, scheduled, and drafted posts
- Access to audience and post performance statistics



Social Marketing EXPRESS



The freemium version of this powerful product!

Engage your followers from a single tab.

Pro

Upgrade now for only

\$70/month

- ✓ Unlimited scheduled posts
- ✓ Twitter, Instagram, and LinkedIn support
- ✓ Monthly, weekly, and daily calendar views
- ✓ Customizable lead generation
- ✓ Interact with customer posts

Upgrade Now!

A promotional card for the 'Pro' version of Social Marketing Express. The left side has a blue background with the text 'Engage your followers from a single tab.' and an image of a smartphone displaying a social media feed. The right side is white and lists features: 'Unlimited scheduled posts', 'Twitter, Instagram, and LinkedIn support', 'Monthly, weekly, and daily calendar views', 'Customizable lead generation', and 'Interact with customer posts'. The price is '\$70/month' and there is an 'Upgrade Now!' button.

Express allows users to

- Post to the most popular networks for business
- Save time by scheduling posts ahead of time
- See how their posts are performing with analytics

Social Marketing EXPRESS



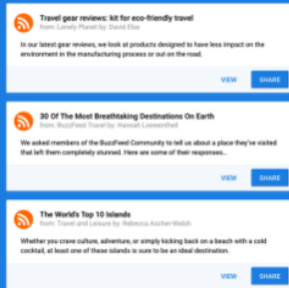
The freemium version of this powerful product!

Why upgrade to Pro?

Build your audience and grow your brand!

- Connect with customers
- Find new customers
- Post to additional social networks
- Make posting to social even easier!

Never struggle to find something to say with RSS feeds.



Pro

Upgrade now for only **\$70**/month

- ✔ Unlimited scheduled posts
- ✔ Twitter, Instagram, and LinkedIn support
- ✔ Monthly, weekly, and daily calendar views
- ✔ Customizable lead generation
- ✔ Interact with customer posts

[Upgrade Now!](#)

Social Marketing EXPRESS

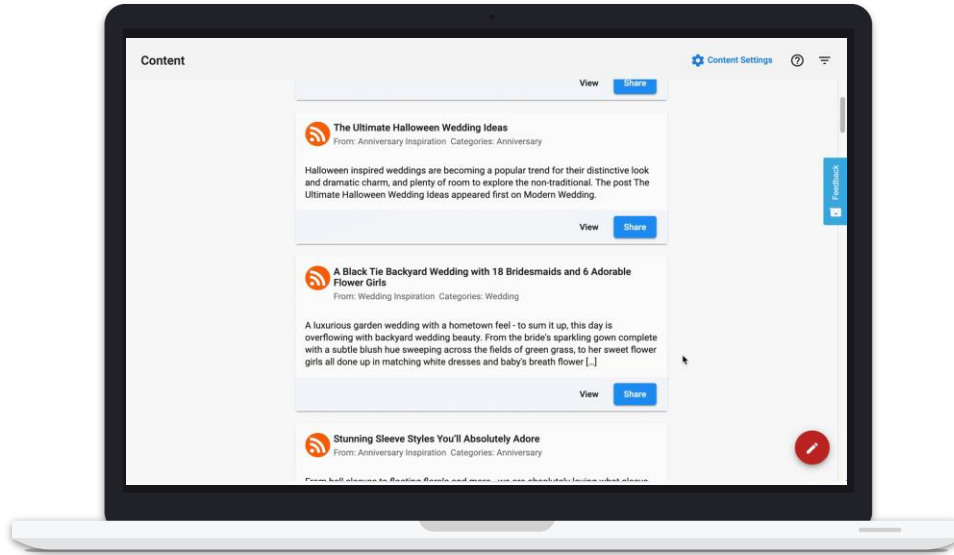


The freemium version of this powerful product!

Everything you
know and love
about Social
Marketing
Express
AND...

The screenshot displays the 'Social Marketing' dashboard. On the left is a navigation sidebar with options: 'Compose', 'Overview' (selected), 'My Posts', 'Customer Posts', 'Leads', 'Content', 'Insights', and 'Settings'. The main area is titled 'Overview' and features a 'Get the most out of social' section with 'Connect' buttons for Google My Business and Facebook. Below this are three panels: 'Scheduled posts' (empty), 'Top posts' (empty), and 'Customer posts' (empty). The footer includes the 'Cloud Fire' logo and a language selector set to 'EN'.

Social Marketing EXPRESS



Social Marketing Pro

- Connect Facebook, GMB, AND Twitter, Instagram, LinkedIn
- UNLIMITED scheduled posts
- Customer Posts
- Interesting Content (RSS Feeds)
- Lead Searches
- Additional analytics with Link Tracking

Social Marketing Demo



The screenshot displays the Mountain Media Business Center interface. The left sidebar lists navigation options: Dashboard, Executive Report, Reputation, Social (with sub-items Overview, My Posts, Customer Posts, Leads, Content, Insights, Settings), Customer Voice, and PRODUCTS (Website Pro, Listing Builder, Advertising Intelligence, My Products, Recent Activity, Recommendations). The main content area is titled 'Overview' and features a 'Fill up your social calendar' section with a '+ Compose' button and a 'or connect another account' link. Below this are two columns: 'Scheduled posts' and 'Customer posts'. A blue play button overlay is positioned over the 'Scheduled posts' column.

Scheduled posts

Post Title	Scheduled For	Reach	Engagement
Best way to say Happy Birthday? A...	Scheduled for Aug 09, 2019 at 2:11 pm	2	4
It doesn't need to be a special occasion	Scheduled for Aug 10, 2019 at 2:14 pm	1	5
Don't forget! Flowers by Jane is open YE	Scheduled for Aug 12, 2019 at 2:20 pm	1	4

Customer posts

Post Title	Author	Platform
Love sunflowers!!! 🌻	Ashryn Colison	Facebook
Beautiful flowers!	Paige Sutherland	Facebook
My favourite are pink ones. Do you have any in st	sophkokott	Instagram

Social Marketing Demo



A screenshot of a social media management tool interface. On the left, there's a "Post to" dropdown menu, a "Content" text area with the text "What is the best gift for a birthday? Flowers of course!", and a "Media" section with a calendar for March 2020. A blue play button is overlaid on the interface. On the right, there's a "Facebook Preview" window showing a post from "Flowers by Jane" dated February 25, 2020, with the text "What is the best gift for a birthday? Flowers of course!" and a photo of orange flowers and a butterfly. Below the preview is a "Google My Business Preview" for "Apple Box Studios" dated Feb 25, 2020. At the bottom, there are controls for "Publish On Scheduled Date", a "Schedule Post" button, and a "Save Draft" button.