Social Engagement

Social Media can build or destroy your brand

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We are seeing a power shift from the brand to the consumer as mobile devices are readily available and social media channels can be accessed from virtually anywhere, anytime. Your brand image can be heavily influenced as consumers play out their interactions in complete transparency and full public view.

Social is the opposite of passive. Listening, engaging and publishing are the new normal. Mastering the medium requires a single tool that also offers alignment and visibility across your organization.

Social Intelligence
- Sifts through the noise, brings to the forefront relevant & actionable posts
- Engage with important influencers
- Ability to respond to posts in near real-time

Command Center
- Clusters trending topics for near real-time analysis
- Discover where people are talking about your brand, geographically and which social sites
- Mitigate potential social media crises
- Transforms enormity of unstructured social data into useful insights

Outbound Campaigns
- Run social ad campaigns from a unified dashboard
- Make informed decisions about advertising strategy
- Track ad performance alongside key social engagement metric

👍

Kaitlyn49

@samplebank on the 100 Best Workplaces for Diversity via @samplemagazine! Kudos @sample-bank – yet another resason why I love partnering with you!

4:10PM – 25 Jan 2018

10451 Shares   **151 Likes**

💬 **184**

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👎

JamesJK0115

Due to an error with my bank that resuled in a returned payment @samplebank cancelled my 1 month old card and put a gigantic hit on my credit score! Furious is an understatement!!!

1:30PM – 30 Jan 2018

6528 Shares   **854 Likes**

💬 **423**

Enter comment

Social listening
Discover relevant conversations about your brand, your competitors, and your industry using the power of natural language processing.

Engagement
Create meaningful, one-to-one engagements with consumers and influencers across every major social platform.

Sentiment tracking
Understand the nuance of language and emotions, including slang and sarcasm, with smart social media monitoring and interpretation.

Recursive search
Build an intelligent, ever-growing web of mined content as the software follows relevant mentions from one site to the next.

Mobile app
Manage engagement and respond to customer questions on-the-go with the Social mobile app.

Auto-routing
Route high-priority posts to the right person in your organization, even if they aren't an Social user, and confirm issue resolution from one central interface.

Understand cross-platform engagement, influencers, demographics, location, and sentiment in real time with a comprehensive live dashboard.

Brand associations
Uncover opportunities by understanding what emotions, needs and products consumers relate to your brand.

Voice of customer
Gather voice of the customer insights by applying deep learning to relevant social media interactions.

Ad management
Run social ad campaigns from a unified dashboard. Track ad performance alongside key social engagement metrics.

Competitive analysis
Understand your share of voice on social media and reveal meaningful, actionable insights by compiling and comparing your data against your competitors.

Future availability of Social Engagement is planned for September 2018.