



Social Marketing

Product Overview

Social Marketing is a unique Do It With Me™ social media management solution that allows your customers to manage their entire social media presence. It gives small and medium size businesses the ability to grow their fan base and turn online leads into raving customers. Specifically, your clients can:

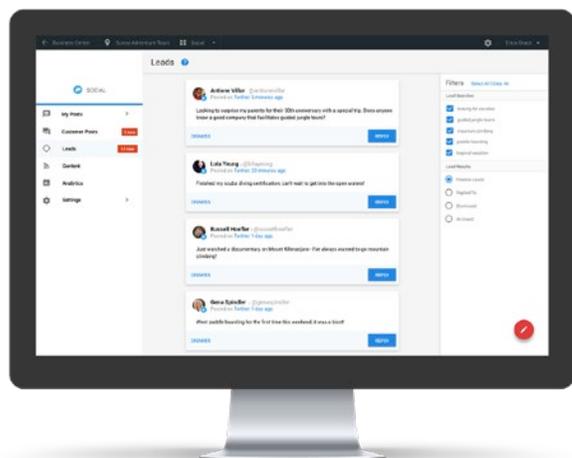
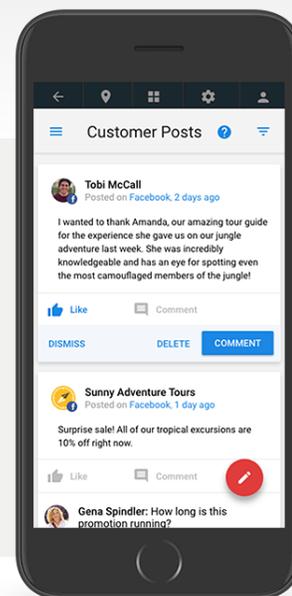
- Generate **Leads** on social media in real-time and quickly respond to them.
- Provide customer service using **Customer Posts**.
- Use **Content** to find relevant and interesting content to re-post on social media.
- **Post** to multiple social media accounts and schedule posts in advance.

Set Up Social Accounts

Before jumping into the product, go to **Settings > Connect Accounts** to connect social media accounts.

Customer Posts

Customer Posts highlights posts, comments, and replies to your clients social media accounts and allows them to like or respond in-line. This allows them to provide superior customer service and improve customer and follower engagement and retention.



Leads

The **Leads** tab allows your client to search and monitor tweets on Twitter to find those ready to buy. Simply enter a phrase that potential customers would use to express their interest. For example, a locksmith may search “locked keys” + “car” to find people in the area who need their assistance.

To create a new lead search:

1. **Settings > Lead Searches > Add**
2. Fill in the lead search form.
3. **Preview** the search to see if it returns great results. If not, refine your search and try again.
4. Click **Save**

To create a new response:

1. **Settings > Lead Responses > Add**
2. Enter the response.
3. Click **Save**

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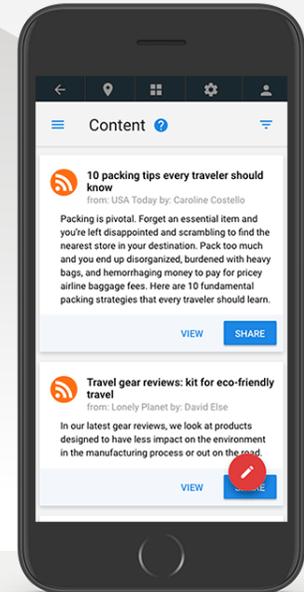
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Content

The Content tab helps your clients find interesting and relevant content to republish on social media. To set up searches for relevant content:

1. **Settings > Interesting Content**
2. To add relevant feeds for this client's particular business category from the Social Marketing RSS Library, click the **Search**
3. To add your own RSS feeds or if a feed does not appear in the list, enter the feed's URL then click **Add**

You can also enter up to five Twitter content searches.



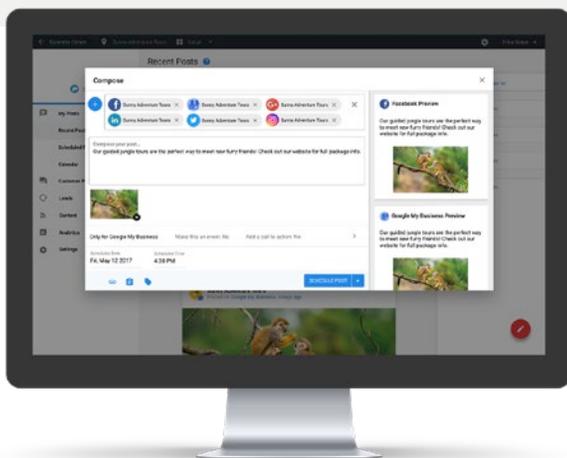
Posts

In **Recent Posts**, you will see recently published posts, including those posted directly from the social media site. Click **Delete Post** on a post to remove it from that social network.

In **Scheduled Posts**, you can view the posts that are scheduled to go out in the future. You can delete or edit a post before it's published.

In **Calendar**, you can see all recent and scheduled posts in a convenient easy-to-use calendar view.

In **Drafts**, you can tab you can view, edit, or publish any posts you've been working on.



Compose

Use the red Composer button to publish and schedule posts with images, interesting content, and more.

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