

Alterian Web Engagement Solutions

Social Media Publisher – an Alterian Content Manager extension

Alterian's Social Media Publisher enables you to easily publish information, varying from individual messages to comprehensive campaigns consisting of multiple pieces of content, to the social media channels that matter most to you. By leveraging the content, approval processes and central storage features of Alterian Content Manager (ACM) you gain full control over your social media activities. When combined with integrated Alterian SM2 social media monitoring you gain full insight in the effectiveness of your social media strategy and are able to engage directly with individuals that responded to your campaign.

Social Media Publisher is an add-on module to ACM that enables you to:

- Create, schedule and send messages, images and video across social media channels
- Apply governance and add a layer of control to social media initiatives
- Eliminate the need to logon to numerous social media platforms and interfaces
- Build a true dialogue with your audiences
- Track the effectiveness of your social media strategy when combined with integrated SM2 reporting capabilities.

The issues and opportunities

The primary challenge faced by many marketers is to find an easier way to manage and track a brand's social media presence. Most are overwhelmed by the fundamental shift in marketing dynamics and do not know how to get started with effective social media engagement. Two common problems arise:

I. Website content doesn't reach social media

For website owners, social media channels provide an interesting challenge. No matter how creative or engaging the website, it does not provide benefits if targeted customers and prospects are engaging via social media channels instead. With Alterian's Social Media Publisher you have the power to re-use the content sitting inside ACM across social channels, to drive the social traffic back to the website. Organizations

invest heavily in creative assets, which normally go through a rigorous review and approval process; being able to re-use these assets for social media channels represents a tremendous opportunity.

II. Consumers are talking but brands aren't listening

Just about anything and everything is being talked about on social media networks right now. But with so many outlets and an ever-increasing number of users, it's hard to hear what they are saying. SM2 allows organizations to listen to how a brand is perceived across the entire social media landscape, analyze these conversations and then respond to them appropriately. When combined with ACM, you

receive the added benefit of being able to explicitly track the conversations you pushed out through Social Media Publisher and instantly measure how effective they have been.

Furthermore SM2 is indispensable for improving any brand's website by providing the insight needed to optimize links, keywords and SEO strategies, and to reconfigure the brand's mainstream marketing messages and campaigns.

Beyond listening

Once you are sending out messages and listening to their responses, you might want to take the next step: actually engage with the individuals that are responding. This allows you to strike while the iron is still hot, by building a true dialogue with the people who are talking about you. The SM2 Engagement Console enables you or your team to do just that. Its capability to respond directly, or assign conversations to certain members of your team through a workflow gives you a truly comprehensive way of effectively building a community around your brand, products or services.

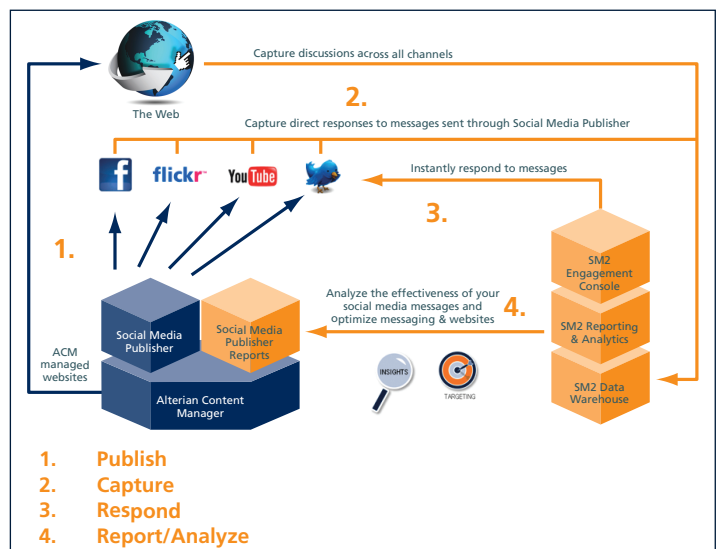


Figure 1: Schematic overview of ACM's Social Media Publisher and how SM2 Social Media Monitoring provides actionable insight.

Summary

If you need to get a better handle on your social media strategy, ACM's Social Media Publisher will enable you to achieve that by using centrally managed and approved content to engage with your audiences. By adding the optional SM2 Social Media Monitoring tool you will gain full insight into the effectiveness of your messages, whilst being able to respond directly to any message. Also SM2 gives you the level of detailed information needed to optimize your site's keywords, landing pages and link strategy, resulting in better Search Engine rankings.