

# Social Marketing Like a Pro





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

Build Fans



Find  
Customers

Engage with  
the  
community



**from one location.**



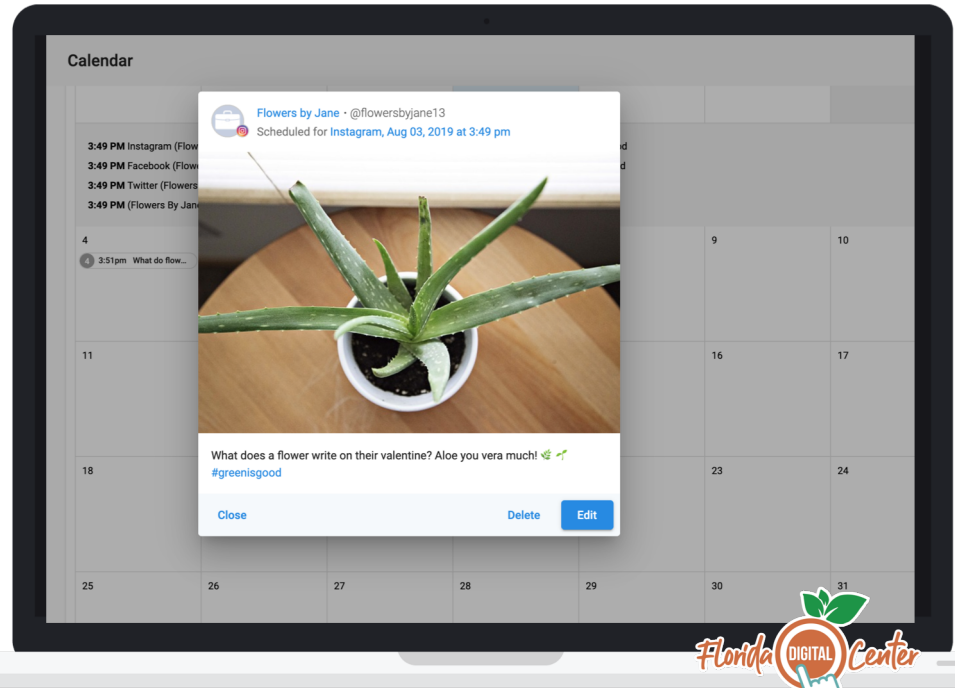
# Social Marketing



## 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 dashboard features a top navigation bar with social media icons (Facebook, Instagram, Twitter, LinkedIn) and a 'Fill up your social calendar' section. Below this are three main content areas: 'Scheduled posts', 'Top posts', and 'Customer posts'. Each area contains a list of posts with their respective reach and engagement metrics. A 'View more' link is present at the bottom of each section. The bottom right corner features the Florida Digital Center logo.

**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

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

[View more](#)

### Top posts

Post Content	Reach	Engagement
We don't know if any...	2	4
Did you know that tu...	1	5
Sunflowers, they're s...	1	4
We're all smiles whe...	0	2

[View more](#)

### Customer posts

Author	Post Content	Platform
Ashtyn Collison	Love sunflowers!!!! 🌻	Facebook
Paige Sutherland	Beautiful flowers!	Facebook
sophkokott	My favourite are pink one	Instagram

[View more](#)

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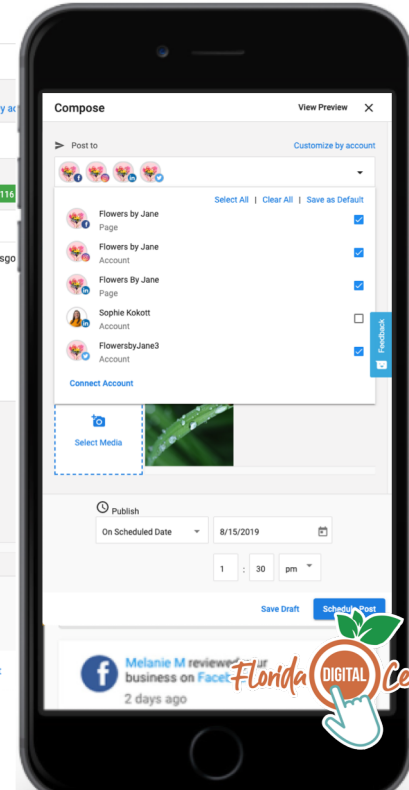
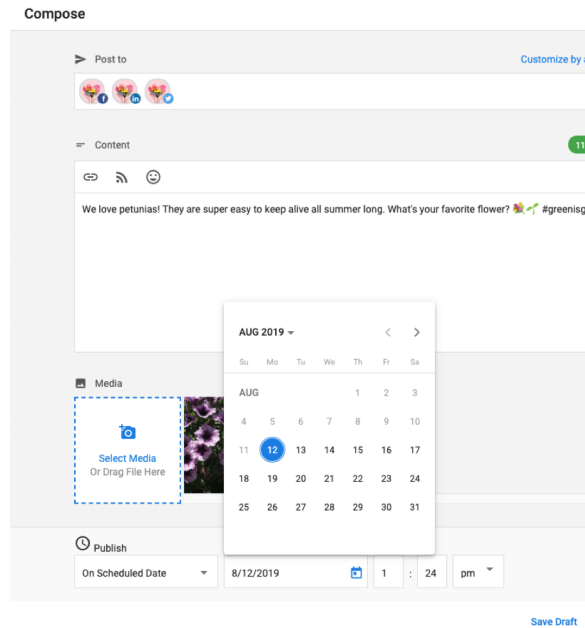
# Social Marketing



**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 shows a social media management interface. On the left is a calendar for July 2019. The calendar cells contain icons for scheduled posts. On the right is a smartphone displaying a post from 'Flowers by Jane' featuring a pink flower. The post includes social media sharing icons, a timestamp, and a 'Feedback' button. Below the phone, there is a logo for 'Florida Digital Center' and another scheduled post for August 1st.

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...	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 displays a social media interface for 'Flowers by Jane'. The main section shows a post from 'Flowers by Jane' dated July 16, 2019, at 11:46 am. The post features a photo of a person holding a potted plant. The text of the post asks, 'We don't know if anyone loves gardening as much as the team here at Flowers by Jane. What have you been planting?' and includes a '#greenisgood' hashtag. Below the post, there are two comments: one from 'Ashtyn Collison' stating 'Everything I plant dies :( . Do you guys have any tips?' and another from 'Carina Dressler' stating '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 interface also shows a 'Filter' button and a 'Feedback' button. On the right side, there is a sidebar with a 'Filter' button and a list of categories including 'DATE RAN', 'Start Date', 'd Date', '(CEBOOK', '| Flowers', 'STAGRA', '| Flowers', 'NKEDIN', '| Sophie', '| Flowers', 'MITTER', '| Flowers', 'CTION FI', 'Await', 'Respo', and 'Dismi'. At the bottom, there is a 'Florida Digital Center' logo and a 'Post' button.

# 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 a social media interface for managing leads. On the desktop, the 'Leads' tab is active, showing a list of tweets. Each tweet has a 'Leads' label and buttons for 'Dismiss' and 'Comment'. The tweets include:

- Candace Theoret (@YouniqueCandace) - Twitter, Jul 31, 2019 at 12:23 pm: @SethRadio @X929 @hallofchristian Happy 9th Anniversary!! 🥳
- Danielle Rivet (@grizzlygirl87) - Twitter, Jul 30, 2019 at 12:17 pm: 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: 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]

On the smartphone, the 'Leads' tab is also active, showing a tweet from Greg wurzer (@wurz\_greg) - Twitter, Jul 28, 2019 at 2:02 am: @Alan\_Klipat Happy Anniversary!! 🥰🍷. A response box is open with the text '@wurz\_greg looking for the perfect gift? Give us a call'. The 'Post' button is highlighted.



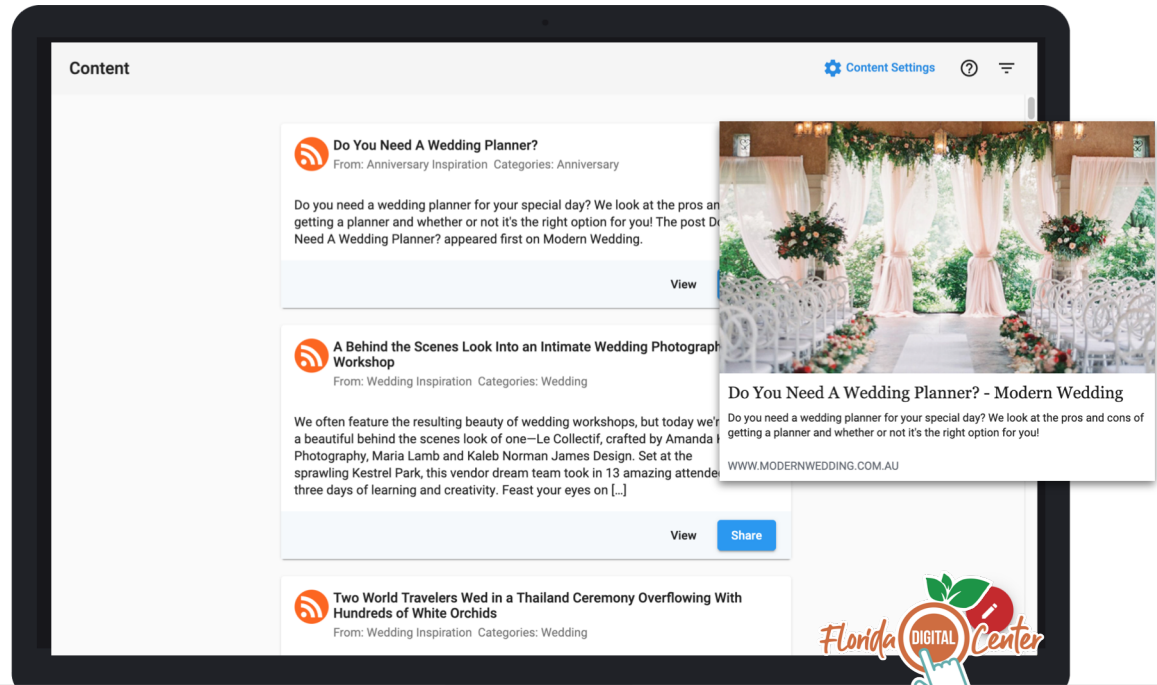
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**Tab: Content** *Easily find relevant content to publish*

## 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!



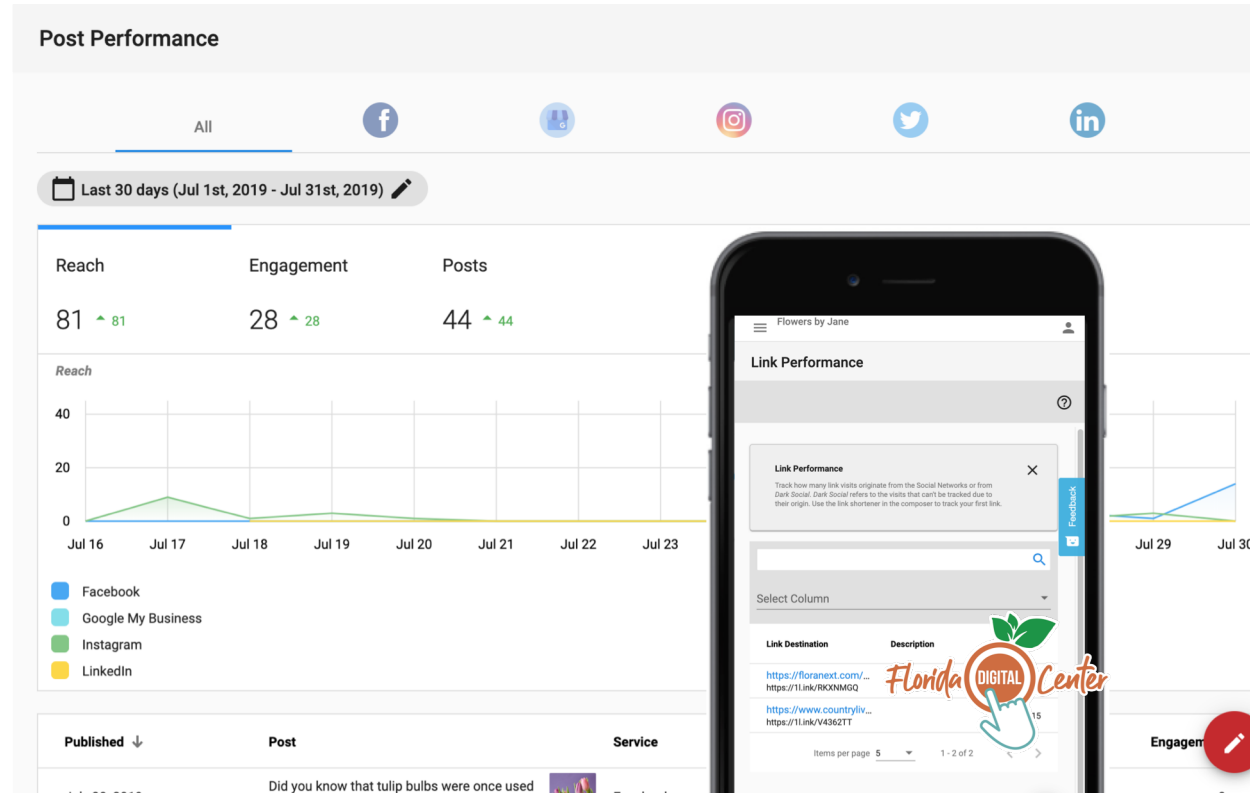
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**Tab: Insights** *Know exactly how your posts are performing*

## 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

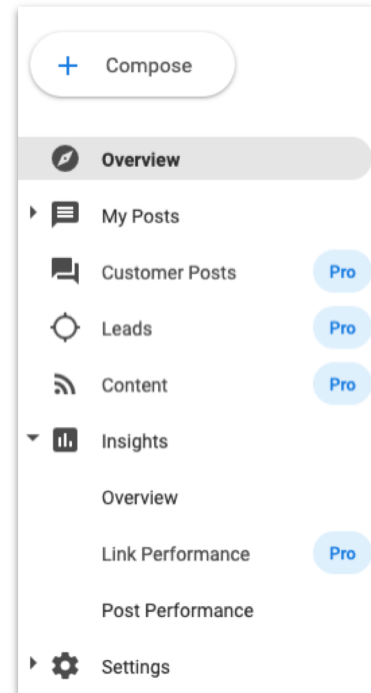


# Social Marketing

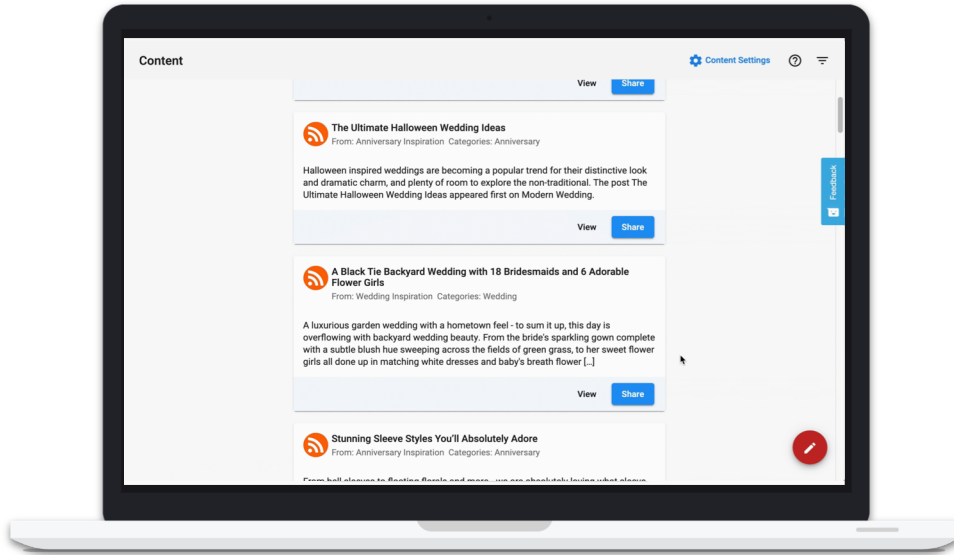


*The freemium version of this powerful product!*

- Connect all of your 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 Dashboard



## 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. On the left is a navigation sidebar with sections for 'BUSINESS CENTER' (Dashboard, Executive Report, Reputation, Social, 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 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 three columns: 'Scheduled posts' with three items (e.g., 'Best way to say Happy Birthday? A...'), 'Customer posts' with three items (e.g., 'Ashlyn Collison'), and a 'View more' link at the bottom right. A blue play button is overlaid on the 'Scheduled posts' section. At the bottom, there is a video player control bar with a play button, a URL 'http://m-media.com/contact-us', and icons for back, settings, and full screen.

