

Social media content service – an overview

“You get out what you put in”

And never has a truer word been spoken in the realm of social media. Creating and delivering social media content is a challenge for vendors. Firstly, who should take responsibility for it? Corporate marketing, PR, local field marketing, channel marketing or maybe senior management? Or should any individuals within the vendor be allowed to don the corporate hat and talk to the world via social media? It's an unruly medium, and if not handled correctly the effects could be damaging and opportunities missed.



We believe that vendors are currently falling into one of four camps when approaching social media...

Social media phobes: you're dabbling and ticking the social media box because you think you should, but you don't think it's effective or strategic.

Social media wannabes: you're desperate to harness the power of social media yet lack the internal resources or understanding to drive more social media initiatives.

Social media junkies: you've got multiple people within your organisation, across multiple locations blogging and tweeting to their hearts' content, but you're not sure if it's effective and who these activities are targeted at.

Social media savvies: you've got it licked in terms of social media, but you want more control and visibility of who is seeing your messaging, and when and how it's being used.

Whichever camp you fall into, YOU ARE NOT ALONE! The good news is that if you want an extra pair of hands to help you get the most out of the huge opportunity presented by social media, we can help.

purechannels can create and provide you with valuable content that is relevant, timely and suitable for your audience. For a fixed monthly fee, based on how much content you anticipate needing or producing, we can:

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| Plan | <ul style="list-style-type: none"> • help you to define your social media objectives and implement a strategy that works by finding and listening to relevant communities; building relationships with target decision makers and creating awareness. This service could also be offered to your partners if required |
| Create | <ul style="list-style-type: none"> • sift through your plethora of tweets, blogs and posts across your corporate social media networks to find valuable content that you want to distribute to and through your channels • create compelling and interesting social media content using skilled social media copywriting techniques |
| Manage | <ul style="list-style-type: none"> • convert your campaign material into all the required formats for different social media engines • translate and post your content on your existing (or new) social media networks across all of your geographies |
| Track | <ul style="list-style-type: none"> • listen to the social media interaction that is generated by your content and/ or reply to messages/ comments/ blogs, as if we were part of your organisation • provide you with full reports on where, how and by whom your content is being used and read |

purechannels' social media content service can also work hand-in-hand with socialondemand™ from purechannelapps™ (www.purechannelapps.com) - a unique online tool that enables you to deliver your content through your distributors' social media networks (to reach resellers) and/or through your resellers' social media accounts (to reach end-users).

For more information on our social media content service call us on **+44 (0)1424 772 375** or visit **www.purechannels.co.uk**.

For more information, simply download the socialondemand overview at **<http://purechannelapps.com/resources>**