



MessageMaker
Social

Connect with Consumers Inside of Their Social Networks

Connect with consumers right inside of the social networks they love by using a platform that ties all your messaging strategies together, including email, apps, widgets and social networks.

MessageMaker Social is a web-based SaaS social CRM platform that allows brands to acquire, communicate and engage their customers and prospects better, faster and more effectively than by using the standard interfaces of social platforms like Facebook and Twitter.

MessageMaker Social helps marketers manage the complexities of deploying a broad social media messaging strategy. The MessageMaker Social Preference Center enables your customers and prospects to discover and opt in to social messaging channels that are most relevant to them in a comfortable familiar way. The Social Preference Center is completely portable and can be used within social media platforms embedded in any area of your website.

Features

Simultaneous Content Publishing to One or Many Facebook Pages and Applications

MessageMaker Social provides a single interface to compose brand messages and content, with an unlimited number of pages and channels that it may flow out to.

Targeting Messaging

Using MessageMaker Social brands can target specific content to be delivered to specific pages based on geographical or similar segmentation, or by creating custom tags and categories to control content flow, including:

- > Specific state or postal codes
- > Specific product lines
- > Specific offer types (e.g. coupons)



MessageMaker
Social



MessageMaker
Apps



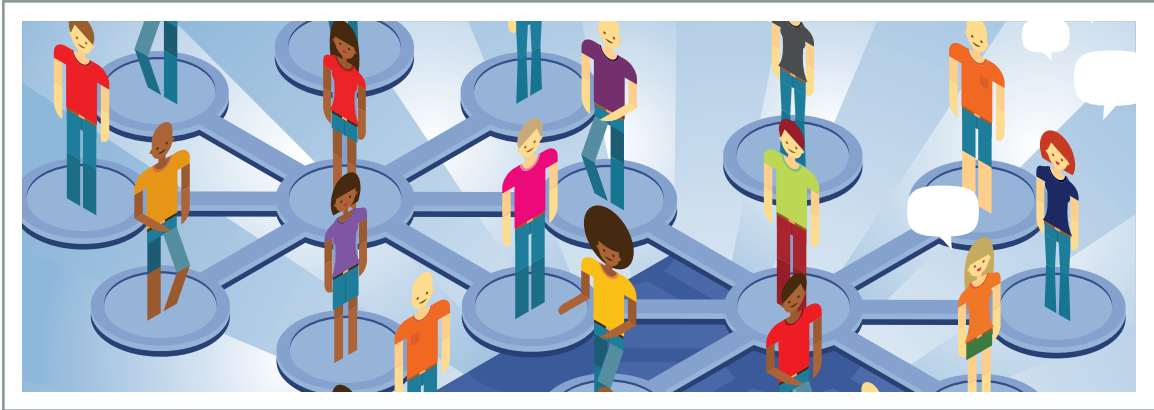
MessageMaker
Mobile



MessageMaker
E-mail



One to One connect



Scheduled Messaging

Content delivery can be scheduled ahead of time to be published at set dates and times.

Individual & Aggregated Reporting

Allows viewing of the following at a per page level, or in aggregate:

- > Consumption of information
- > Number of Shares
- > Number of Likes/ Unlikes
- > Number of Page Views
- > Number of Comments
- > Number of additions to discussions
- > Trending of the above items over time

MessageMaker Social enables demographic filters for those users who have provided access to such data through the Message Maker Facebook Application Extended Reporting History interface. One typical problem brands face with Facebook is that Facebook only allows a limited amount of historic reporting through the Facebook Insights functionality. MessageMaker Social aggregates and stores page metrics for extended periods of time allowing you greater customer insight into multi-month, quarter and yearly trends.

Connect with Us Today.

MessageMaker Social helps marketers manage the complexities of deploying a broad social media messaging strategy. The One to One Connect team of strategists, developers, and designers can help you manage and measure engaging social-based messaging channels. Contact us today to discuss your social media plans.



E-Mail



Mobile



Brand Apps



One to One connect