IMPARTNER

Social on Demand

*Empower advocates to share your content through their social media accounts*

Leverage your company's social presence with Impartner's Social on Demand. Increase connections, create your own feed, and share posts on social networks.

key benefits:

- Influence buying decisions

- Identify how engaged your advocates and their followers are

- Reach a wider audience

- Increase brand awareness

- Generate more interactions between your advocates and their connections

- Increase web traffic

- Track the popularity of each post

How it works:

1 Create post content
You - the brand- create a post and select which country, advocate, and social network it's relevent for, and schedule a time to send.

2 Advocates are notified of your post
They can edit, discard, approve, and schedule your post on their own platforms.
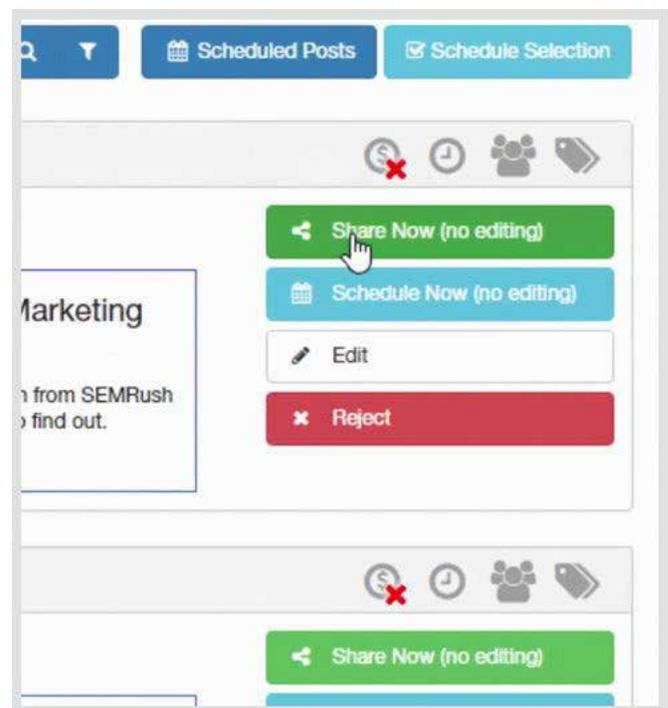
3 Your content is amplified
Once shared by advocates, content then appears on their social networks, looking as if it came from them.

4 Brand awareness increases
Their connections read your shared post on social media and become aware of your brand.

Features Included:

Why our clients love social media advocacy through their partners and other advocates.

- **Reach**
  88% of advocates will share to their social networks, drastically increasing your reach.

- **Consistency**
  Having control of the content posted on behalf of your brand ensures youre message remains consistent and meets your organization's corporate guidelines.

- **Social Selling**
  With 67% of the buying cycle occuring online, influence buyers at an earlier stage by sharing content through your advocates' social networks for their connections to see and interact with.

- **Thought Leadership**
  Advocates benefit through buidling their online and social status too. Including their opinion within posts will help them stand out from other posting the same piece of content.

Find out more!
We'd love to show you more about how Impartner PRM can accelerate your channel. Request a Demo today.