

## 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 relevant 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 your message remains consistent and meets your organization's corporate guidelines.
- Social Selling: With 67% of the buying cycle occurring 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 building their online and social status too. Including their opinion within posts will help them stand out from other postings of the same piece of content.

### About Impartner

With over two decades of experience in accelerating indirect sales, Impartner delivers the industry's most complete channel management platform, helping companies worldwide manage their partner relationships and accelerate revenue and profitability through indirect sales channels. The largest pure-play PRM vendor in the world, Impartner provides the industry's only out-of-the-box solution that can deploy an enterprise-class Partner Portal in as few as 14 days, using the company's highly engineered, multi-award winning, Velocity™ onboarding process.

### Find Out More

We'd love to show you more about how Impartner PRM can accelerate your channel. [Request a Demo today!](#)