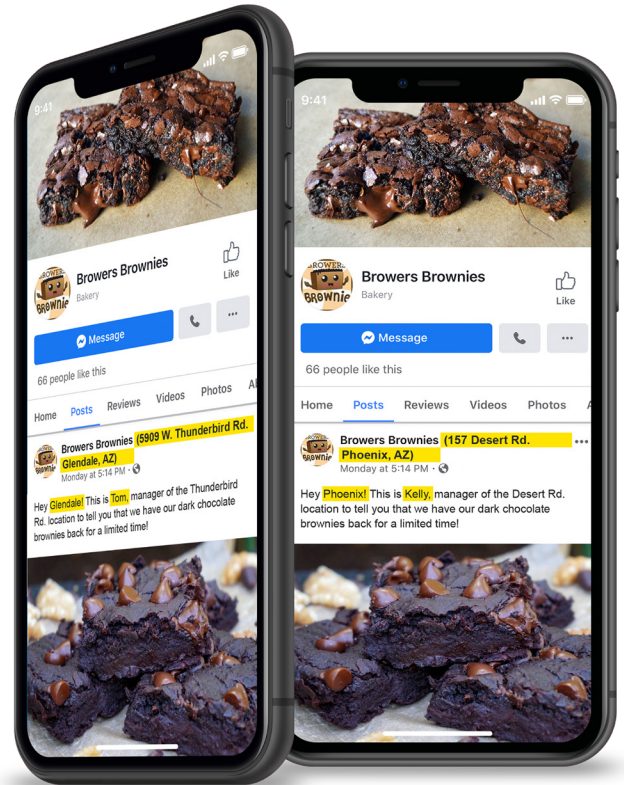
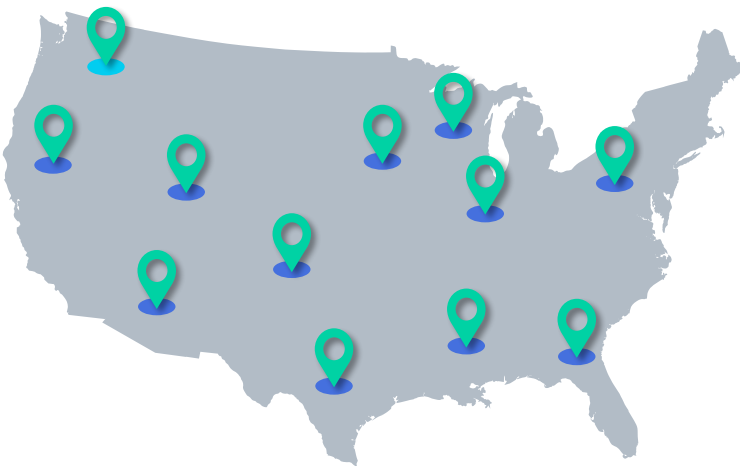


Turn Social into Sales

Create scalable, authentic, personalized posts that build a community of customers around every store, shop, or restaurant. Manage every local page across every major social network and turn engagement posts into measurable revenue.

Distributed Engagement



Enhance Your Backlinking Strategy for Local SEO

The volume of and domain authority of your backlinking strategy is important. Similar to how you develop backlines on your brand's social page, with Social Amplifier, you can run congruent efforts from your local social pages.

Increase Reach

Local pages on Google, Facebook, and Yelp were made to be managed by individual store owners, not multi-location brands. **This means the organic reach of your corporate profile is limited to followers of your brand.** Social Media Manager lets you harvest the value and reach of your individual location pages, without having to increase resources.

Mirror Your Local SEO Keyword Search on Social

Google crawls many sources for information to populate relevant search results and local social pages need to reflect your unbranded keywords throughout.

Attract Consumers by Promoting Local Events

Create and manage events across all your local pages, at scale.

Be a Great Neighbor

On mobile, every location can (and should) look like a neighborhood store. Deliver authentic, relevant, and community-specific messaging, improve loyalty, and acquire new customers.

Features

Manage Nationally, Drive Activity Locally

- Aggregate reach across all location pages to drive higher engagement, sharing, and referrals
- Efficiently create, publish, and manage hundreds or thousands of local events and responses posted to Facebook and Google, at scale

Drive More Engagement

- Curate and amplify your best earned-media across channels
- Centrally manage local posts, activity, and publishing with workflows and approvals
- Create and source locally relevant content without having to customize individual posts

Be More Authentic

DYNAMIC FIELDS TO PERSONALIZE and localize copy create more relevant posts

INCLUDE LOCATION-SPECIFIC INFORMATION

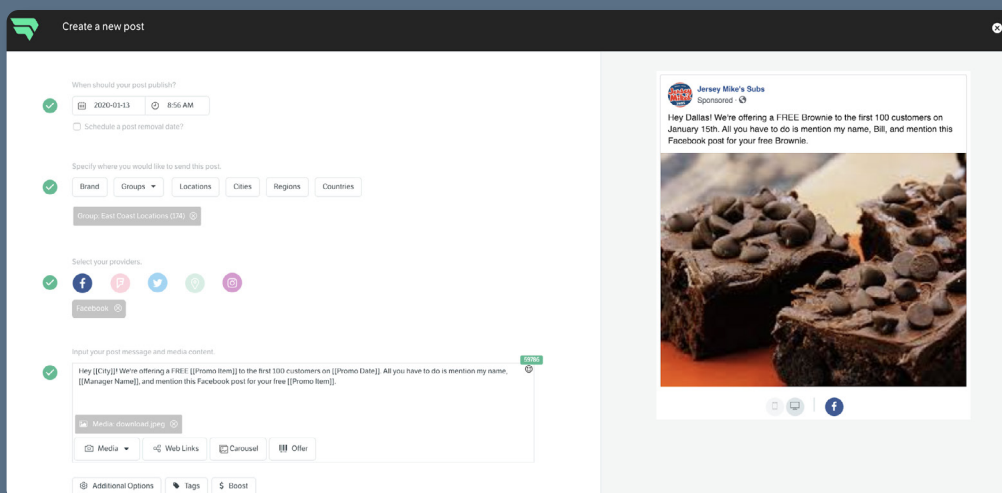
like the nearest store name or address, phone number, business hours, or manager's name

Manage A (Virtual) Marketer at Every Location

- A shared content library makes brand-approved content available to every field marketer and every location
- Set up unique alerts based on keyword mentions or local ratings
- The MomentFeed mobile app enables local managers to view, create, share, and reply to local content across platforms

Drive Consumers from Their Phone to Their Nearest Location

- Improve search rankings with consistent publishing and higher community engagement across local pages
- Create local engagement and drive consumers in-store by promoting local events across local pages



61%

of smartphone users say they're more likely to buy from mobile sites and apps that customize information to their location