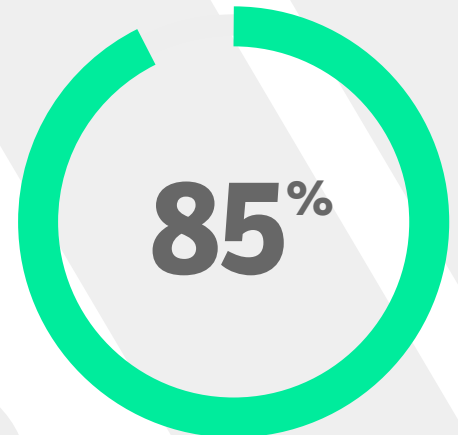
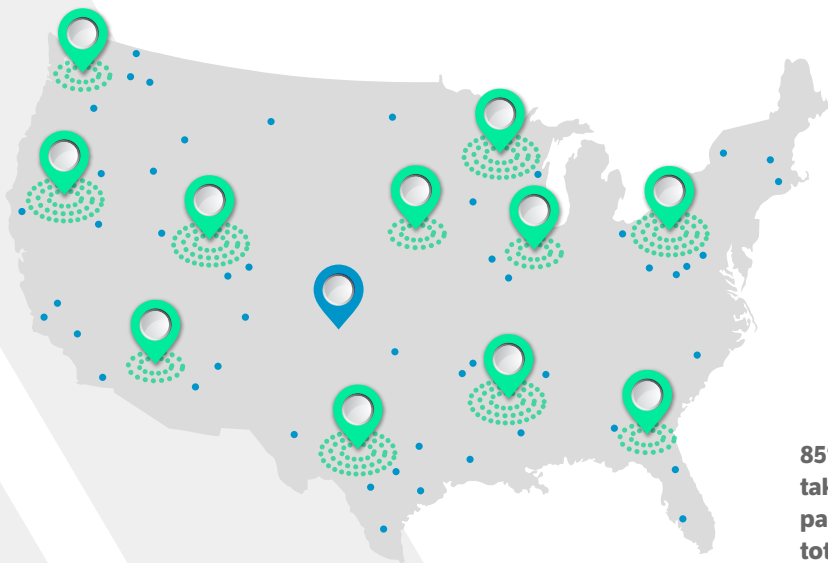




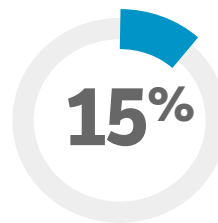
# Turn Social into Sales

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



Neighborhood Marketing Customer Reach



National Marketing Customer Reach

85% of consumer engagement with multi-location brands takes place on the pages that represent their locations. Brand pages and corporate website account for only 15% of your total consumer influence on mobile – leverage location pages to drive more in-store sales.



### 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 more new customers.**



### Increase Reach

Location 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 each of your individual location pages, without having to increase resources.



### Expand Your Marketing Coverage

Leverage user generated content and empower local stores to publish posts—all under the oversight of the central brand.



### Make Your Social Presence Compelling

Your brand's interactions are taking place through profiles, reviews and maps. Control every single touch point, for every single location.



### Turn Online Interactions into Offline Transactions

**Mobile influences 50% of the \$4.9 Trillion in annual offline spend.** Measure trends in foot traffic against mobile activity, and watch your resulting revenue soar.

# Features

## Manage Nationally, Drive Activity Locally

- Aggregate reach across all location pages
- Drive higher engagement, sharing and referrals.

## Drive More Engagement

- Source and create locally relevant content
- Centrally manage local posts through approvals and workflow
- Curate and amplify your best earned-media across channels
- Monitor central and local activity and publishing
- All without having to customize individual posts

## Be More Authentic

Dynamic fields to personalize and localize copy create more relevant posts.

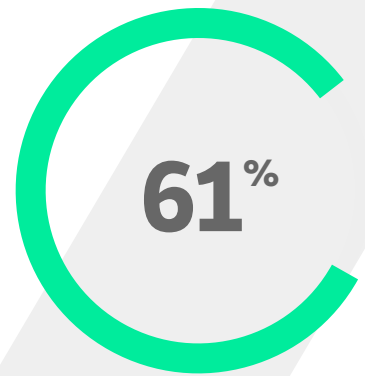
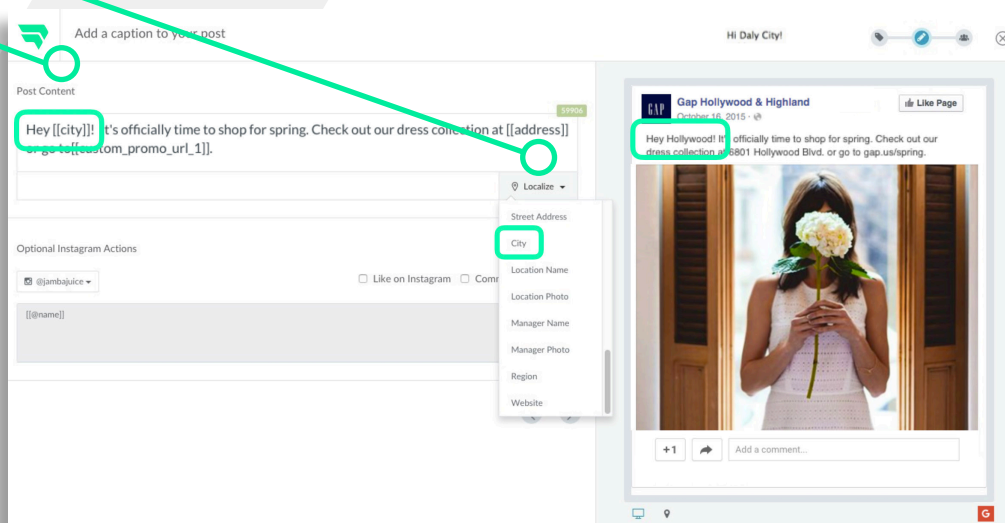
Include location-specific information like the nearest store name or address, phone number, business hours or manager's name.

## 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

- Consistent publishing and higher engagement improves search engine rankings
- More search engine visibility on Google and Bing (and more recommendations on Siri and Alexa) means more customers
- Map against in-app activity and baseline data to view impact



**61% of smartphone users say they're more likely to buy from mobile sites and apps that customize information to their location**

## Mobile Customer Experience Platform

Social Media Manager is a modular addition to MomentFeed's Mobile Customer Experience platform (MCX). When combined with other MCX modules: Paid Media Manager, Reputation Manager, Searchlight and Location Finder, the MCX platform becomes the system of record for location data information and mobile marketing.