



EXTEND THE REACH OF YOUR CHANNEL PARTNERS WITH SOCIAL MEDIA SYNDICATION



SOCIAL MEDIA SYNDICATION

- ▶ Simplify social media management
- ▶ Boost social media presence
- ▶ Deliver socially relevant content that aligns with brand standards
- ▶ Build and foster online customer communities
- ▶ Enhance lead generation efforts
- ▶ Easily measure results

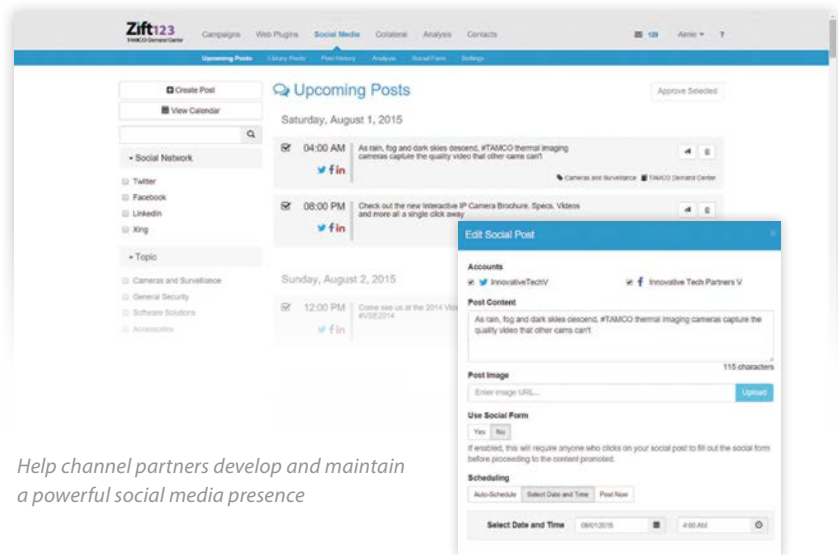
"Just one month after implementing Zift's syndicated social media solution, we tripled the frequency of our tweets, doubled our follower interactions, and eliminated nearly all time spent producing Twitter content."

Stelios Xeroudakis, Director,
Cloud Carib

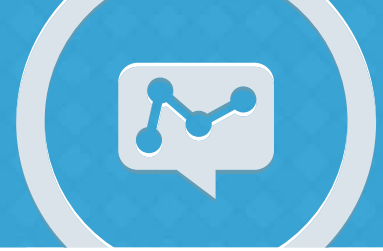
The power of social media can no longer be denied. The question is whether you and your channel partners can stand out within the incredibly crowded and noisy social media landscape. Zift's Social Media Syndication empowers channel partners to become savvy social media marketers and influential voices in promoting your solutions and services — without weighing them down with extra tasks or expenses.

CREATE A POWERFUL SOCIAL MEDIA PRESENCE

The Zift Platform makes it easy for partners to create and maintain a powerful and consistent social media presence, with very little cost of effort. A simple online dashboard coupled with a fully automated delivery infrastructure lets channel partners manage their social presence across today's most popular platforms, including Twitter, Facebook, LinkedIn and Xing among others. Partners get direct access to an entire library of relevant content they can use to build awareness, develop online communities and nurture interactive relationships. Plus, all content can be adjusted and posts scheduled automatically to comply with partners' brand standards and optimal social media cadence.



Help channel partners develop and maintain a powerful social media presence

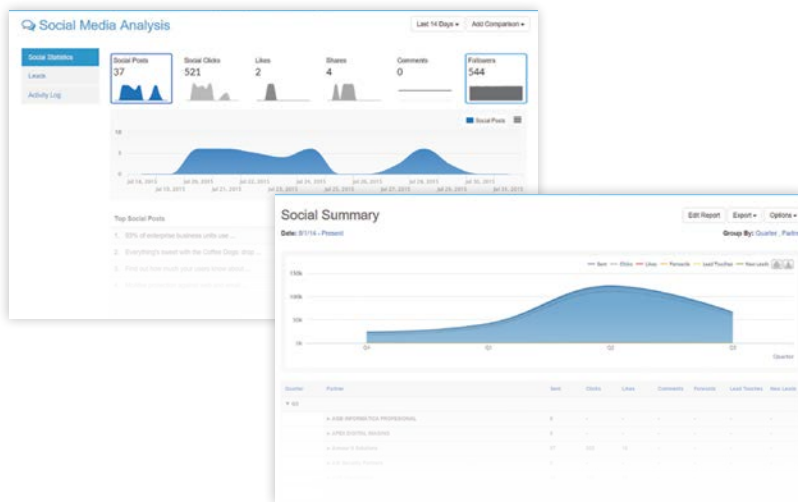


SOCIAL MEDIA SYNDICATION FROM ZIFT SOLUTIONS LETS YOU:

- **Power social media** activity, presence and promotion
- **Extend your reach** with syndicated social posts via channel partners
- **Increase frequency and relevance of posts and online interactions** with simplified management of multiple social media platforms, including Twitter, Facebook, LinkedIn, Xing and more
- **Serve up engaging content** via a dynamic content library for use across social outlets
- **Develop customer communities and improve lead generation** with a proven cadence and content model
- **Deliver control and flexibility** with an easy-to-use dashboard that allows partners to manage social streams and choose accounts, topics and auto-posting options
- **Measure results** with a rich reporting dashboard
- **Stay on top of Twitter** by importing, tracking and delivering posts in an RSS feed

MEASURE SOCIAL MEDIA IMPACT

Social Media Syndication from Zift Solutions delivers a clear view of all social media outreach activities and results. In-depth analytics provide an insider view of the efficacy of your channel partners' social media efforts, making it easy to measure and adjust social media efforts and impact across your entire channel program and online communities.



WHY ZIFT SOLUTIONS?

With nearly a decade of experience, Zift Solutions is the established leader in channel marketing automation. Trusted by leading channel organizations around the world, Zift understands how to engage channel partners and solves channel sales and marketing challenges with superior technology, a proven success framework and hands-on global support.

To learn more, visit www.ziftsolutions.com

"With the Zift Platform, everything we need is all in one place and accessible with just a few clicks. I can log in one time and check, edit or make social media posts from one dashboard."

Lisa Vega, Senior Marketing Manager
pureIntegration
(Platinum HP Partner & Premier Intel Security Partner)

