

# Social Media Syndication

**EXTEND THE REACH TO YOUR CHANNEL PARTNERS**

*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.

### KEY BENEFITS

Social Media Syndication

*Simplify social media management*

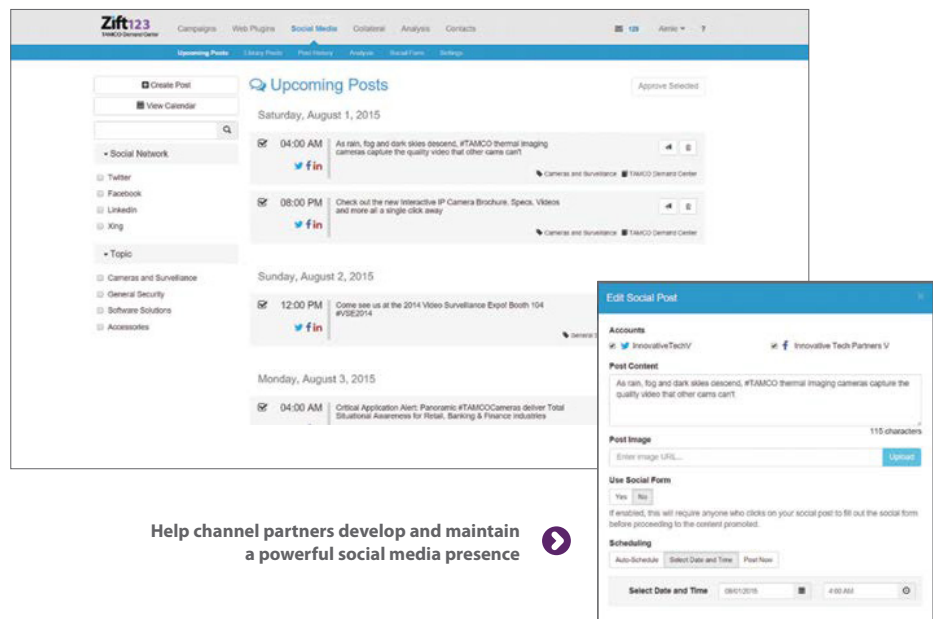
*Boost social media presence*

*Deliver socially relevant content that aligns with brand standards*

*Build and foster online customer communities*

*Enhance lead generation efforts*

*Easily measure results*



The screenshot displays the Zift123 Social Media Syndication dashboard. The main area shows a list of 'Upcoming Posts' scheduled for Saturday, August 1, 2015, and Sunday, August 2, 2015. Each post includes a time, a social media icon (Facebook or LinkedIn), and a preview of the content. A modal window titled 'Edit Social Post' is open, showing options for account selection, post content editing, social form usage, and scheduling.

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

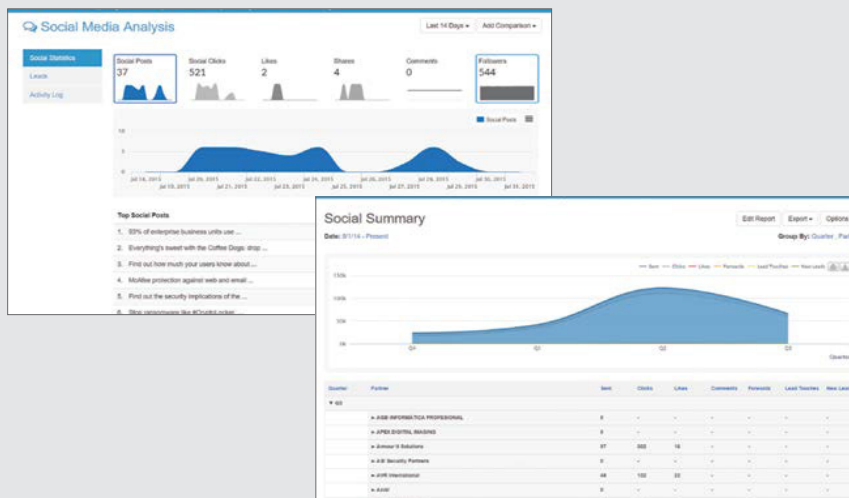
**Deliver control and flexibility** with an easy-to-use dashboard that allows partners to manage social streams and choose accounts, topics and auto-posting options

**Measure results** with a rich reporting dashboard

**Stay on top of Twitter** by importing, tracking and delivering posts in an RSS feed

*“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



## 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?

Zift synchronizes the people, processes and technology organizations require to drive channel revenue and growth with Channel as a Service (CHaaS).

Learn more at [www.ziftsolutions.com](http://www.ziftsolutions.com).



[www.ziftsolutions.com](http://www.ziftsolutions.com)

© 2017 Zift Solutions | All Rights Reserved