

## Social Media Syndication

### EXTEND SOCIAL SELLING 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. **ZiftONE's Social Media Syndication** empowers channel partners to become savvy social sellers and influential voices in promoting your solutions and services — without weighing them down with extra tasks or expenses.



### Create a Powerful Social Presence

The ZiftONE Platform makes it easy for partners to create and maintain a powerful and consistent social media presence, with very little cost or effort. 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 WeChat 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

*Simplify social media management*

*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 TAMCO Social Media Syndication dashboard. The main interface shows a list of 'Upcoming Posts' for Monday, November 20, and Tuesday, November 21. Each post includes a time slot, social media icons for Twitter and Facebook, and a preview of the content. A 'Create Post' sidebar is visible on the left, and an 'Edit Social Post' window is open on the right, showing fields for account selection, post content, image URL, and scheduling options.

**Help channel partners develop and maintain a powerful social media presence**



## Social Media Syndication from ZiftONE Lets You:

**Power social** 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

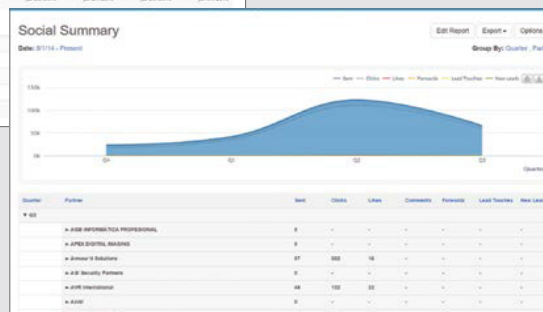
**Deliver control and flexibility** with an easy-to-use dashboard that allows partners to manage social streams and choose accounts, topics and auto-posting options

**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 Impact

Social Media Syndication from ZiftONE 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.



## Get Started Today

Zift boosts channel partner program productivity, and profitability by automating and aligning marketing sales, and operational processes. The ZiftONE platform integrates seamlessly with established systems and infrastructure to speed time-to-sales, create an exceptional partner experience, and provide faster ROI.

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

