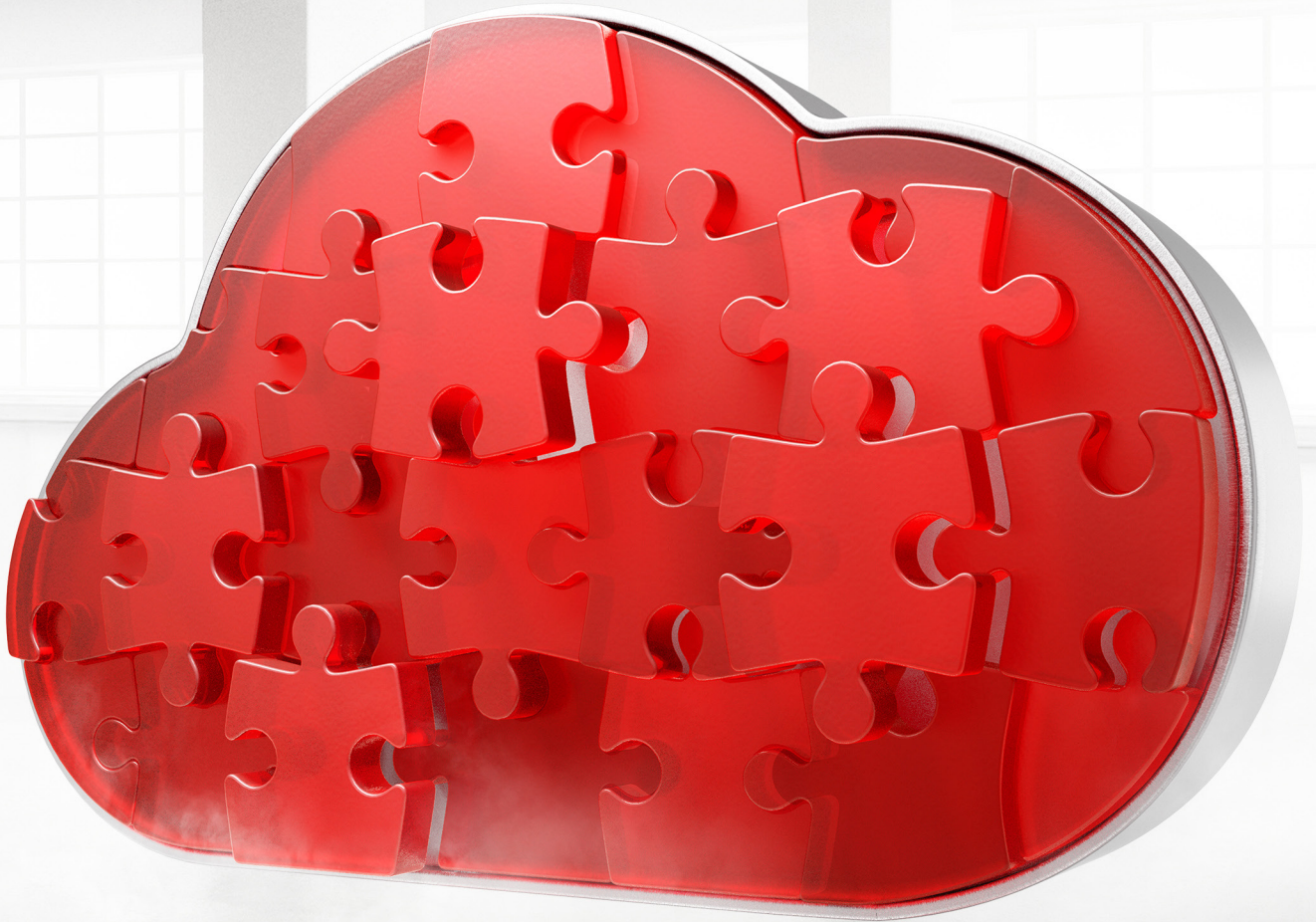


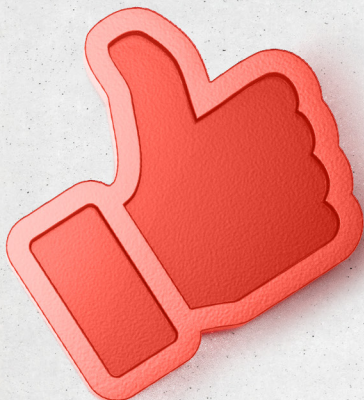
# Social





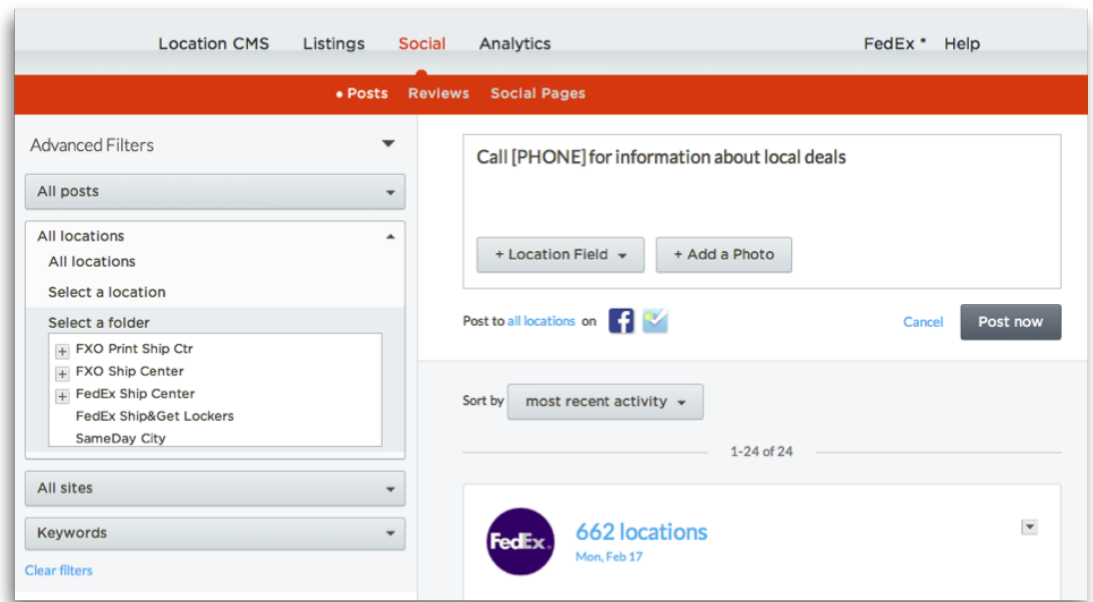
## Reclaim your brand at the local level in social

- Facebook pages for each location
- Places for customers to check in
- Social profiles that get you into Google
- Real-time customer feedback



## Social: Posting

The platform is nothing if not versatile. Posting is a snap, whether you're making a simple update for one location, or creating a specific post for an entire region across Facebook, Foursquare, and Google+.



**Multi-Page Posting:** No matter how many locations you have, effortlessly post to multiple pages.

**Multi-Platform Posting:** Whichever networks you rep, you can reach them all at once.

**Dynamic Localized Content:** Location-specific profile fields, like address and phone number, dynamically populate so you can focus on creating unique content.

**Scheduled Posts:** Write posts in advance and set a date and time for them to be published.

## Social: Facebook

It's not exactly news that Facebook has major reach. That includes local. In fact, it's captured more than 13% of local search. Create and manage Facebook location pages so you're sure to have big presence.

**Create Local Pages:** Facebook supports pages for individual locations, providing each locale its own unique identity. Instantly create local pages for your brand locations.

**Delete and Merge Pages:** If your brand has multiple locations, we can identify existing duplicate pages and seamlessly merge them so your house is in order.

**Cover Photo:** Upload a 851 x 315 resolution cover photo exclusive to a location, or a uniform image across all your pages for brand consistency.

**Brand Logo:** To unify brand identity, cascade your brand logo to local pages from your brand page.



**Up to 5 Categories:** Be a bright red balloon in a haystack: Select up to five categories from our list of 2,500-mapped Facebook base.

**Hours:** Knowing when you're open for business is key. List store hours and update them with ease.

**Photo Gallery:** Vibrant 460 x 720 resolution photos give shape to your locations.

**Likes Roll-Up:** Track total "likes" across local pages from all your fans, wherever they are. (Not available in Native Insights.)

**Core Geodata:** Automatically sync 26 core geodata fields, like name and address, that define each unique location.

**Lat/Long:** Pinpoint locations with precise accuracy.

**Were Here Tracking:** Ensure your customers check in at the right place. Track Were Here counts across all your local pages. (Not available in Native Insights.)

**Calendars:** Highlight special events and news.

**Products & Services:** Elucidate the essence of your business.

**Bios:** Add a face to your page with Staff Bios.

**Menus:** Easily edit fare offerings to whet appetites.

## Social: Facebook (Cont.)

**FedEx Office**  
April 4

Get signs, banners, flyers and more FedEx Office fast. Most orders can be ready in 24 hours or less. Save big next time you print! <http://ow.ly/vrIFd>

**\$10 OFF**  
a \$50 print order  
Online or in our centers through 4/29/14.

Like · Comment · Share  
12 people like this.

Write a comment...

**FedEx Office**  
March 31

Own a #SmallBiz? Duct Tape Marketing's John Jantsch shares 5 ways to "wow" every customer: <http://ow.ly/veplD>

Like · Comment · Share  
11 people like this.

Write a comment...

**FedEx Office**  
March 28

Seven effective ways to attract more customers into your store by #SmallBiz expert Rieva Lesonsky. Details here: <http://ow.ly/v8FeQ>

**FedEx Office**  
March 27

Put the pedal to the metal and get a poster package for 50% off when you print soon. Most orders can be ready in 24 hours or less. <http://ow.ly/v4EkM>

**Comment From Platform:** Be a part of the local conversation (or not): Respond to fan and follower posts and comments directly through the platform, or disable comments altogether.

**Post Stream:** Review your post history at will.

# Social: Foursquare

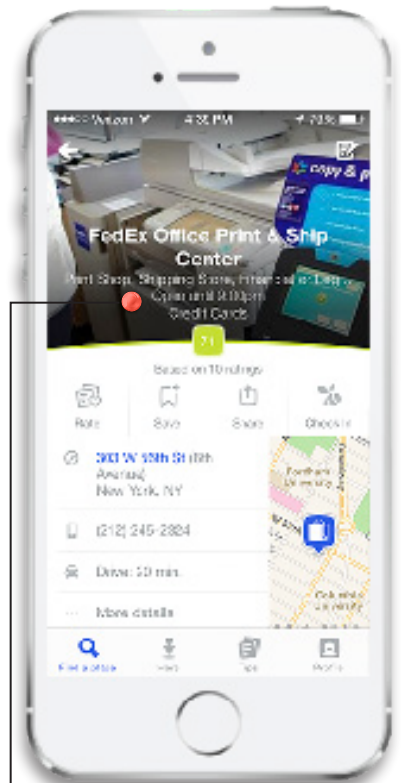
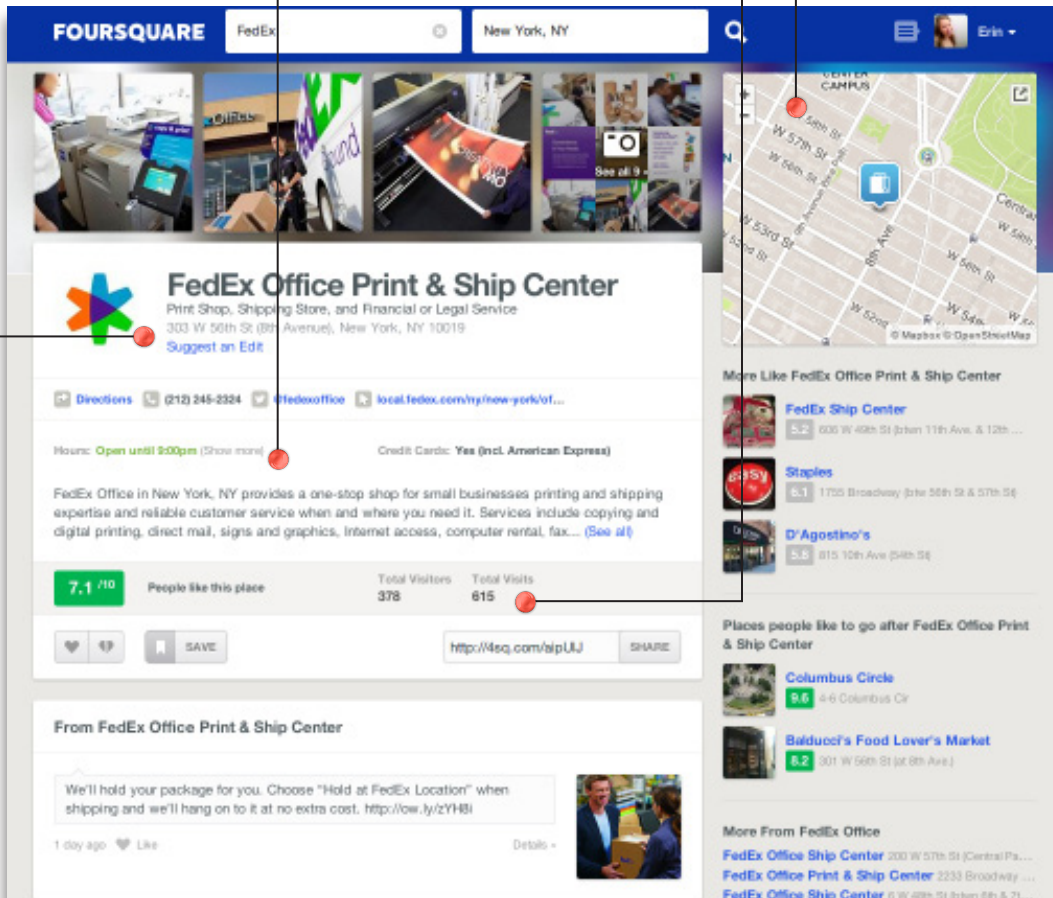
It doesn't get much more local than Foursquare. Set up profiles on the leading location-based social network of 45 million members finding places they love.

**Core Geodata:** Automatically sync 26 core geodata fields, like name and address, that define each unique location.

**Hours:** Knowing when you're open for business is key. List store hours and update them with ease.

**Track Check-Ins:** Track Swarm check ins, both by the total amount and by member profile per location.

**Lat/Long:** Pinpoint locations with precise accuracy.



**Payments:** Choose payment methods from major credit cards to wire transfers to invoicing.

**Foursquare Special Offer Integration:** Create special offers exclusive to Foursquare to attract more visits.

**Real-Time Updates:** Update essential content and info in real time.

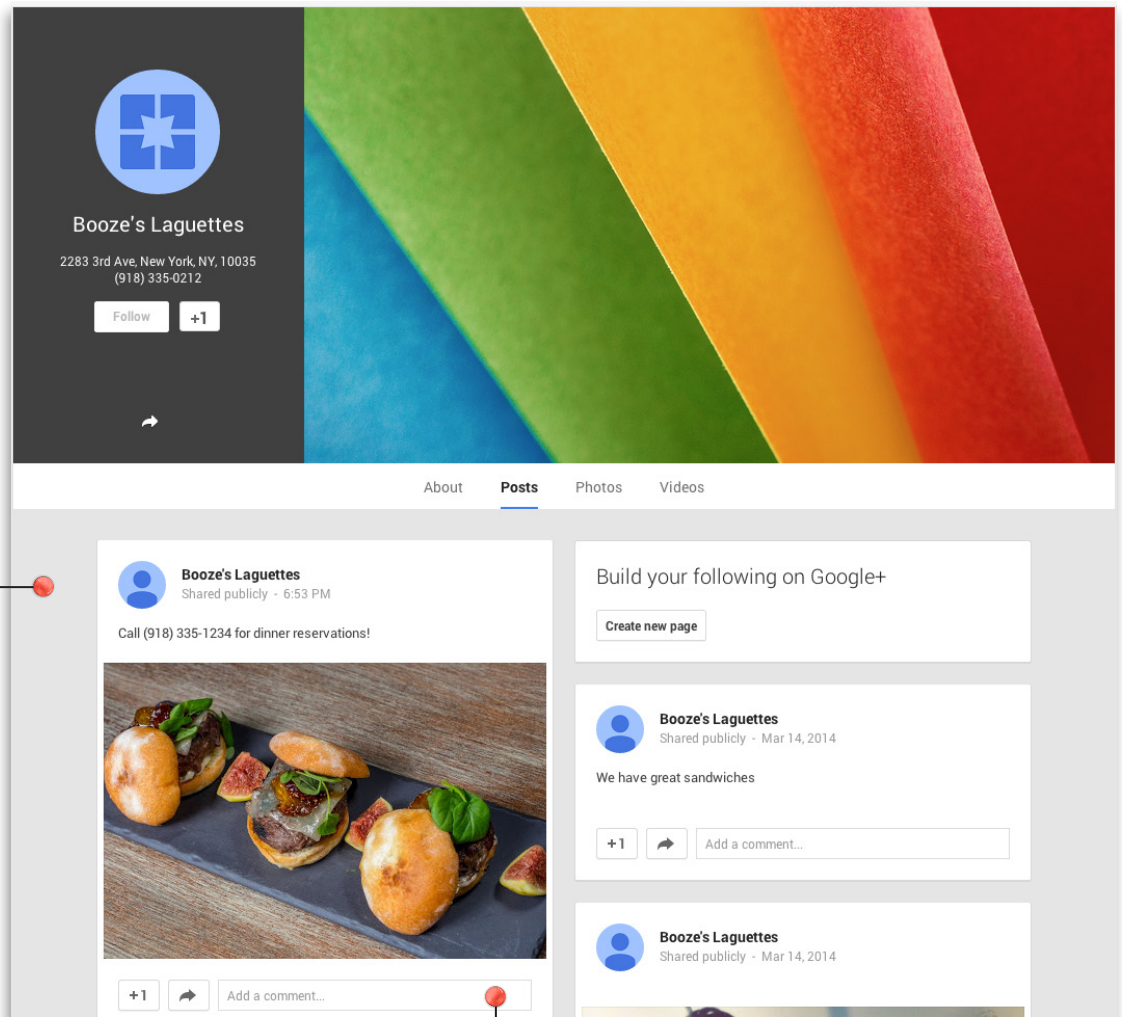
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**Tip Alerts:** Hear what customers are saying in real time when they post a tip with alerts-and respond in kind.

**Respond to Tips**

## Social: Google+

Integrated with the world's most used search engine, Google's social network is becoming more of a resource by the day. Factored into Google's accuracy and consistency system, up-to-date Google+ profiles for your locations provide even more exposure.



**Review Tracking:** Find out what people are saying about your business when they say it. Track the five most relevant reviews on your page.

**Posting:** Post directly to Google+ pages through the platform.

**Comment From Platform:** Be a part of the conversation- respond to fan and follower posts and comments directly through the platform.

# Social: Reviews

## Listen To What Customers Are Saying

Tap into the forum to hear what your customers are saying, and join in if you'd like. Survey reviews from all your locations across the network and get alerts when a new review is posted. Tracking and responding has never been easier.

The screenshot displays a dashboard for managing social reviews. At the top, navigation tabs include 'Location CMS', 'Listings', 'Social', and 'Analytics'. The main content area is divided into several sections:

- Sites:** A list of review sources with counts: All Sites (824), ChamberofCommerce.com (0), CitySquares (1), EZlocal (0), Foursquare (184), Google+ (522), Local.com (0), LocalDatabase (0), MerchantCircle (10), ShowMeLocal (0), Superpages (22), Topix (0), USCity.net (0), Where To? (0), Yahoo! (0), YellowBot (2), Yellowise (1), Yelp (24), and YP.com (2).
- Analytics:** A summary card showing '# of total reviews' as 824 and 'Average overall rating' as 3.2 (represented by four stars and two half-stars). It includes a 'Ratings Breakdown' bar chart and a 'Reviews by Site' pie chart.
- Actions:** Buttons for 'Email' and 'Export', along with 'Manage review notifications' and a 'Show' dropdown set to 25.
- Review Search:** A search bar and 'Advanced Filter' options above a table of reviews.

Date	Location	Site	Rating	Review
Mon 03/17/14 1:17 AM	The Melting Pot 751 Easton Road Warrington, PA 18976	Google+	★☆☆☆☆	Google+ Review by Steve Burke Horrible experience, will never go there again. Went for an anniversary dinner. The cons are, long wait to be seated, long wait to get drinks and long wait for food. Also very... more ▼
Sun 03/16/14 9:04 PM	The Melting Pot 80 South 9th Street Minneapolis, MN 55402	Google+	★☆☆☆☆	Google+ Review by Avery Jade Very expensive for the amount of food you get. We are glad we didn't do this as a group as it would have

**Exports:** Export reviews to measure engagement over time and keep your team engaged.

**Review Share:** Smart sharing for direct communication within your team so all your bases are covered.

**Review Search:** Powerful search to see specific customer feedback over time.

**Notifications:** Real-time alerts let you nimbly review, prioritize, and respond at will.



# Social

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# Social

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<b>Products &amp; Services</b>	Elucidate the essence of your business.
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**Review Share**

Smart sharing for direct communication within your team so all your bases are covered.

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**Exports**

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**Review Search**

Powerful search to see specific customer feedback over time.