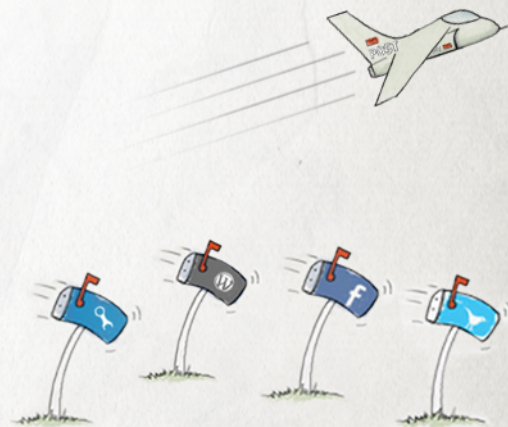socialtalk™

SocialTALK: Fact Sheet

Monday, February 8th, 2010

SocialTALK

With blogs and communities growing at an exponential rate, managing a company's social media plan is an ever-increasing challenge. SocialTALK allows brands to more effectively use social media as a marketing tool by creating, publishing and measuring their content strategy and posting schedule.

Why SocialTALK?

Save Time
Companies can streamline the approval process and automate posting and updating schedules and post to multiple community locations at once.

Greater Control
Management can customize workflow and maintain better corporate governance by ensuring senior stakeholders are automatically included.

Understand Impact
Marketers will know if what they're doing is working, and they'll get real-time reporting to better track changes in consumer sentiment.

How it Works
SocialTALK licensing, training and support will be provided by Syncapse Corp. directly or through its agency distribution partners.

Where it Helps
SocialTALK currently operates on social media platforms including Facebook, Twitter, WordPress and MoveableType.org.

What's Next?
SocialTALK is evolving to improve user interface and functionality and will undergo bi-weekly updates based on initial customer feedback.

SocialTALK Allows Companies to:
Create posts in multiple languages
Post text, photos, video and other multimedia

Automate date and time deployment scheduling
Send post notifications to all stakeholders
Track active commentators, user responses, likes, comments and share actions
Access a simple analytics dashboard that aggregates all key metrics in one convenient place

For more information or to request an interview contact:

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