

# Brand Manager

## Functionality

Dashboard

Omnibox

Account

Reports & Analytics

Support



## Dashboard

### Brand Manager

- This is the default landing page in CloudSocial after you login
- You can customise the dashboard as per your liking by selecting which graphs or data you would like to be visible
- Do note that by default you will always see the latest five posts and latest five mentions



# Omnibox

## Brand Manager

- Can directly respond to the mention in Omnibox
- Assign or Approve workflow:
  - a. Approve mention assigned to Brand Manager
  - b. Comment on mention assigned to Brand Manager
- Assign FYI workflow or an email a specific mention to the following roles:
  1. Back Office User
  2. Super Admin
  3. Marketing User
  4. Agency Manager
  5. Agent
- You can set the status of the mention
- You can tag the mention basis customizable tags
- You can set the sentiment of that mention
- You can see chat history
- You can see related post
- You can see post traction
- In Omnibox you also be able to see the following details with respect to the mention
  - Date & time
  - Unique mention ID
  - Social profile name of the sender
  - Status in life cycle with color coding



## Account

### Brand Manager

- View Pack info - View the balance number of mentions available and the date the subscription expires



## Reports & Analytics

### Brand Manager

- Access to the the Analytics section organized by
  - Brand (aggregate across all social media channels added for that brand)
  - Facebook
  - Instagram
  - Twitter
  - YouTube
  - LinkedIn
  - Google My Business
  - Team
  - Sentiment
  - Email



## Support

Brand Manager

Access our Support 24x7x365

- Email
- Chat
- Video Calls
- Raising Tickets to support team

