Marketing User

This user has been setup for two main functions. Build the Listen queries and Publish section from where you can create and publish the posts

Functionality

Account

Listen

Publish

Reports & Analytics

Support

Account
Marketing User

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- Brand Creation - This is where you link your Social media profiles in CloudSocial
- Follow this path

Account--> Brand Creation --> Input the Brand name --> Click on the desired Social Media channel --> Follow the steps to add each of the available Social Media Channels

Listen

Marketing User

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- This is where you can Listen to specific keywords. There are two options here.
- Basic Listen :
  - Here you can set keywords for Twitter, YouTube and Instagram.
  - The results will be returned in the Omnibox section. You can respond to them.
- Advanced Listen:
  - Set up queries using the Filters and the Boolean parameters to get the desired results across News Sites, blogs, discussion forums and review sites.
  - The results will be displayed below, 100 at a time. You can get more results by simply clicking on Next
  - You can download these results either as a Excel or pdf
  - If you click on a particular search result it will take you to the original post.

Publish

Marketing User

- Create
- ·Publish
  - Publish now
  - Publish later
- Recurrence
  - Recurrence can be set on
    - Daily (every day)
    - Weekly (on the selected day of the week)
    - Monthly (on the selected date of the month)
    - Yearly (on the selected date of the year)
    - At fixed time
  - Pause
    - When recurrence is on
    - Approved post when recurrence is on
  - Resume
  - ·Delete
    - Can delete post sent for approval
    - Can delete post which he has rejected
    - Can delete post which are waiting for approval
    - Can delete failed posts
    - Can delete paused posts
    - Can delete resumed posts
    - Can delete saved as drafts posts
    - Can delete sent posts when recurrence is true
    - Can take no action on deleted posts
  - Save as draft
    - Posts which he has created can be saved as drafts
    - Can save as drafts posts which have failed
  - Reject
    - Can reject posts which have been sent for approval

Publish
Marketing User

- Recall
  - Only the immediate one is recalled when recurrence is true, but future will continue
  - Only the immediate one is recalled when no recurrence is set
- Approve
  - Sent for approval posts
  - Waiting for approval
  - Rejected posts
  - Failed posts
- Create in Crello
- Post
  - Can post
    - Select from available social media profiles
  - Can send post thru email to Agent/Brand Manager/Agency / Manager/Back Office/Super Admin
- Calendar - Unified view of the scheduled posts by day / week / month
- FB Ad Manager

Reports & Analytics
Marketing User

- Downloading the customizable reports for the various Social media channels
- Access to the the Analytics section organized by
  - Brand (aggregate across all social media channels added for that brand)
  - Facebook
  - Instagram
  - Twitter
  - YouTube
  - LinkedIn
  - Team
  - Sentiment
  - Email

Support

Marketing User

Access our Support 24x7x365
- Email
- Chat
- Zoom Calls
- WhatsApp
- Raising Tickets to support team