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

  ✴ Dashboard
  ✴ Account
  ✴ Listen
  ✴ Publish
  ✴ Report & Analytics
  ✴ Support

CLOUDSOCIAL

Dashboard

Marketing User

● This is the default landing page in CloudSocial after you login.

● Do note that by default you will always see the latest five posts and latest five mentions.

CLOUDSOCIAL

Account

Marketing User

● **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

- ● This is where you can Listen to specific keywords. There are two options here.

- ■ Social Listen :

  - ◆ Here you can set keywords for Twitter, YouTube and Instagram.

- ■ Advance 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. 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.

◆ **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 Super Admin/Agent Brand Manager/Agency Manager/Back Office/ Analytics
- Calendar – Unified view of the scheduled posts by day / week / month
- FB Ad Manager

CLOUDS○CIAL

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

◆ Facebook   ◆ Instagram

◆ Twitter   ◆ YouTube

◆ LinkedIn   ◆ Sentiment

◆ Team   ◆ Email

◆ Google My Business

CLOUDS CIAL

Support

Marketing User

⬤ **Access our Support 24x7x365**

◆ **Email**

◆ **Chat**

◆ **Video Calls**

◆ **Raising Tickets to support team**

CLOUDS**O**CIAL