RELAX
SOCIAL MEDIA

Scale your business on social media with an all-in-one platform

Import. Customize. Automate. Improve

Why Organic Social Media?

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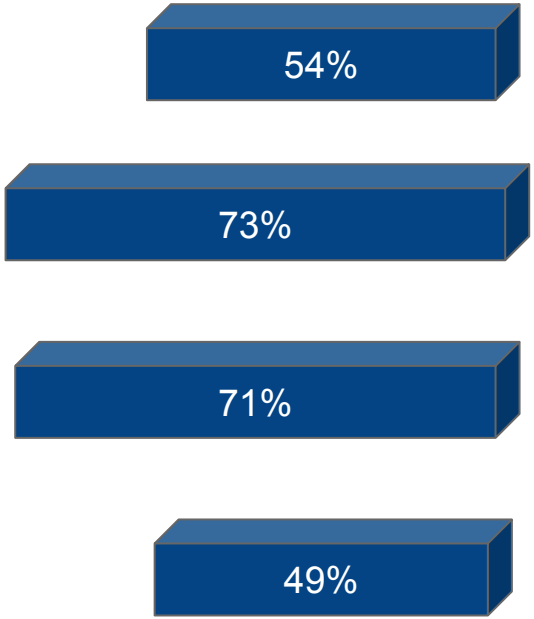
Social Media Management for businesses is more important than ever



- 54% of Social Browsers use social media to **research products & companies** before buying - (GlobalWebIndex, 2018)
- 73% of marketers believe social media marketing has been **"Somewhat effective" or "very effective" for their business** - *(Buffer, 2019)*
- 71% of consumers who have had a positive experience with a brand on social media are likely to **recommend the brand to their friends and family** - (*Forbes, 2018)*
- 49% of consumers **depend on influencer recommendations** on social media - *(Fourcommunications, 2018)*

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Our Resources

In-depth analytics to better understand your audience and growth across time

Unlimited content storage for images, videos, and links

Respond to all direct messages and comments across platforms through one system

Millions of **copyright free images** built directly into the system

Calendar and grid viewing options to monitor historic and upcoming content

Ability to **create weekly schedules of content to automate your social media** presence across platforms

The Dashboard

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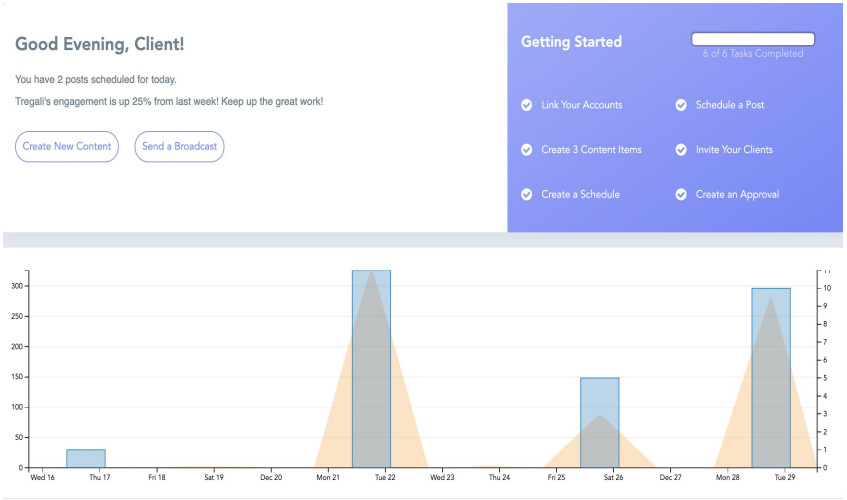
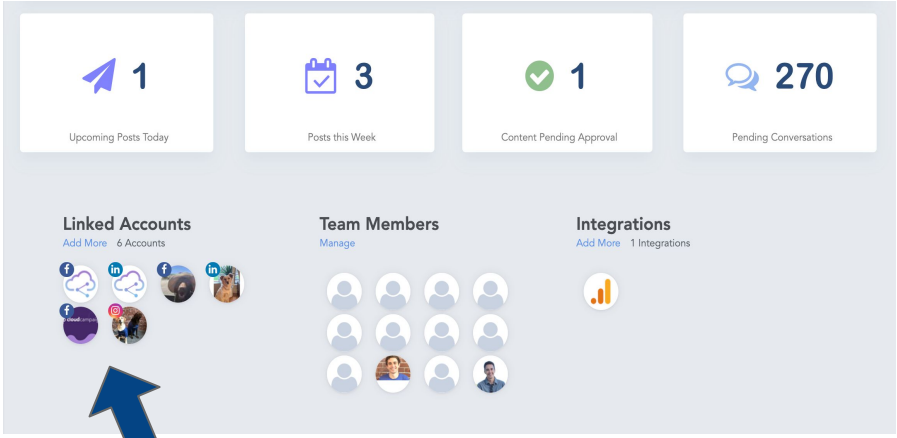
- Overview of upcoming posts, approvals, and analytics
- Easy integration process for new users to get up & running



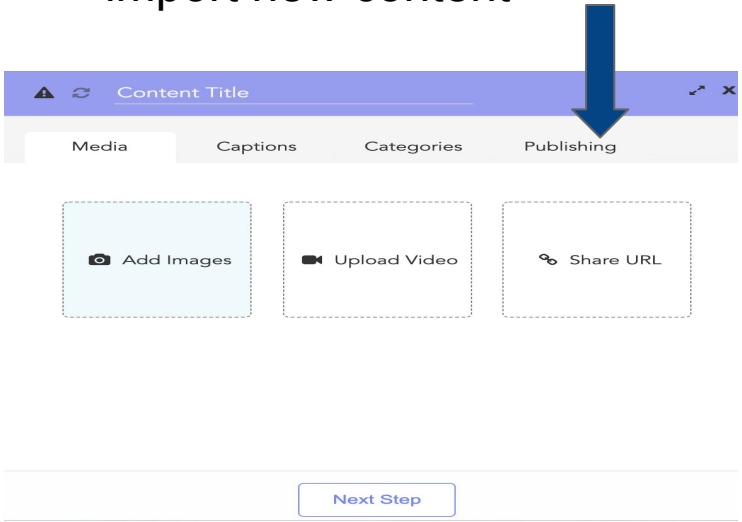


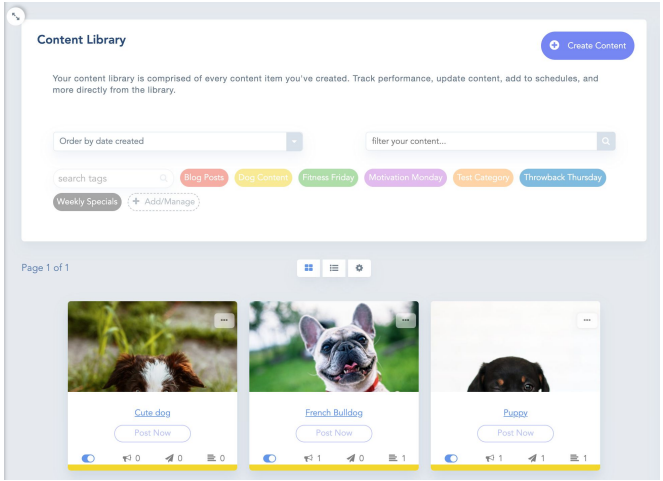
- An interactive client-ready home base
- Unlimited social accounts, users, and integrations

CREATE

The Content Library

- Upload capability for images, videos, URL's
- Platform specific captions
- Canva integration to easily design and import new content





- Content Library with unlimited storage
- Category Tags for easy organization of specific types of content

Easily Accessible Content

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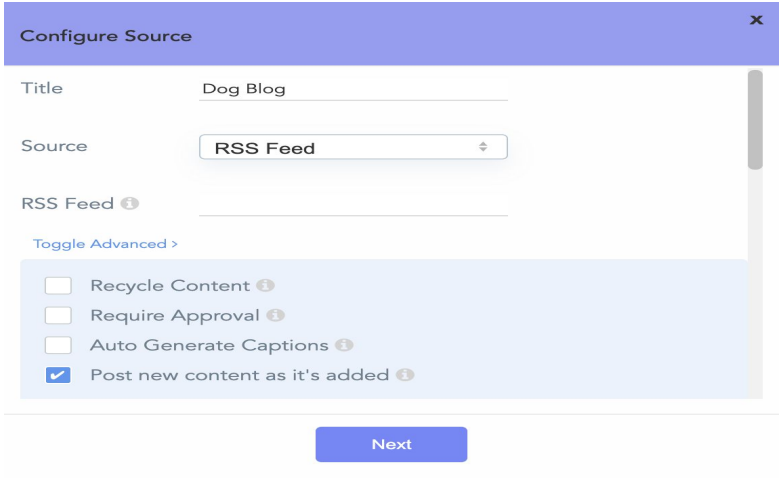
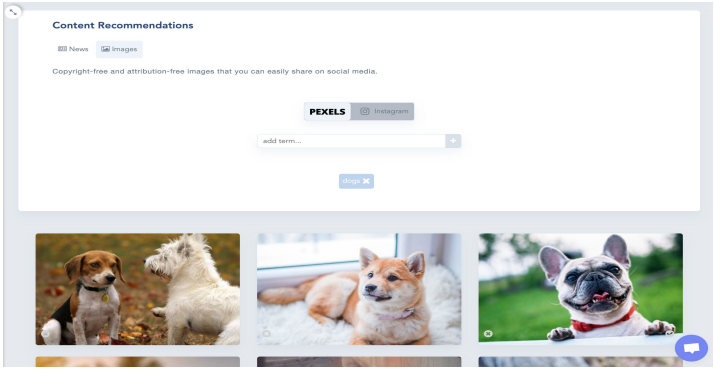
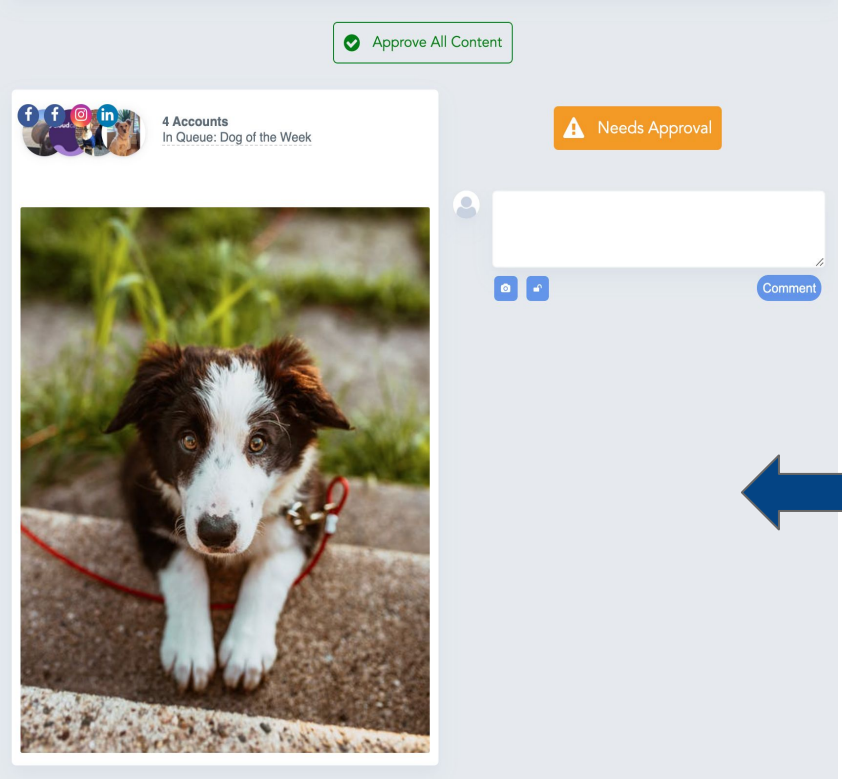
- Integrate with RSS Feeds and Google Drive
- Automatically filter in content from frequently visited sources





- Built-in curated content from Google News and Pexels
- Copyright, attribution free, pre-licensed content readily at your fingertips

Streamlined Approvals



- Interactive documents for approvals - No login or sign in required
- Quickly generate approvals for content planned months in advance
- Ability to discuss changes and final edits in one place with each piece of content

PUBLISH

Category Based Scheduling

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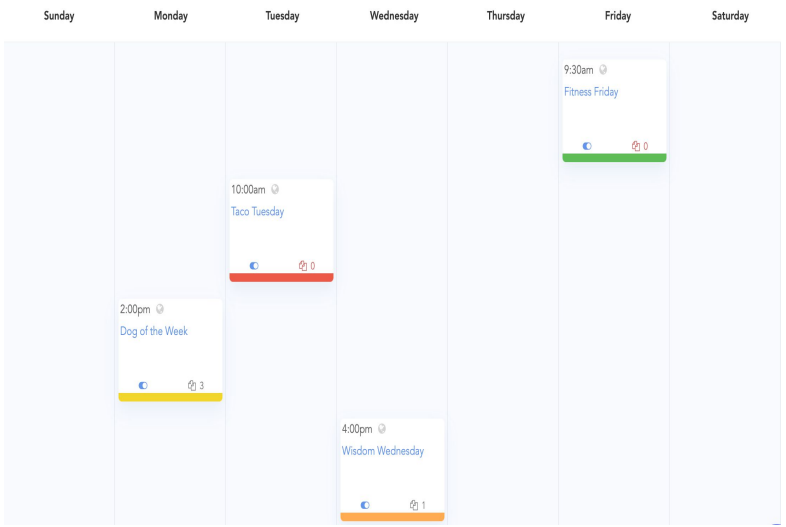
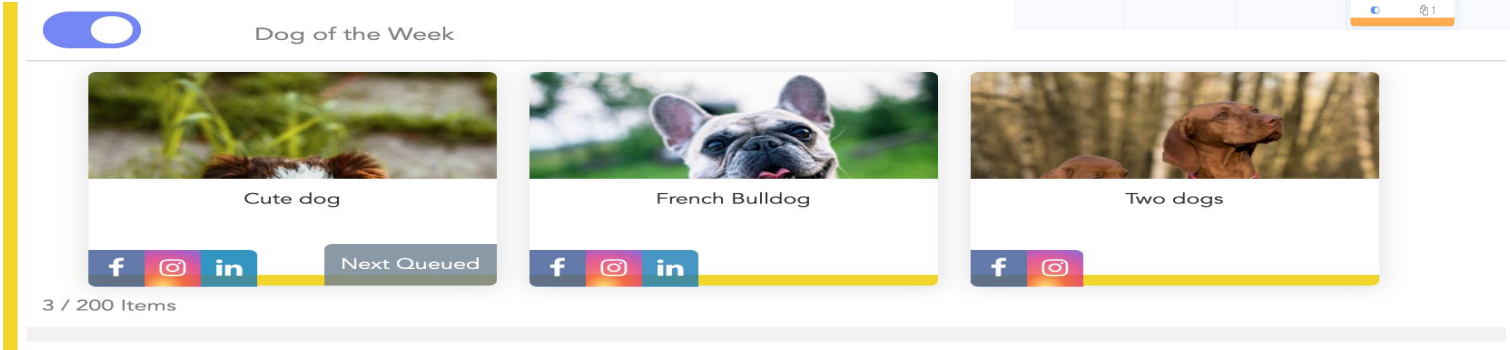
- Power an automated posting engine by your client specific category tags
- Add up to 200 pieces of content per scheduled queue
- Reorder and shuffle the content to post in the order you desire
- Customize each queue to post at preferred cadences





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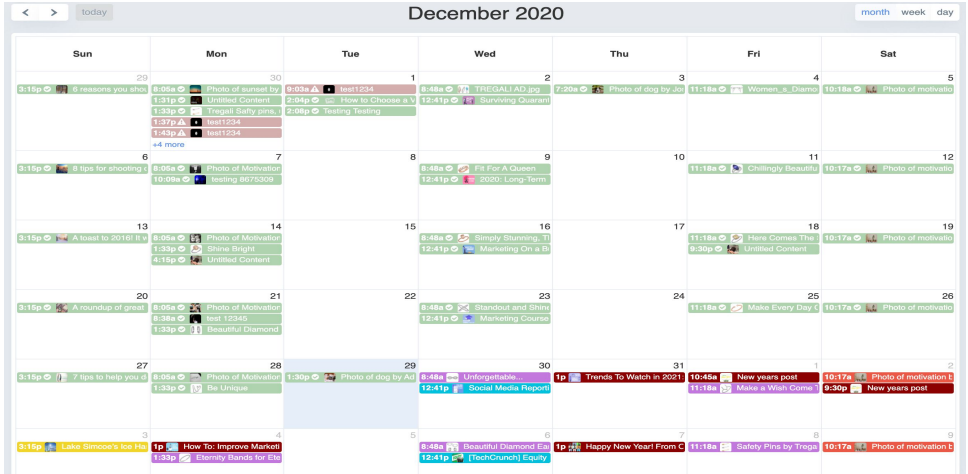
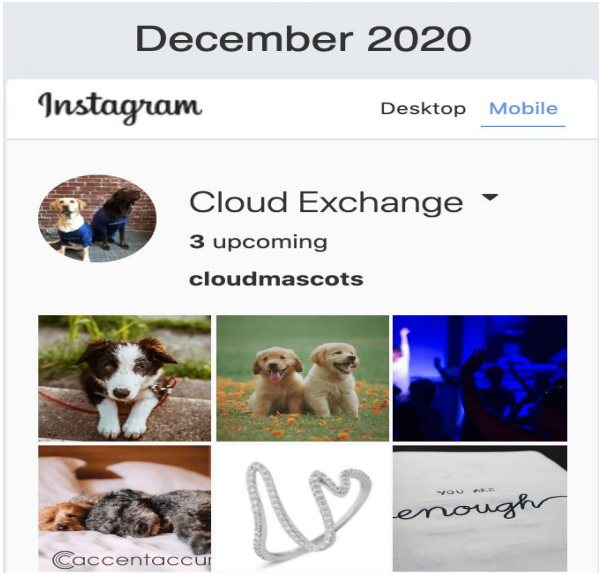
Macro Calendar View

- Get an advanced look at your month's posting schedule
- Drag and drop individual pieces of content onto the calendar to automate one-time posts



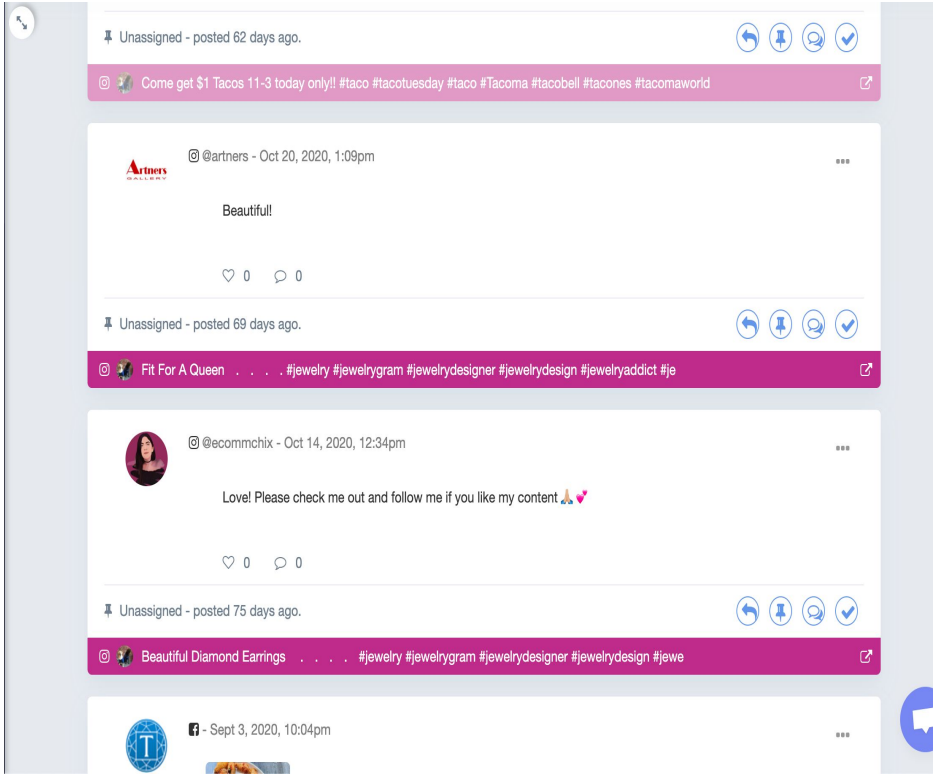


- Instagram Grid Preview to plan your future IG aesthetic

MONITOR

The Social Inbox

- Manage all of your recent posts, comments, and stats from one location
- Direct message access for Facebook & Twitter - Oversee all of your social interactions at once
- Monitor your mentions and @'s and keep up to date with who's talking about your business



Historical Analytics

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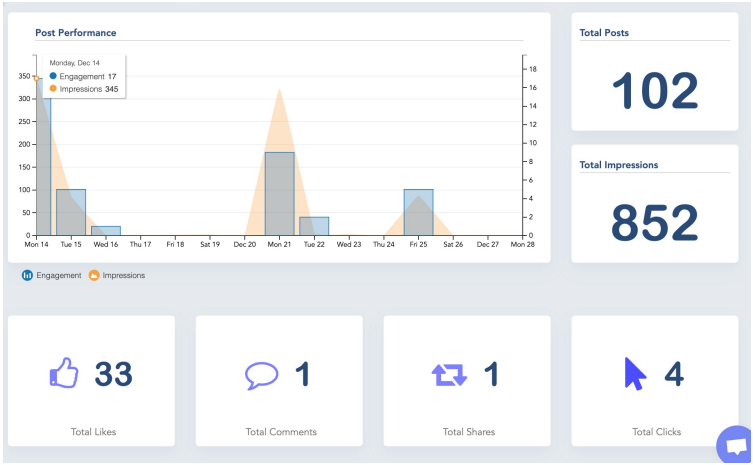
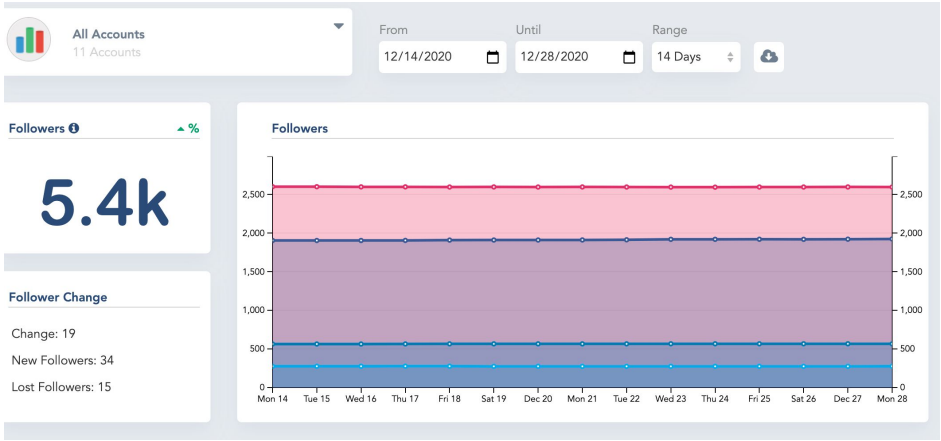
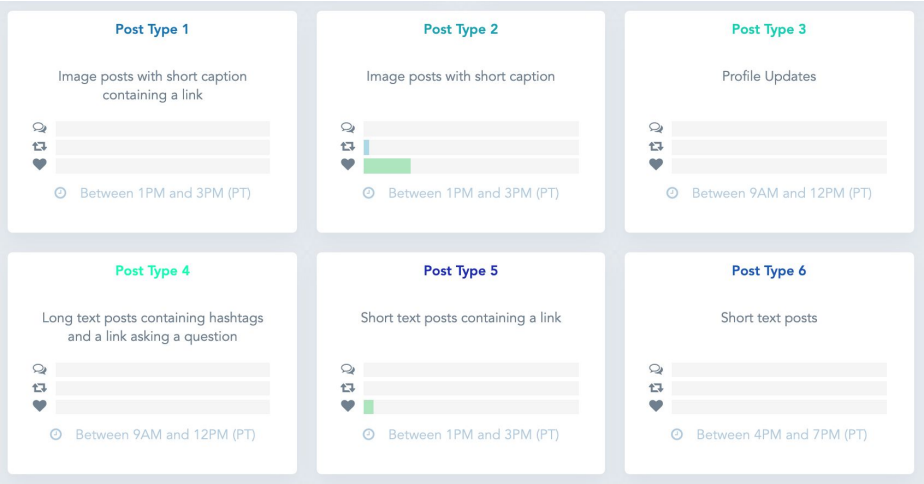


- View all social accounts' analytics at one time
- Follower data - Track your growth in followers as you implement new posts & strategies

- Engagement metrics across all platforms from one macro viewpoint
- Trace likes, comments, shares, and clicks back to the days and posts that drove that data
- Get a large scale idea of your impression data

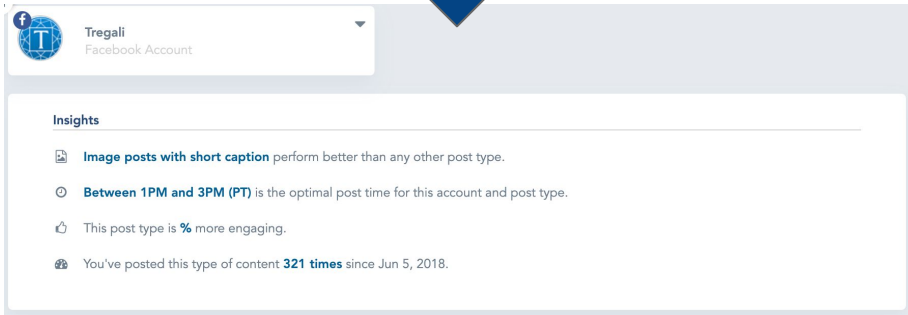


Active Insights



- Platform specific breakdown of all post types (video, image, long caption, hashtags, links, etc.)

- Recommendations based on two main analytics...
  - ❖ Post type
  - ❖ Most engaging window of time to post



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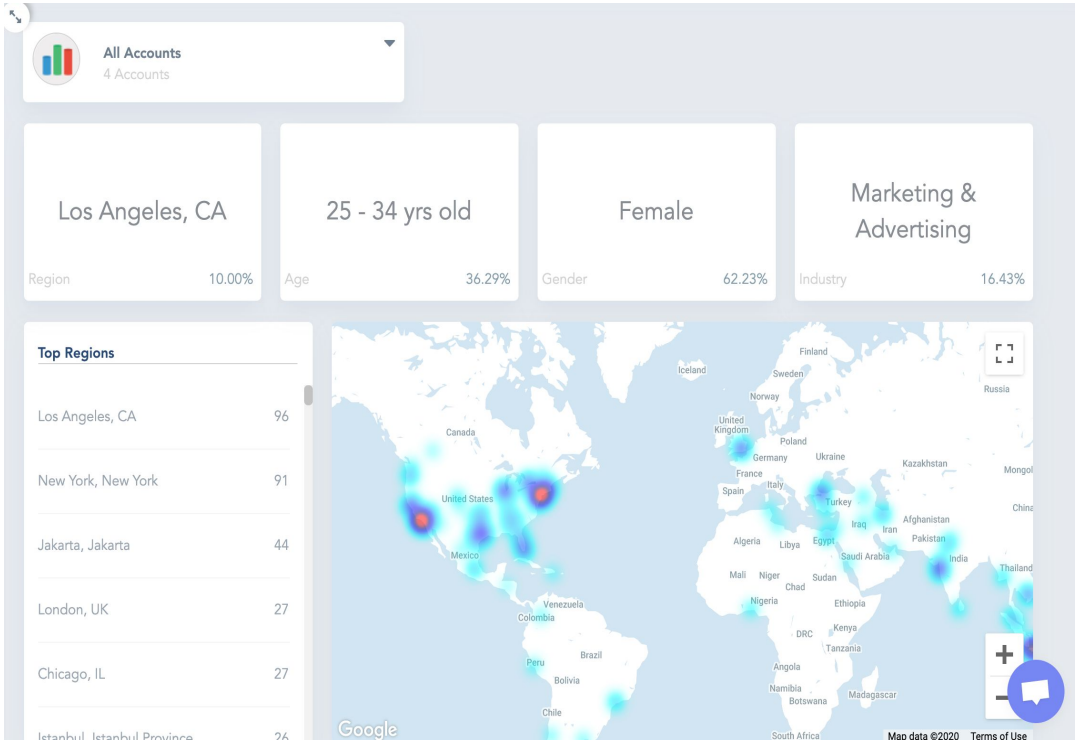
Demographic Breakdown

- In-depth breakdown of your most influential demographic and follower information

- Features outlier data to ensure you use SMM to reach the followers most likely to engage with your business



Reporting

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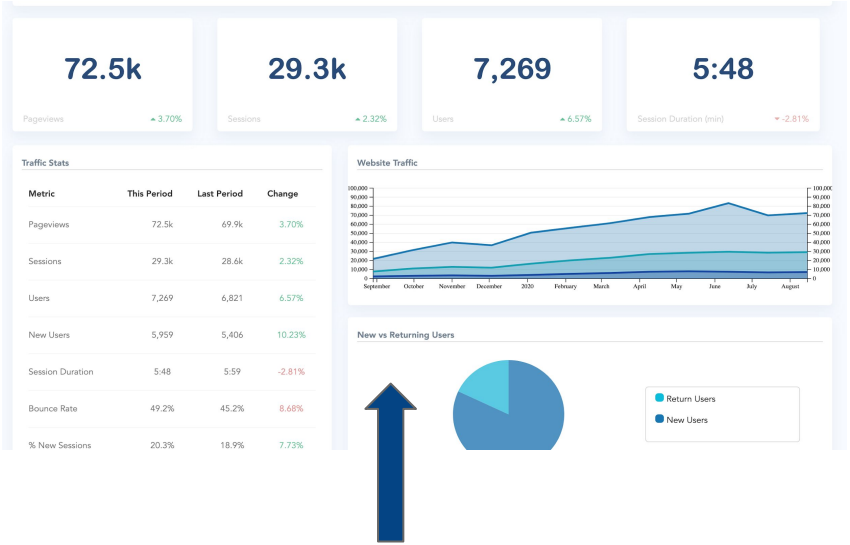
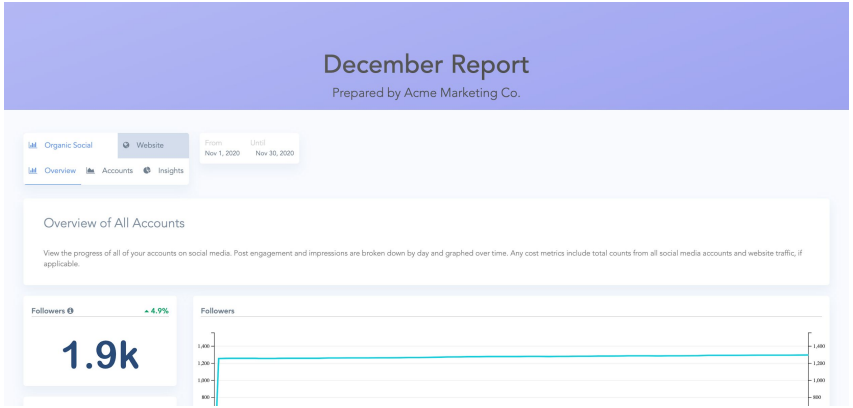
- Create reports to share feedback, statistics, analysis, and insight
- Toggle between macro view, account specific, and insight breakdowns
- Export the document as an easy-to-click link - No sign in required to view





- Use our Google Analytics integration to monitor website traffic
- KPI's with highlighted change percentages from this period vs. last

SOCIAL MEDIA MANAGEMENT JUST GOT EASIER.