

Multi-Location Social Media Management

Valuevine Promote provides multi-location brands with powerful social media management capabilities that help them maximize their marketing efforts on social media and location-based services. Centralized administration allows brands to orchestrate global, regional and local promotions, while empowering local managers and owners with promotion-ready content to leverage locally. Easy to use promotions reporting helps local and brand marketers understand what is working and what is not.



The screenshot shows the Valuevine Promote dashboard for a user named Neil. It features three main sections: 'Your Dashboard' with a welcome message and admin information for 'Big Brand Inc.', 'All Prospects' showing 1,301 prospects found this week, and 'All Promotions' showing 11 promotions sent this week. Below these are four large metrics: 1,586 Fans, 4,863 Followers, 113,966 Impressions, and 15,795 Clicks. A 'Brand Promotions' section includes a table of recent promotions with columns for Date, Title, Views, Clicks, and Share? (with a checkbox and 'Schedule' link). Common tasks like 'Join a Free Training Webinar' and 'Add a New Promotion' are also visible.

Date	Title	Views	Clicks	Share?	
04-08-2011	Battle of the Ads contest! It's your ...	11,443	1,812	<input checked="" type="checkbox"/>	Schedule
05-25-2011	Jumping into your summer workout rou...	5,991	629	<input checked="" type="checkbox"/>	Schedule
08-16-2010	Looking for a healthy snack? Try Bob...	5,441	97	<input checked="" type="checkbox"/>	Schedule
01-16-2011	Visit your local Emerald City Smoothi...	5,383	1,076	<input checked="" type="checkbox"/>	Schedule
12-09-2010	Fun Fruit Facet	4,848	940	<input checked="" type="checkbox"/>	Schedule

Global Strategy, Local Execution

Well-recognized brands with hundreds or thousands of locations depend on Valuevine technology for social media engagement. In addition to being the most cost-effective solution in the market today, brands choose Valuevine for these enterprise grade capabilities:

- **Global Dashboard.** View promotional and social activity across your brand in a single view.
- **Multi-location Management & Approval.** Easily manage location permissions and content approvals, as well as monitor for brand compliance.
- **Socially Optimized Promotion Templates.** Choose among promotion templates designed for social media, such as digital coupons, flash polls, videos, and branded link sharing.
- **Shared Promotion Library.** Share approved and high performing promotions to all or specific locations for local use.
- **Multi-network Promotion Publishing.** Publish promotions simultaneously to Facebook, Twitter, LinkedIn, MySpace.
- **Content Performance Metrics.** Measure content performance across the brand and for specific locations.
- **Prospect Search & Discovery.** Find & engage with prospective customers within purchasing distance of your locations.
- **Automated Customer Loyalty.** Create powerful loyalty triggers that reward customers for social activity with your brand locations.
- **Location Email Alerts and Reminders.** Drive promotional cadence of your locations with promotion scheduling reminders and social summary reports delivered regularly over email.

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