

ENGAGE WITH
YOUR FOLLOWERS

created by
Clockwork
Marketing

SOCIAL *Brilliance*



FIND OUT MORE **01803 872999** OR EMAIL **INFO@CLOCK-WORK.CO.UK**

SOCIAL BRILLIANCE

Overview

Social media marketing is more than just discovering tweets, posts, pins, and grams. It's about finding the right signals at the right time to create new opportunities. It's about discovering trends before they become trends, and showcasing moments that inspire your audiences. Smart social media marketing doesn't stop with analytics. Rather, that's the point where it all begins.

INDEPTH PERSONAL INSIGHTS

Social Brilliance's author cards provide seven-point personality profiles, complete with demographics, brand affinities, celebrity affinities, entertainment affinities, location data, sentiment, and follower analyses of all your social influencers.

CREATE SOCIAL CAMPAIGNS

Create seamless social campaigns by collating user generated content, analyse influencers, and create engaging marketing campaigns with our self-service themes. Gather powerful, emotive images that be used for marketing collateral.

ENGAGE WITH YOUR AUDIENCE

Engage with your social audiences in real time using our interactive tool, which instantly triggers personalised audience responses. Use our live social media polling feature and agile notification engine to keep your audience interested in your brand's messaging, and inspire participation.

AMPLIFY YOUR BRAND

Create engaging social campaigns to amplify your brand's story. Select from live social displays, social media widgets, user generated content campaigns and content moderation, which are backed by advanced, real-time analytics and can be synced up to any digital property.



SOCIAL BRILLIANCE

Overview

DETAILED ANALYSIS

Social Brilliance enables you to create an agile social strategy with the help of detailed analytics tools, ensuring you're reaching the right people, offering the best brand experiences, and transforming your social campaigns into ones that add lasting value to your brand.

SOCIAL LISTENING

Connect to influencers and audiences who are relevant to your business. Manage your social reputation by tuning into conversations and responding to or addressing negative comments before they become harmful to your brand.

GEO TARGETING

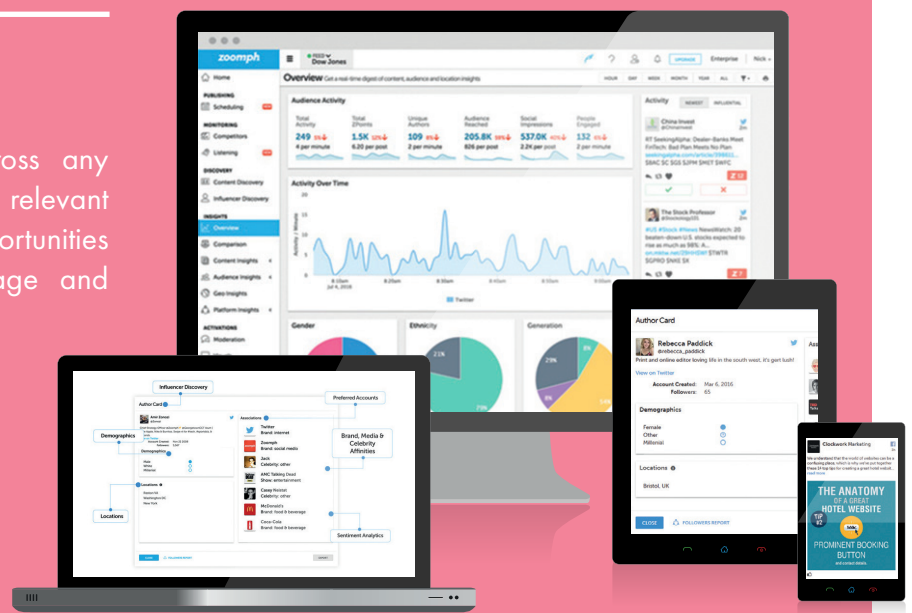
Locate your target audience across any desired geographic area. Pinpoint relevant conversations and advertising opportunities for amplifying your brand message and improving your marketing impact. Run micro-targeted campaigns internationally, regionally, or locally. With Social Brilliance this allows you to Geo-target specific locations and analyse the #hashtags and influencers driving the local conversation.

SOCIAL HUBS

Display user generated images via a fully customisable social hub, which can be coloured co-ordinated and designed to match your brand. This social hub can be a main feature of your website or as a subpage – see the examples attached.

CONTENT MODERATION

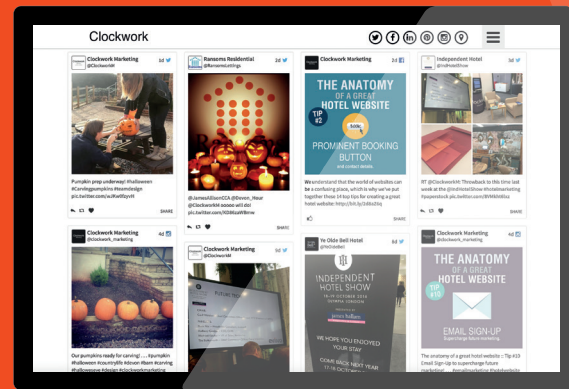
You are in control of what is displayed in your social hub through a moderation tool – approve or reject any content at the click of a button. Don't have time to hand-pick content? Social Brilliance allows you to create auto-approve and auto-reject lists that extract and/or respond to content for you.



SOCIAL BRILLIANCE

Why use it?

- Because what your customers say about you is more powerful than what you say about yourself
- Increase levels of engagement, encourage more user generated content
- Raise awareness organically to new customers
- Gather powerful user generated content to use as marketing collateral



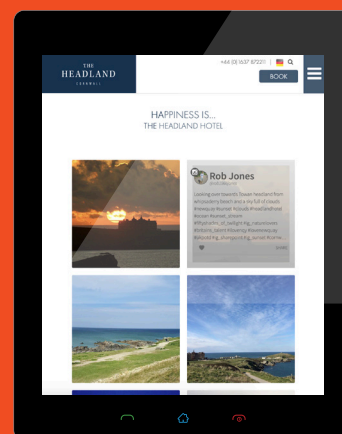
Website Main Feature Design



Subpage Feature Design

- Run photo competitions e.g. ask users to share a photo using a specific hashtag via social channels
- Measure your social footprint
- Track competitors, and transform insights into beautiful digital campaigns, all in real time

- Create a feed of emotive imagery on your website to strengthen your brand
- Grow your likes and followers on Facebook and Twitter
- Manage your reputation across multiple platforms
- Analyse real time data
- Run campaigns to promote new businesses, new products or events



Social Feed Design

SOCIAL BRILLIANCE

Capabilities



- Use unique #hashtag to collate and pull through content
- Automatic moderation using sentiment analysis
- Manual moderation at the click of a button
- Social hub on your website – content is aggregated (manually or automatically) into a microsite from selected social channels:
 - Facebook
 - Twitter
 - Instagram
- Author card – provides an overview of interests, influence, gender, generation, ethnicity to create more personalised engagement
 - Use a broad, or popular, hashtag, but target a specific location using geo-targeting in order to pinpoint relevant content

