

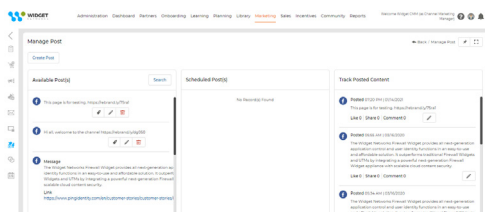


# Social Syndication Management

The Social Syndication Management module of ZINFI's partner marketing management (PMM) platform makes it easy for vendors to distribute social media content for Facebook, Twitter, LinkedIn and other platforms via their channel partner network. Channel partners can either auto-stream or manually customize each feed made available to them for instant or scheduled posting on their profile or company pages.

## Social Post Management

The Social Syndication Management module makes it a snap for you to quickly set up dynamic content for social media platforms for your own use or for use by your partners, helping you increase content reach with less effort. The module includes in-depth analytics, which you and your partners can use to measure the effectiveness of specific distributed content. Using our content distribution scheduler, vendors and channel partners can save hours of time by automating complex distribution processes.



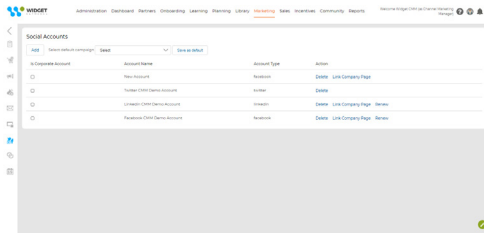
### Key Features

- ✓ Content Setup & Management
- ✓ Content setup and management
- ✓ Content publishing management
- ✓ Content classification

## Social Account Setup Management

Vendors and their channel partners can use the Social Syndication Management module to connect social accounts like Twitter, Facebook and LinkedIn.

The integration of different platforms via a direct connector is an important feature of the module, allowing data to flow smoothly across diverse platforms. This provides your organization with instant, detailed insights into campaign results for each instance of shared content—without having to visit individual channel partners’ social profiles.



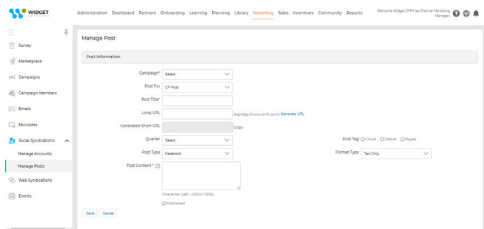
### Key Features

- ✓ Account setup and management
- ✓ Company page link
- ✓ Account renewal

## Post Scheduling Management

Use the Social Syndication Management module to make marketing content available to channel partners for immediate use. Your partners can then choose a specific a date and time to post the content on their corporate social accounts to generate leads.

As people interact with the content, channel partners can direct prospects to their own customized, co-branded microsites embedded in the content. Our robust post-scheduling management features give channel partners the flexibility they need in posting content with optimal timing.



### Key Features

- ✓ Content post scheduling management
- ✓ Account or page posting management
- ✓ Short URL generation

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