

“Creating a Strong  
Brand Presence on  
Social Media with the  
help of CloudSocial  
**BRAND MANAGER’S**  
Guide”



# BRAND MANAGER

**This user has been setup  
for responding to incoming  
mentions from Omnibox,  
Account, and Reports and  
Analytics.**

## Functionality

- ◆ Dashboard
- ◆ Omnibox
- ◆ Analytic
- ◆ Account
- ◆ Support

# Dashboard

- ◆ This is the default landing page in CloudSocial.
- ◆ Note : That by default Brand Manager will always see the latest five posts and latest five mentions.

# Omnibox

- ◆ Can directly respond to the mention in Omnibox.
- ◆ Assign or Approve workflow:
  - Approve mention assigned to Brand Manager
  - Can comment back to the sender on a specific mention
- ◆ Assign FYI workflow or an email a specific mention to following roles:
  - Super Admin
  - Agent
  - Back Office
  - Marketing
  - Analytic
  - Agency Manager
- ◆ Can set the status of the mention
- ◆ Can set the status of the mention customizable tags
- ◆ Can set the sentiment of that mention
- ◆ Can see chat history

# Omnibox

- ◆ Can see related post
- ◆ Can see post traction
- ◆ Can see the following details regarding the particular mention in Omnibox
  - Date & time
  - Unique mention ID
  - Social profile name of the sender
  - Status in life cycle with color
  - Set priority

# Analytic

- ◆ 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 added for that brand)
    - Facebook
    - Instagram
    - LinkedIn
    - Email
    - Tiktok
    - Sentiment
    - Twitter
    - Youtube
    - Pinterest
    - GMB
    - Team
    - Google Analytic
- ◆ NPS : Net Promoter Score
- ◆ Mail Configuration

# Account

- ◆ View Pack info - View the balance number of mentions available and the date the subscription expires.

# Support

◆ Access our Support 24x7x365

➤ Email

➤ Chat Video Calls

➤ Raising Tickets to support team