

“Master the Art of
Social Media
Management with
CloudSocial’s
MARKETING USER
Guide”



MARKETING USER

This user has been setup for two main functions. Build the Listen queries and Publish section from where you can create and publish the posts

Functionality

- ◆ Dashboard
- ◆ Listen
- ◆ Publish
- ◆ Analytic
- ◆ Account
- ◆ Support

Dashboard

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

Publish

◆ Create

◆ Publish

▷ Publish Now

▷ Publish Later

◆ Recurrence

▷ Recurrence can be set on

◆ Daily Basis

◆ Weekly Basis (on the selected date of the week)

◆ Monthly Basis (on the selected date of the month)

◆ Yearly Basis (on the selected date of the year)

◆ At fixed time

◆ Pause

▷ When recurrence is on

▷ Approved post when recurrence is on

◆ Resume

Publish

◆ Delete

- Can delete post sent for approval
- Can delete post which he/she has rejected
- Can delete post which are waiting for approval
- Can delete failed post
- Can delete paused post
- Can delete resumed post
- Can delete save as draft post
- Can delete sent post when recurrence is true
- Can take no action on deleted posts

◆ Save as Draft

- Post which he/she has created can be saved as drafts
- Can save as draft posts which have failed

◆ Reject

- Can reject posts which have been sent for approval

Publish

◆ Recall

- Only the immediate one is recalled when recurrence is true, but future will continue
- Only the immediate one is recalled when no recurrence is set

◆ Approve

- Sent for approval posts
- Waiting for approval
- Rejected posts
- Failed posts

◆ Crello & Pixabay

◆ Post

- Can Post

◆ Select from available social media profiles

- Can send post through email to following roles:

Publish



Super Admin



Analytic



Back Office



Agent



Brand Manager



Agency
Manager

- ◆ Calendar - Unified view of the scheduled posts by day/ week/ month
- ◆ FB Ad Manager
- ◆ Instagram Ad Manager

Listen

- ◆ This is where you can Listen to specific keywords. There are two options here.
- ◆ Social Listen:
 - Here you can set keywords for Twitter, Youtube and Instagram
- ◆ Advance Listen:
 - Set up queries using the Filters and the Boolean parameters to get the desired results across. News, Sites, blogs, discussion forums and review sites.
 - The results will be displayed below 100 at a time. You can get more results by simply clicking on Next.
 - You can download these results either as a Excel. If you click on a particular search result it will take you to the original post.

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

- ◆ Brand Creation - This is where you link your Social media profiles in CloudSocial

➤ Follow this path:

Account--> Brand Creation --> Input the Brand Name --> Click on the desired Social Media Channel --> Follow the steps to add each of the available Social Media Channels

Support

◆ Access our Support 24x7x365

➤ Email

➤ Chat Video Calls

➤ Raising Tickets to support team