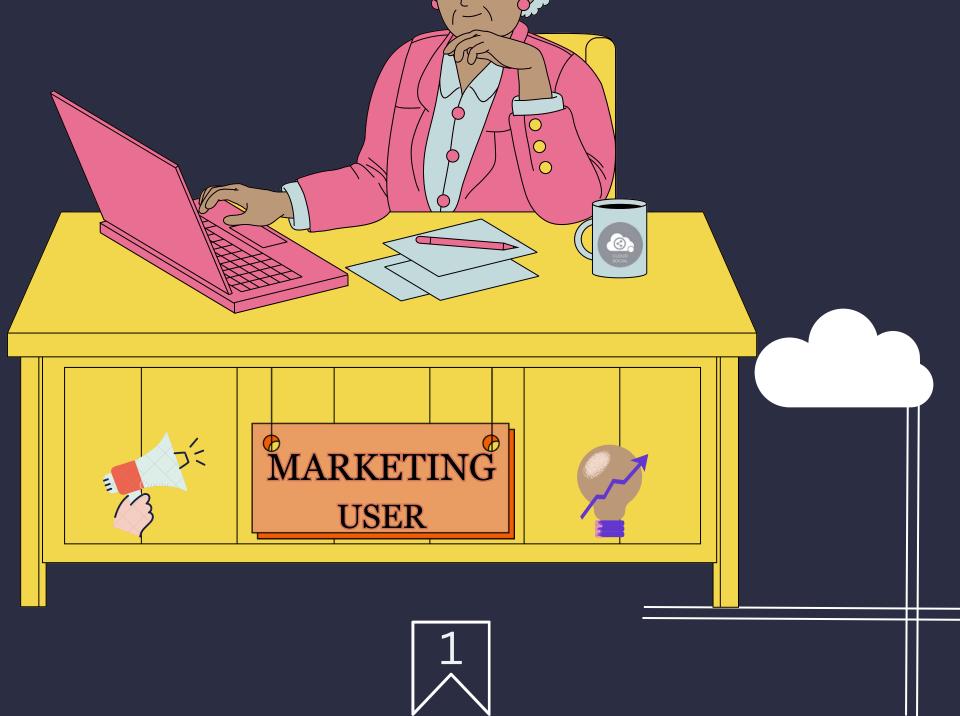
### CLOUDS

### "Master the Art of Social Media Management with CloudSocial's MARKETING USER Guide"





### CLOUDS 🙆 CIAL

# 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





#### 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.





# Pubish



#### Create



Publish

 $\Diamond$  Publish Now









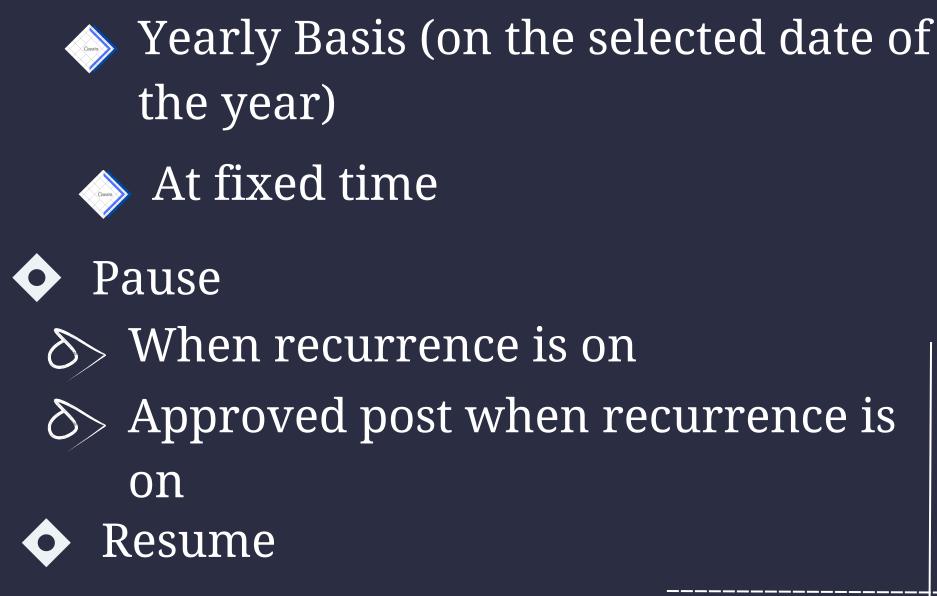
🔈 Daily Basis



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



Monthly Basis (on the selected date of the month)





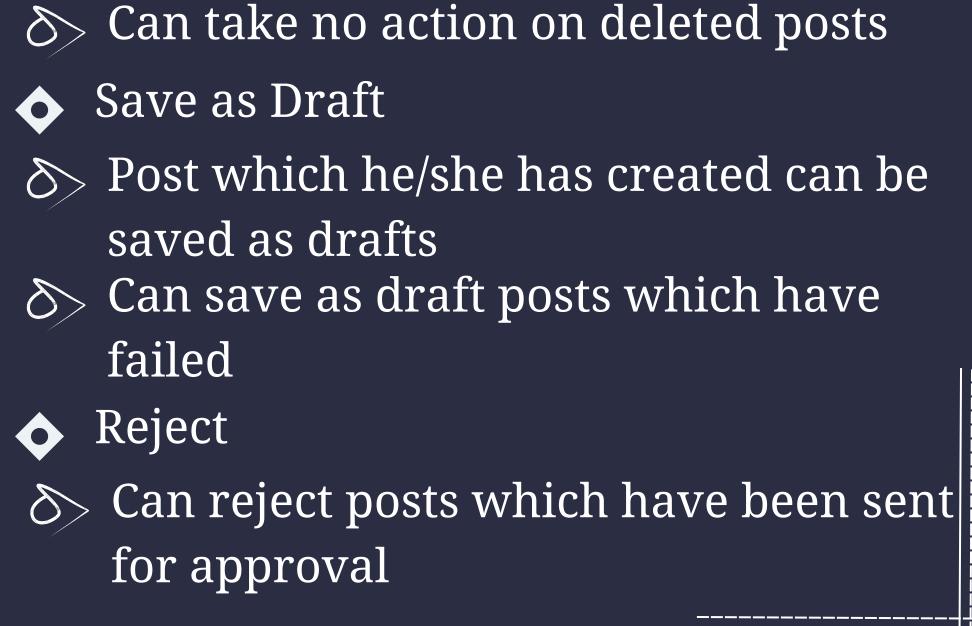


# Pubish

#### Delete

- $\delta$  Can delete post sent for approval
- $\otimes$  Can delete post which he/she has rejected
- $\diamond$  Can delete post which are waiting for approval
- $\Diamond$  Can delete failed post
- $\delta$  Can delete paused post
- $\mathcal{S}$  Can delete resumed post
- $\delta$  Can delete save as draft post

 $\delta$  Can delete sent post when recurrence is true







# Pubísh



#### Recall

 $\Diamond$  Only the immediate one is recalled when recurrence is true, but future will continue



 $\delta$  Only the immediate one is recalled when no recurrence is set



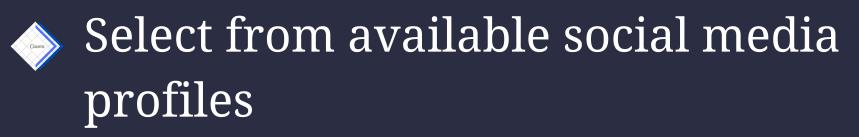
- $\diamond$  Sent for approval posts
- $\delta$  Waiting for approval
- $\delta$  Rejected posts

 $\delta$  Failed posts

• Crello & Pixabay



#### So Can Post



 $\mathcal{S}$  Can send post through email to following roles:





# Publish



Super Admin 🛛 🔶 Analytic



Back Office







Agent



- 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:
- Solution 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.

Solve 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.



### CLOUDS OCIAL

# Analytic

- Downloading the customizable reports for the various Social media channels
- Access to the the Analytics section organized by
  - S Brand (aggregate across all social media channels added for that brand)
  - Solution → Facebook
  - 🔊 Instagram
  - > LinkedIn

- S Twitter
- 🔊 Youtube
- Pinterest





Team

Sentiment

Tiktok

Google Analytic

**NPS : Net Promoter Score** Mail Configuration



### CLOUDS O CIAL

### 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
  - Shat Video Calls
  - S Raising Tickets to support team

