

LuxCloud

TRUST · ENABLE · SCALE



Sóshlr

PRODUCT SHEET

Update: 09.12.2015

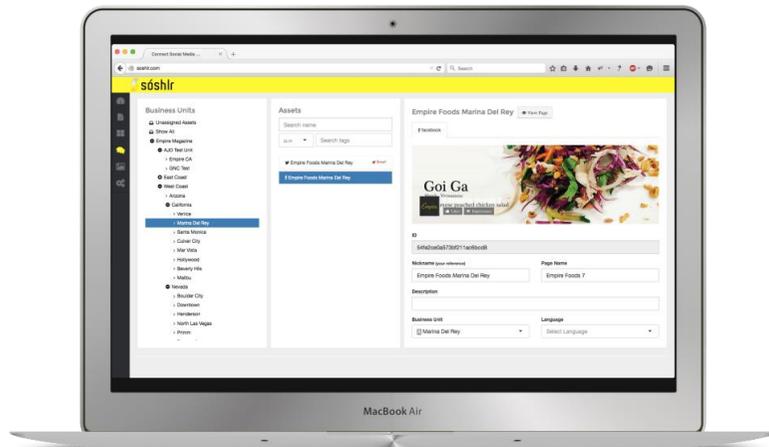
Version: 1.0

1. Solution benefits

1.1 General information

Sóshlr is a low cost, easy to use social media management solution giving businesses controls to engage and monitor posts and comments inside Facebook, Twitter and LinkedIn and view community feeds on Instagram - from a central, single dashboard. It delivers centralized controls and capability for greater coordination of user management, brand management and campaign management across social media.

In just one click, using Sóshlr, a small to medium sized business can now centrally schedule and publish posts across multiple social media pages, at the same time. A business can geo-target posts and assess the success of a campaign, giving a business greater control of their social media marketing and delivering efficiencies – saving time and money.



1.2 Customer benefits

Central Management

Sóshlr provides the capability for a business to centrally manage its social media presence of up to 60 pages with greater control and visibility of activity – both community and user. Sóshlr gives businesses controls to engage and monitor posts and comments inside Facebook, Twitter and LinkedIn and view community feeds on Instagram - from a central, single dashboard.

Security and Brand Control

A business can now protect their brand on social media with Sóshlr's built in user and brand controls. Assign and manage users to update content across social media minimizing the need to grant users direct access to social media pages.

Efficient Asset Management

Manage content and view community feeds across multiple business pages and accounts across Facebook, Twitter, LinkedIn and Instagram from a single dashboard. Schedule and update content in just one click saving you valuable time.

Schedule Campaigns and Posts

Schedule posts and campaigns across one or more business accounts and pages simultaneously, minimizing the need to individually log into each platform or page to make a post.

Approval Process

Sóshlr delivers built in approval mechanisms to enable a business greater control over content publishing.

Individual Permissions

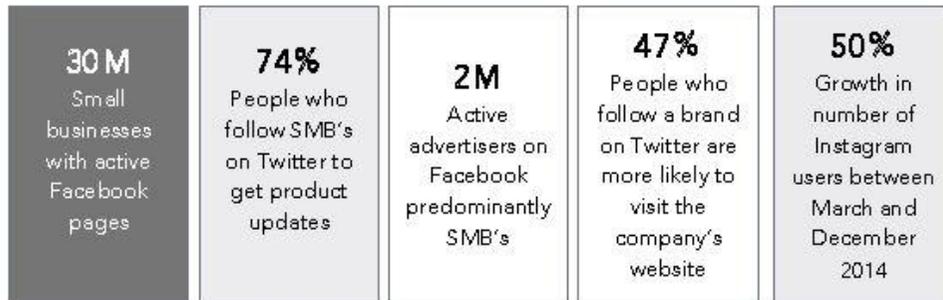
Assign colleagues individual task permissions – view, modify, post, upload and delete. Minimize the need to grant users direct access to a social media account, but rather give them access to Sóshlr to make posts. Control user access and monitor user activity with a built in granular user permission structure.

Central Visibility

Sóshlr enables a business to centrally view all standard platform analytics, community feeds and campaign activity for your pages, from a single dashboard.

Media Library and Storage

Sóshlr allows a business to store and share approved content such as graphics and preapproved text and video links, giving greater control over what images and content is published to social media.



2. Available product plans

2.1. Product scenarios

Sóshlr Starter+

- As a business owner, you are focused on the customer and the growth of your business.
- You have a social media presence that spans Facebook, Twitter and LinkedIn.
- It is challenging finding time to publish posts across each individual platform.

Sóshlr Starter+ can help you easily kick-start effective social media management. You can now schedule posts, publish offers to multiple social platforms, from a single dashboard – in just one click.

Sóshlr SMB

- Your business has an active social media presence.
- You have three users with direct access to your social media pages.
- You have an inherent risk of a user leaving your business, yet retaining the ability to post to your social media pages.

Sóshlr SMB enables controlled user management of your growing social media presence, with built in user permissions for increased risk management. View and track user activity, remove user posts instantly and immediately edit or restrict user access should you need to.

Sóshlr Bustling

- Your business continues is growing.
- There is a need for effective and streamlined social media management.
- You need to ensure brand consistency and manage reputational risk.

Sóshlr Bustling is designed for businesses that may have a decentralized presence, giving access to 15 users to manage a widespread social media effort. With built in user, brand and workflow controls, you are able to manage your expansive social media presence, all from a single dashboard – minimizing the need to give users direct access to your social media accounts.

Sóshlr Master

- Your business has an increased and very active social media presence.
- It needs to be effectively managed at the highest level.
- You need to store and share all the content.

Sóshlr Master delivers user management controls for up to 45 users and the ability to view and track user activity. With a social media presence of up to 60 social media pages, Sóshlr Master, our premium package, allows you to store and share content for brand consistency, launch geo-targeted campaigns, and view the analytics of your posts across your social media.

2.2 Sóshlr plans

	Starter+	SMB	Bustling	Master
User Accounts				
Number of Users	1	3	15	45
User Permission Controls	N/A	✓	✓	✓
Number of Pages				
Facebook	1	1	5	15
Twitter	1	1	5	15
LinkedIn	1	1	5	15
Instagram	0	1	5	15
Other Features				
Analytics	All packages have access to the Analytics Feature			
Media Library	All packages have access to the Media Library Feature			

IMPORTANT

Each respective social media platform has specific Terms & Conditions upon user sign-up to that platform and publishes regular updates to the guidelines regarding imagery and content, advertising and competitions, and use of their platform. It is the customer's responsibility to ensure that their social media account, business pages and content comply with the Terms & Conditions and guidelines of each platform as well as country specific governing laws around Privacy and Spam et al. Platforms do actively monitor accounts, pages and content, and remove any pages and deactivate accounts that do not comply.