



Social on Demand

Empower advocates to share your content through their social media accounts

Grow your company's brand exposure and leverage your social presence with Impartner's Social on Demand. Increase connections, create your own feed and share posts across your social channels.

How It Works

Create post content:

- 1 You — the brand** — create a post and select which countries, languages, advocates and social networks it's relevant for, and schedule a time to send.
- 2 Advocates are notified of your post:** They can edit, discard, approve and schedule your post on their own platforms.
- 3 Your content is amplified:** Once shared by advocates, content then appears on their social networks, looking as if it came from them.
- 4 Brand awareness increases:** Their connections read your shared post on social media and become aware of your brand.

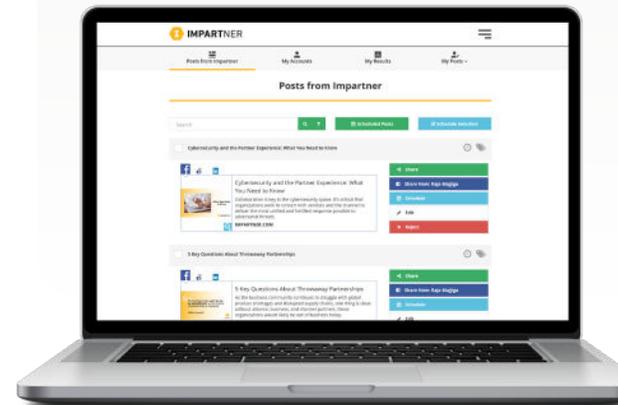
Features Included:

Why our clients love social media advocacy through their partners and other advocates:

- Reach:** 88% of advocates will share to their social networks, significantly increasing your reach.
- Consistency:** Having control of the content posted on behalf of your brand ensures your message remains consistent and meets your organization's corporate guidelines.
- Social Selling:** With 67% of the buying cycle occurring online, influence buyers at an earlier stage by sharing content through your advocates' social networks for their connections to see and interact with.
- Thought Leadership:** Advocates benefit through building their online and social status too. Including their opinion within posts will help them stand out from other postings of the same piece of content.

Key Benefits

- Influence buying decisions
- Identify how engaged your advocates and their followers are
- Reach a wider audience
- Increase brand awareness
- Generate more interactions between your advocates and their connections
- Increase web traffic
- Extensive analytics to track the popularity of posts



About Impartner

With over two decades of experience in accelerating indirect sales, Impartner delivers the industry's most complete channel management platform, helping companies worldwide manage their partner relationships and accelerate revenue and profitability through indirect sales channels. Today, millions of partners worldwide and leading channel organizations of all sizes benefit from Impartner's innovative solutions.

We'd love to show you more about how Impartner can accelerate your channel.

[Request a Demo Today!](#)