

Content Marketing

PLAN, ORGANIZE, AND DISTRIBUTE RELEVANT CONTENT AT ENTERPRISE SCALE
ACROSS CHANNELS AND AUDIENCES.



INCREASE PRODUCTIVITY WITH CONTENT PLANNING AND SCHEDULING

- Schedule posts to a multi-year planning calendar with yearly, quarterly, monthly, weekly, daily and list views
- Share your marketing calendar with agencies and across the organization or export it as needed
- Enhance productivity with enterprise content planning, workflow, collaboration and approvals
- Access a visual display of Events and Campaigns with intuitive scheduling tools
- View campaigns, tasks, events, and messages for every channel, date, contributor, account, and status
- Create draft posts for an inventory of content placeholders and unfinished content
- Utilize flexible brief templates for Campaigns, Posts and Brands to drive alignment across teams

TRACK TRENDS AND GET INSPIRED TO CREATE THE PERFECT CONTENT

- Discover your most popular assets with their corresponding usage, labels and metrics
- Gain insight from Twitter real-time trends, news, sports, weather, Listening Insights, and other content sources
- Access inspiration boards with configurable widgets and pinning
- Group and tag assets, content and relevant social content to serve as inspiration for teams planning or creating content for a campaign
- Share top performing content with other teams or agencies

MANAGE YOUR CONTENT ACROSS EVERY SOURCE

- Store, search, manage and deploy all assets from Sprinklr's Asset Manager
- Source assets fast from stock photography including Getty Images, Shutterstock, and Giphy
- Search user-generated content, top contributors and assets with the highest engagement, likes/favorites, reuse and reach

- Request customer approvals on user-generated content with status tracking
- Edit images with the ability to crop, add filters, and captions
- Add embargo and expiration dates for your content

PUBLISH CONTENT FASTER AND SMARTER

- Draft, schedule, and publish content to over 20 popular social channels
- Target and publish content to specific audience profiles and segments
- Automate publishing from pre-approved RSS feeds
- Enhance targeting with extensive Facebook and Twitter criteria, including geo-targeting and geo-limiting capabilities
- Collaborate and standardize all workflows and tasks for efficient content production and approvals
- Track content approvals for compliance and audit purposes
- Categorize and auto-tag messages for tracking and reuse with structured content labels and content properties
- Generate custom URLs with included link shorteners

MEASURE PERFORMANCE AND OPTIMIZE ALL YOUR CONTENT

- View KPIs for all your content to see what's working and what's not
- Reuse top-performing content in other channels and in future posts
- Amplify your content reach with organic to paid ad recommendation
- Access production dashboards for post, status and suggestion tracking
- Measure the performance of an asset overall, including nested regional variations

CONTACT

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