Marketing for the Global Enterprise

Meaningfully engage customers with contextually relevant campaigns that foster customer affinity and accelerate sales.

Marketers must be the ultimate multi-taskers, simultaneously growing audiences to increase brand awareness while satisfying existing audiences to drive brand loyalty. The constant need to translate social success to business value adds another layer of complexity.

On top of this, social data is no longer a secret coveted only by marketing teams. As organizations increase their investment in social, marketing teams need efficient ways to decode an array of social data, and easily share those insights with other departments.

MAXIMIZE THE VALUE OF SOCIAL AT SCALE.

Khoros enables sophisticated, distributed marketing organizations to bring social data into each step of the customer's journey: from generating leads for future targeting to inspiring ongoing participation through branded digital experiences. Track content performance and conversion events in order to directly attribute social dollars to business dollars, then share insights with key stakeholders.

It's Smart. Reach new audiences and convert connections into direct business value with advanced audience affinity identification and targeting.

It's Centralized. Manage, promote, and measure campaigns at the global level with distributed planning, and enterprise governance.

It's Scalable. Unify data from across your organization with integrations configured for your needs.

> "The software is incredibly user-friendly and provides so many efficiencies in day-to-day content management as well as the ability to expand our social capabilities into more full funnel views of our consumers.

Erin Bruel
*Brand Promotions and Social Media Lead, Priceline.com*
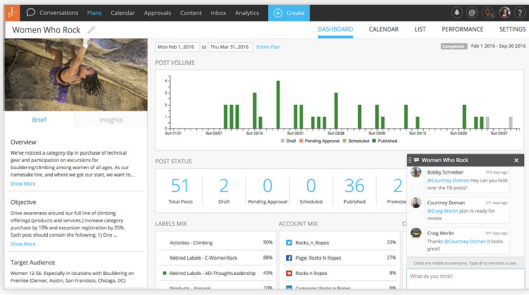
Operationalize marketing across distributed teams

- Manage complex, geo-distributed organizations and sub-brands

- Increase team efficiency with custom approval workflows and auto-routing

- Collaborate with content creators and key stakeholders in real time

- Curate massive streams of content with custom rules and filters
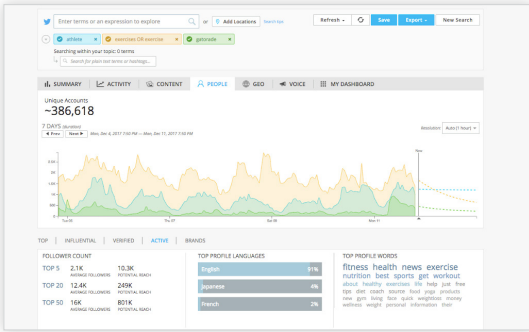
Strategically grow your audience

- Identify the right influencers through advanced audience insights

- Monitor and adjust campaigns with real-time and historical visibility into market trends, content plans and performance

- Build custom audiences for paid and organic targeting

- Understand what competitors' audiences are talking about to drive customer acquisition
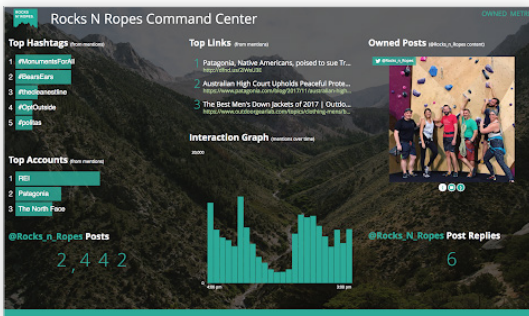
Leverage UGC to drive conversions

- Connect UGC to owned digital properties to drive conversions– from growing basket size to driving tune-in to B2B lead generation.

- Link UGC to your product catalog at scale

- Collect unique customer data while rewarding fan participation with custom promotions

- Inspire ongoing participation and drive loyalty through engaging, branded digital experiences
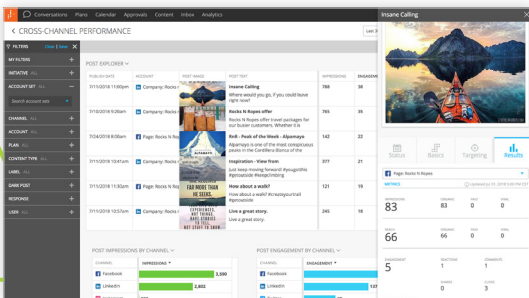
Connect social success to business value

- Keep tabs on the metrics that impact business goals with customized dashboards

- Benchmark your performance against your competitors'

- Measure social impact on non-social properties with advanced web analytics dashboards and link-tagging capabilities

- Increase sponsorship value with deeper insight into sponsored campaign success