



Social Marketing Cloud

The power every marketer needs — all in one platform.

More consumers are turning to social media to connect with brands at each step of their journey, from research to purchase to support. To compete in this crowded and fast-moving digital environment, brands need to engage their audiences with a constant flow of timely, effective social content.

Emplifi Social Marketing Cloud provides your teams with an AI-powered social platform to help you manage all your tasks in one place. Thousands of brands trust Emplifi to help them stand out from the crowd through superior audience research, content management, analytics, and more.

Convert your followers into customers

Emplifi Social Marketing Cloud provides a single, centralized solution for all your efforts to understand and drive customers' engagement on social media. Emplifi's AI-powered tools, automation, and real-time insights improve the entire process of social media content creation and management. The results include faster conversions, instant brand discovery, and more effective performance tracking, so marketers can continually optimize their campaigns.



Smart, stress-free content creation and publishing

Streamline your content pipeline with in-platform workflows for planning, publishing, and collaboration. With automated insights and AI recommendations, turn every interaction into fuel for your next post.

People-first community engagement and care

Spot trends, foster meaningful interactions, and build loyal communities through social listening and sentiment analysis. Labels, filters, and dashboards keep insights organized so you can find information, right away.

A single source of truth

Ensure everyone is on the same page with actionable insights and holistic reporting. Using market-leading analytics, quickly assess your organic and paid campaigns and plan your next steps with confidence.

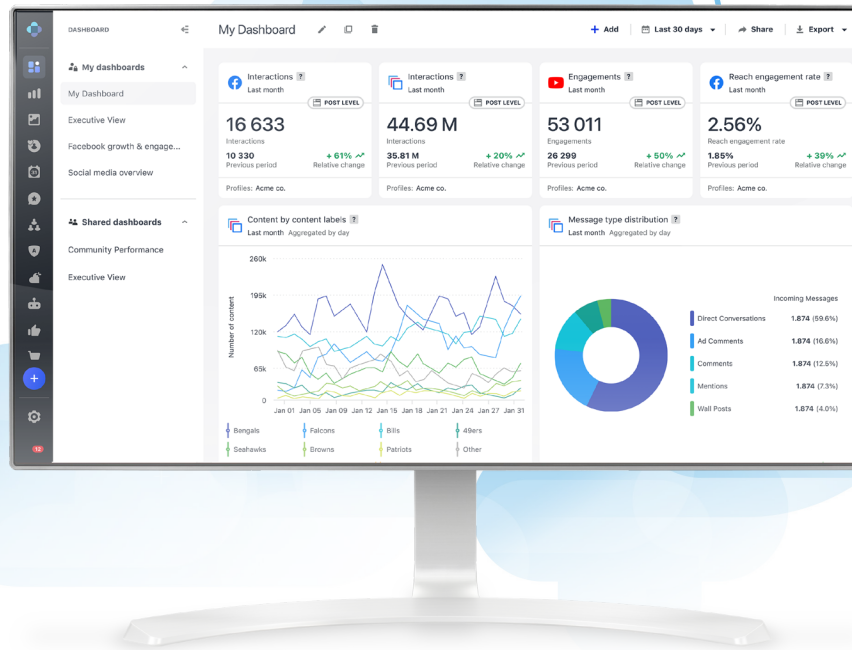
Social media marketing – the way it should be done

Let AI and automation handle routine tasks, so you can concentrate on creating great content that resonates with your customers and audiences. Drive every aspect of social media management with efficient workflows, clear permissions and roles, and the highest security standards.

Key features and benefits

Simplify your efforts with a single platform for all your needs

- Access a complete suite of tools to manage collaboration, plan your calendar, schedule posts, and execute your strategy.
- Streamline collaboration with custom approvals, sophisticated permissions, and easy asset sharing management.
- Optimize the timing of your posts and speed up responses to user queries with industry-leading AI.



Power your campaigns with AI-driven insights

- Understand audience preferences and behaviors in just a few clicks through AI and automation.
- Build a holistic view of your customers and engage with communities on a deeper level by consolidating fragmented data.
- Deploy custom AI rules to automatically label your content for instant performance and sentiment analysis across social networks.

Build and manage high-performance content, from inspiration to publishing and tracking

- Streamline your content planning, creation, and publishing in one intuitive, collaborative platform.
- Create targeted content for your audience with AI-powered recommendations.
- Outperform the market with powerful benchmarking that helps you analyze your competitors' social media campaigns across different channels.

React quickly thanks to real-time social listening

- Gain an instant understanding of what audiences are saying across social media and how they feel about your brand.
- Use AI-powered sentiment analysis to understand, react to, and enhance your customers' experiences.
- Receive advance warnings of any potential PR issues and crises with real-time alerts, and automatically alert community managers in our unified inbox.

Boost your influencer marketing campaigns

- Search Emplifi's database of 30 million influencers with Emplifi's AI discovery tool to find the right partners for your brand.
- Streamline and enhance the entire influencer marketing workflow, from discovery to tracking to measurement.
- Build stronger partnerships and avoid influencer fraud through accurate analysis and engagement metrics.

Optimize your ROI with best-in-class analytics

- Track how all your ads are performing in real-time with granular insights, and get a clear view of your campaigns' financial performance.
- Analyze your owned, earned, and paid social media efforts to understand what is working and how to improve your brands' performance.
- Create customized, presentation-ready reports in seconds and share them with stakeholders in just about any format.



Emplifi is the leading unified CX platform that brings marketing, commerce, and care together to help businesses close the customer experience gap. More than 7,000 brands, including Delta Air Lines, Ford Motor Company, and McDonald's, rely on Emplifi to provide their customers with outstanding experiences at every touchpoint. For more information, visit www.emplifi.io.