



# Kontentino

**The most intuitive social media tool  
tailored for agencies and clients**



# Social Media Managament has a complicated workflow

Agencies spend **40% of time**  
on operational tasks\*:

- Files exchange
- Internal communication
- Content approvals

What if this can be reduced,  
while improving the content quality?



\* Average estimate according to our own research made with more than 500 companies (brands and agencies)

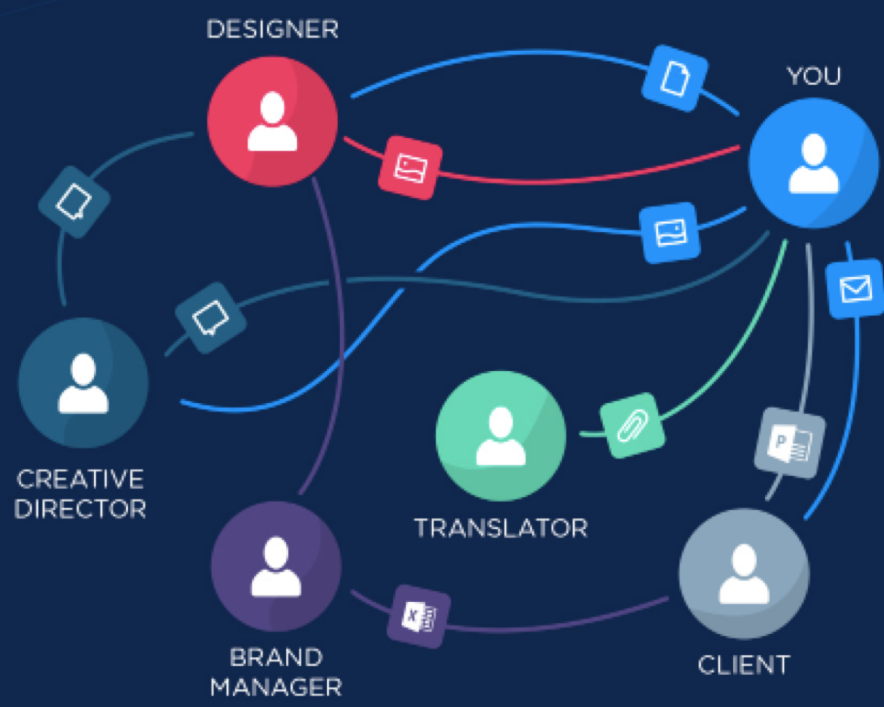




# The easiest way to manage social media channels

## Before

it was chaos with a lot of misunderstandings



## With Kontentino

is social media management transparent and clean





# Kontentino reduces operational time when managing global social media content

**1 hour saved per day =>**

**5 hours per week =>**

**20 hours per month\***

**PER PERSON**

\* Average estimate according to our own research made with more than 500 companies (brands and agencies)

# All posts in one intuitive platform

The screenshot displays the Kontentino dashboard for 'Kontentino Demo page' in April 2018. The top navigation bar includes tabs for Calendar, Inspirations, Assets, and Insights & Reporting. The main interface is divided into three sections: a left sidebar, a central calendar, and a right sidebar.

**Left Sidebar:**

- FILTER (10):** A dropdown menu.
- + NEW POST:** A green button.
- Total: 10 posts**
- Boost budget:** 100€, 370\$, 20£
- Labels:** A collection of tags including BLOG:10%, CONCERT:10%, CONTENT MARKETING:10%, FEATURES:40%, LIFESTYLE:10%, NEWS:10%, PPC:10%, TEAM:10%, and TIPS & TRICKS:10%.
- Post List:** A list of three posts with details like dates, times, and statuses (e.g., 'ASSIGNED TO HANA N...', 'COMPLETED', 'POSTED').
- Buttons:** 'MASS-CHANGE POST STATUS' and 'EXPORT (TO PDF...)'.

**Central Calendar:**

April 2018						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3 15:15 ASSIGNED TO What a relief! Up...	4	5	6 15:12 COMPLETED Want to become a s ta...	7	8
9	10	11 13:41 POSTED Are you lost in neve ... 17:11 WAITING FOR INT. ... SL: Carousel with Pr ...	12	13	14	15
					16 18:25 INT. APPROVED Are you a BRAND M ANA...	

**Right Sidebar:**

- + NEW TEAMMATE:** A button with a plus icon.
- Team Members:** A row of circular avatars labeled H, J, L, and M.

**Social media managers are able to:**

- assign creative tasks to other team members
- co-create creative assets
- get the overview of created posts in the most intuitive calendar.

**Kontentino supports creation and scheduling of all the post formats (including 360 photos, stories and carousels)**



# Live previews and immediate feedback

The screenshot displays a social media management dashboard with the following components:

- Status:** Waiting for client approval
- Desktop Preview:** Shows a post from 'Kontentino Demo page' dated '19. April at 13:41'. The text reads: 'Are you lost in neverending email threads and comments from your colleagues or clients? No worries, we got you! Communicate with your team seamlessly right next to the post preview in the transparent comments section.' Below the text is an illustration of a person at a desk with a laptop, surrounded by a large pile of papers with '@' symbols. The image is labeled 'SOCIAL MEDIA TEAM'. At the bottom are 'Like', 'Comment', and 'Share' buttons.
- Mobile Preview:** Shows the same post as it would appear on a smartphone, with the Instagram logo at the top and the same text and illustration.
- Central Feedback Section:**
  - LABELS:** FEATURES
  - \$ BOOST BUDGET:** \$100
  - POST CHECKLIST:**
    - ☐ Does it contain Kontentino branding?
    - ☐ Is the copy clear?
  - Comments:** Two threads are visible: 'INTERNAL COMMENTS (2)' and 'CLIENT COMMENTS (1)'. A blue comment bubble from 'Bo' says: '"Client comments" thread is completely separated from the "internal comments". All nicely organized right?'
  - Version Info:** Post version 01. – 13. 9. 2018, 17:03
  - Action:** A bar at the bottom allows marking the post as 'APPROVED' (green button) or 'REWORK' (red button).

**Supervisors can feedback and approve post drafts right next to the pixel perfect previews for all post formats**

# More than 500 global agencies and brands enjoying Kontentino

**BBDO**

**Y&R**

**Lenovo**

**Asahi**



**motive**

**VOLVO**



SAATCHI  
&  
SAATCHI

**GREY**

*agilvy*



**defero**

  
Schwarzkopf

 **PEPSICO**

**Pilsner Urquell**



# Recognized & awarded solution for marketing teams





**Ready to make your social media  
a piece of cake ? Contact me**



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**Arrange a call:**

**[https://calendly.com/kontentino/demo\\_zambo](https://calendly.com/kontentino/demo_zambo)**