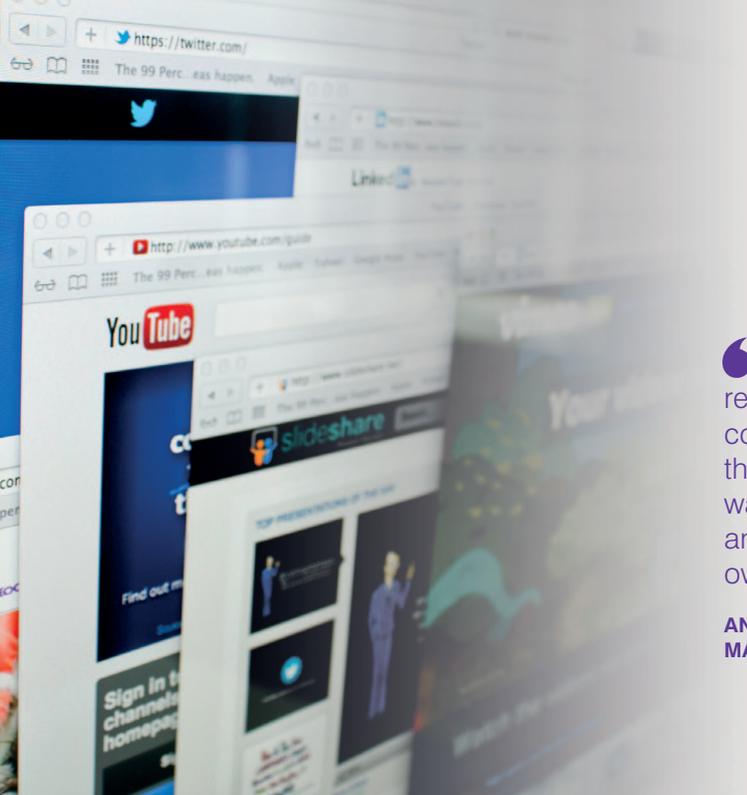


facebook



GOSS
SOCIAL MEDIA

“ Social media will allow you to reach people who wouldn't normally come to your website. It enables them to engage with your brand the way they want to, plus share, discuss and rate your content within their own community. ”

ANDREW PICKESS, CORPORATE SYSTEMS MANAGER, BASILDON BOROUGH COUNCIL

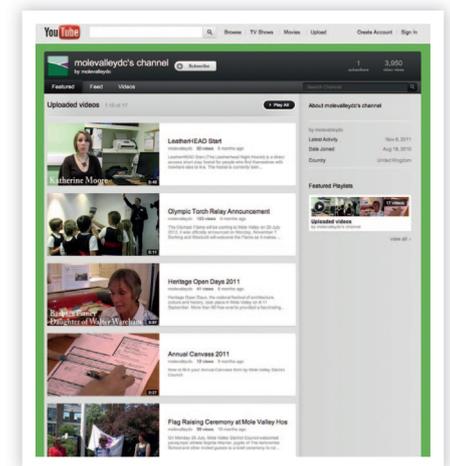
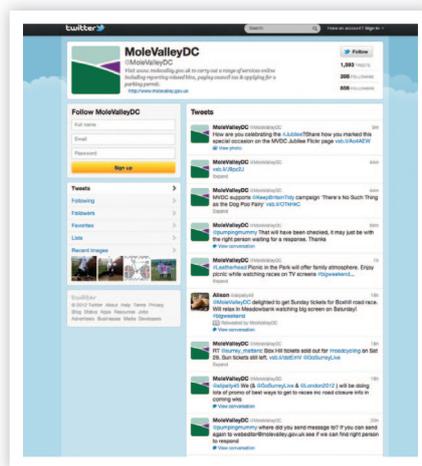
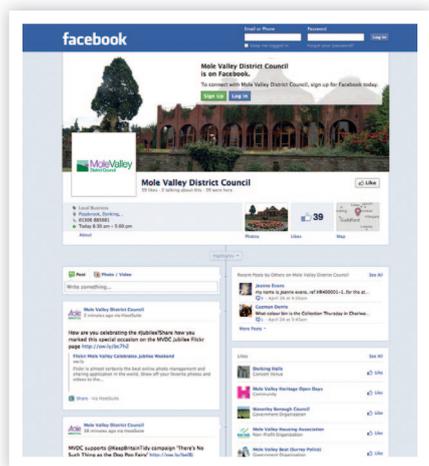
GET CLOSER TO CUSTOMERS

Social media offers rich opportunities to communicate and engage with customers, and to seek their immediate response and feedback on your activities. People increasingly expect to be able to interact with brands in their own, personal online spaces. Making use of social media is a powerful way of improving their experience of your organisation.

It is important to manage content and communications across a growing array of social media channels in addition to your own website. A robust social media strategy will help you find time and resource to create, gather and approve content, publish it in the right way to the right sites, engage with users and monitor performance.

Top benefits

- ▶ Build stronger customer relationships
- ▶ Learn how customers see your brand
- ▶ Extend the reach of your campaigns
- ▶ Increase web traffic and conversions
- ▶ Resolve issues in a personal way
- ▶ Automate social media admin tasks
- ▶ Monitor campaign performance



Introducing GOSS Social Media

GOSS offers a range of social media modules that automate and streamline your social media activities, make it easier to engage with your online audience, and monitor performance to understand the content, channels and tactics that deliver the best results for your organisation.

By using these tools to execute your social strategy, you can ensure that social media works as hard as possible for your organisation and creates the rich online experience that your customers expect.

Key features

GOSS iCM offers a rich set of social media features that let you engage and interact with your online community, both on your own website and on the social media sites they use every day.

- ▶ **Twitter/Facebook:** Push content automatically to Twitter and Facebook, plus control access, workflow and approvals to your accounts with GOSS Plugins and GOSS iCM
- ▶ **Mail to Web:** Users can update the site by email. Images and other attachments can be uploaded and tags can be selected from a list
- ▶ **Social Bookmarks:** Add social bookmarking tools and buttons to your content to allow users to share it easily to over 300 popular social media sites such as Twitter, Facebook and Pinterest

- ▶ **Marketing Dashboard:** Monitor the impact of your social media marketing campaigns to understand which ones work best and how they are contributing to your overall marketing objectives
- ▶ **Training:** GOSS offers online, interactive, packaged or bespoke training sessions to help you better understand how social media can work for you, and how to build and maintain a social media strategy



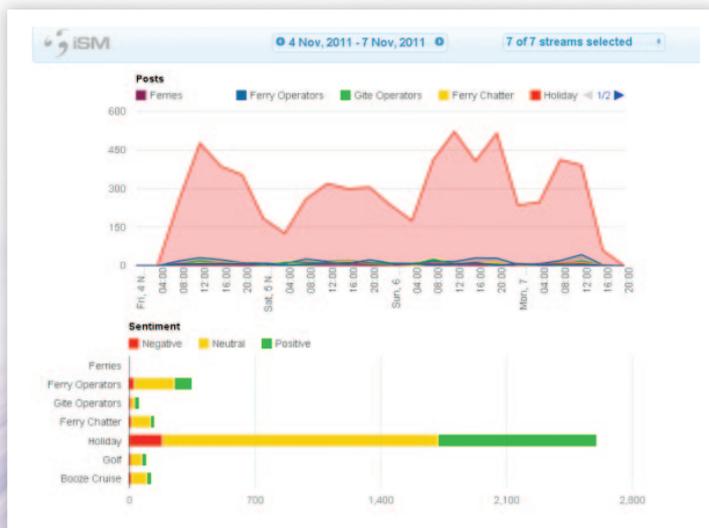
1 OUT OF EVERY 7 MINUTES ONLINE IS SPENT ON FACEBOOK (COMSCORE, DECEMBER 2011)

63%

OF COMPANIES USING SOCIAL MEDIA SAY IT HAS INCREASED MARKETING EFFECTIVENESS (SOURCE: MCKINSEY GLOBAL INSTITUTE)

Why GOSS Interactive?

Leading edge web technology from GOSS Interactive powers some of the UK's leading websites, including the Met Office, Brittany Ferries, BBC, Berkeley Group, Virgin Trains and over 70 public sector organisations. Built around the multi-award-winning GOSS iCM content management system, our customer experience management tools and consultancy empower you to deliver web strategies that provide enhanced revenues and superior customer service.



Get started today

All GOSS Social Media capabilities are quick and easy to implement in GOSS iCM. Contact us to discover how you we can help you get more value from social media engagement.

W: www.gossinteractive.com, E: enquiries@gossinteractive.com, T: 0844 880 3637

Find out more

See how your organisation can get closer to its customers through social media.



www.gossinteractive.com/social-media