

BrandMaker

# Social Media Planning and Production



# Marketers Need Perspective and Control

With the growing number of social media channels, the complexity of a campaign strategy increases. The coordination of content over the rapidly expanding number and requirements of social networks is essential for global brands. Several hundred posts have to be managed, planned, created and approved at any given time, months in advance. Maintaining perspective and control is a continuing challenge.



# Smooth Planning Through Agile Processes

Use BrandMaker Workflow Manager as a central platform for your editorial planning. The project and workflow management ensures precise and fast processes. Everyone knows their to-dos and the timelines: topics, processes, responsibilities, and deadlines are managed transparently. This makes it easier for marketing teams to collaborate internally and externally with all project participants. Professional workflows, with integrated review and approval processes, guarantee fast and smooth content development.

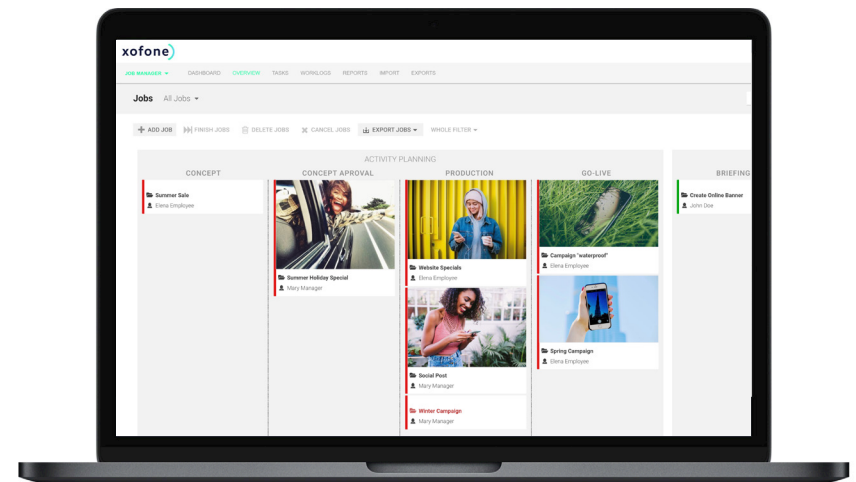
## Easy collaboration between marketing, PR, and agencies

### Benefits:

- ✓ Cross-team transparency and process optimization
- ✓ Shorter correction loops through central reviews
- ✓ Fast production through integrated approval processes
- ✓ Transparent project management with real-time status
- ✓ Reduced agency costs through efficient cooperation

### Key Features:

- Comfortable Kanban, Gantt and list view
- User dashboards for individual overviews
- Direct notifications via to-do's
- Role-based access to project information
- Integrations for automatic posting



# Reduce Time-to-market with Multi-channel Templates

Apart from preparing a post graphically, designers must also create a large number of variations for each social channel. Facebook, Instagram, online banners - each channel has its own requirements. Even small changes add up and thus tie up valuable graphic resources.

With the BrandMaker Brand Portal, you can use online templates to create the desired marketing materials quickly and independently. Adapt the materials brand compliant with just a few clicks – and all this without any design knowledge! Multichannel templates enable the parallel creation of assets for multiple channels. At the push of a button, a high volume of digital content can be created.

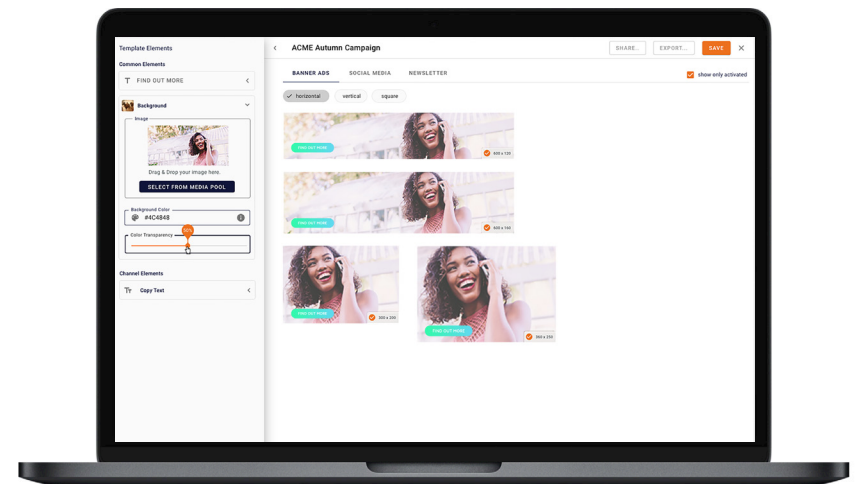
## Brand-compliant multichannel content creation in a few clicks

### Benefits:

- ✓ Faster content production
- ✓ Put self-service online templates in the hands of local teams
- ✓ Ensuring the corporate design and branding
- ✓ Create content for different social channels simultaneously
- ✓ Adapt marketing materials without the need for graphic programs

### Key Features:

- Online templates for independent adaptation of content
- Multichannel templates for simultaneous creation for several output channels
- Streamline approval processes for quality assurance
- Intuitive user interface for easy handling



# Your Partner for Marketing Resource Management



**“BrandMaker recognized as a leader”**

Forrester Wave™ „Marketing Resource Management“, Q1 2020

## Let's talk!

Request your personal demo and see how you can get more out of your existing resources to unleash your marketing superpower!

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[info@brandmaker.com](mailto:info@brandmaker.com)

# Unleash Your Marketing Superpowers!