



SOCIAL CONTENT RECOMMENDATION

FIND & SHARE RELEVANT CONTENT

Social media is the perfect channel to build relationships with customers and prospects. But having success on social is more than just creating a profile and hoping people will connect with you; you have to nurture relationships online just like you do in person.

Producers, like financial advisors, need to find and share targeted, relevant content on social in order to build relationships and generate business. But finding the time to source content and make sure it's personalized enough to be interesting to a contact is nearly impossible, especially when the content also must be compliant with industry regulations and firm policies.

Socialware's Social Content Recommendation (SCR) solution helps producers build credibility and deepen relationships with prospects by automatically identifying and suggesting relevant articles to share with their social media contacts. Socialware SCR solution uses natural language techniques and semantic analysis of the content and contacts' social profiles to match highly relevant content with interests. It recommends articles from thousands of inter-

net sources that a producer can share directly with a contact through email, LinkedIn InMail, or social media.

Producers are on the go, so Socialware's SCR solution is completely optimized to work on virtually any mobile device or tablet. All activity is completely synchronized from mobile to desktop to tablet, and users can interact with the system through the web or email. Additionally, firms can implement Socialware's SCR solution with an integrated content library and archiving for a complete, compliance-ready content platform.

With Socialware's SCR solution, producers can find and share content to nurture prospects and clients and become a trusted source of information and education.

Provide Insights

Socialware's SCR solution provides insights for each contact using semantic analysis from the contact's social media profile.

Recommend Relevant Content

Based on a contact's interests and insights, Socialware's SCR solution will suggest articles that match the interests of a contact.

Share Pre-approved Content

Socialware's SCR solution can easily be integrated with Socialware's Social Media Publishing (SMP) solution. If the firm chooses to deploy it this way, users can select from a list of pre-approved content.

Create Templates

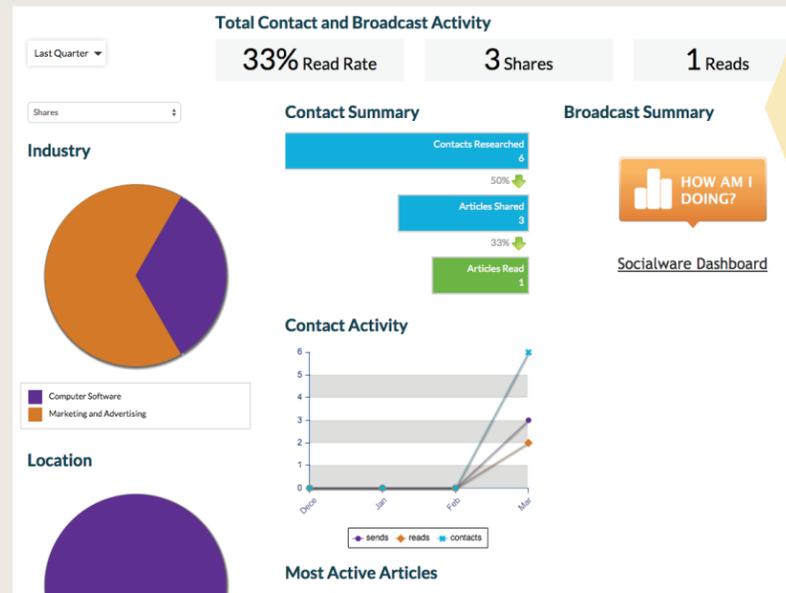
It's easy to share content with individual contacts through built-in and customizable templates that can be shared via email or LinkedIn's InMail, with built-in disclaimers if required.

Post to Social Media

Users can also broadcast to their entire network on LinkedIn, Facebook or Twitter, if the firm allows.

Set Reminders

Users can set email prompts to remind them to share content as specified intervals to particular contacts.



Track Success

Socialware's SCR solution provides analytics into how customers and prospects are engaging with the content that a user shares.

Socialware offers a spectrum of solutions for managing the risk of social media across the enterprise. All Socialware capabilities are modular and work seamlessly with any of the other parts of the platform. This means firms can configure their own solutions to meet their unique needs. For more information or to speak with one of our solution specialists, visit www.socialware.com or contact info@socialware.com.