

# Create and Nurture Valuable Connections With Your Audience

Orchestrate your social campaigns across teams and accounts to drive business results

## THE PROBLEM

It's your job to execute your ambitious social strategy and campaigns, protect your brand, and drive efficiencies across your teams.

But this becomes a challenge when you need to balance all of this at scale across your accounts, users, and regions—all while producing measurable impact for your business.

## THE SOLUTION

**Elevate your brand with social media management for the enterprise.** Khoros Social Marketing brings together all of your social accounts and campaigns—and the people who manage them—into one place.

**Secure.** Keep your brand safe with robust security capabilities, governance tools, and approval workflows.

**Powerful.** Measure and report on the metrics that matter to your business.

**Open.** Leverage your existing software investments with key integrations across your workflow.



Through our use of Khoros we've been able to streamline our global social media efforts. We've been able to not only increase the messaging that we push out, but also to significantly increase the amount of engagement that's occurring with our social media accounts.

**Jennifer Stafford**

*Social Media Manager, HomeAway*

## Scale your interactions

Never miss a moment to connect with a customer. Bring all your teams, channels, and content into one platform to manage integrated social campaigns and real-time conversations in a single dashboard.

## Elevate your content

Collaborate, plan, and manage targeted social campaigns that inspire connection with your audiences.

## Protect your brand

Provide administrators with visibility and control over your channels, teams, and workflows to promote a consistent brand voice and governance across your social presence.

## Measure what matters

Translate your social performance to metric that matter to your business with configurable dashboards and data exports that connect your results back to business value.



Khoros Social Media Management is well suited for brands wanting better collaboration across marketing and service teams.

**Forrester Wave**

*Social Media Management Solutions, Q2 2017*

