



## Staccato - Your Social Branding Solution

Employees are your most powerful Marketing resources. Through social engagement they can help you expand brand awareness, elevate your social presence, reach a wider audience and dramatically impact marketing, sales and corporate initiatives. Staccato Social is the premier software solution to help you launch or more effectively manage existing social sharing initiatives. Marketing leaders leverage Staccato Social in 4 primary ways:

01	<p>Employee participation in social engagement helps your company reach and influence new audiences through your employees' personal social networks. As a result, your brand awareness skyrockets. Staccato Social removes the guesswork around what type of content most accurately reflects your company's brand, and creates consistency across your organization.</p> <p><b>Brand Amplification</b></p> 
02	<p><b>Brand Consistency</b></p>  <p>Marketing can optimize social presence by pre-populating the Articles Library with company-approved content, and has the option to create individual status updates for sharing. This not only empowers you to guide social messages and maintain brand continuity, but makes social engagement effortless for your employees.</p>
03	<p><b>Efficient Communication</b></p>  <p>Whether it's Company or product news, thought leadership articles or the need to quickly spread critical updates, you can add and prioritize content with the click of a mouse. Admins can send immediate email notifications to alert employees about time-sensitive content that needs to be shared.</p>
04	<p><b>Brand Protection</b></p>  <p>You work hard on establishing and maintaining your brand in the marketplace. Add only company-approved content to the Article Library to drastically reduce the likelihood of employees sharing content that doesn't align with your brand; or worse, damages it.</p>

 **Contact Us for a Demo**