



FanBuilder

SOCIAL MEDIA DASHBOARD

Here's what you get with FanBuilder:

- Update status message across all social networks in one location: Facebook, Twitter, Foursquare, and LinkedIn
- Display your social stream on your website
- Constantly updated, relevant social content is a top driver of good SEO results
- Shows fan counts across networks so you can track over time
- Track buzz by searching for mentions across all platforms
- Content updated on your site is automatically pushed to your blog page and social networks
- Display Foursquare tips on your site



What is FanBuilder?

FanBuilder is a one stop shop for all your social media needs as a local business. By tapping into the latest in social media technology, this dashboard allows you to build lasting relationships with both new and existing customers by facilitating an engaging two-way conversation.

How can it help YOUR business?

Everyone knows they should be using social media to reach their customers. Facebook, Twitter, Foursquare, and LinkedIn are all useful tools in finding new customers and retaining your current clientele. Why? Because it's a way to easily keep your customers in the know, wherever they are. Constantly updating your site with relevant content through your social media stream leads to strong organic results in search engines, and also attracts a valuable demographic of tech savvy and influential consumers. They may not visit your website everyday, but many of them are on these social networks on a daily basis.

Finally, monitoring social networks through FanBuilder gives you unique insight into what people are saying about your business. Comments, reviews, ratings, recommendations—this user feedback can lead to constant improvements in your business that leads to a growing and more satisfied customer base.



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