



**SYSOMOS PUBLISH**  
 Campaign planning and execution  
 Content approval, workflow, and governance  
 Repurpose and share top performing content

**Create and Publish Effective Content**

Producing social content and effective campaigns across multiple channels is complicated, especially with the velocity in which customers demand today.

Making sure your content is posted across all your channels and markets makes things even more complicated.

**Sysomos Publish** is designed to help businesses manage content and relationships across social channels (at scale) - integrating content marketing, social management, and analytics into a singular, customizable platform.

**Schedule and Publish Content**

Publish content across 9 social channels from one simplified content calendar to ensure brand consistency across markets and teams.

**Leverage Top Content**

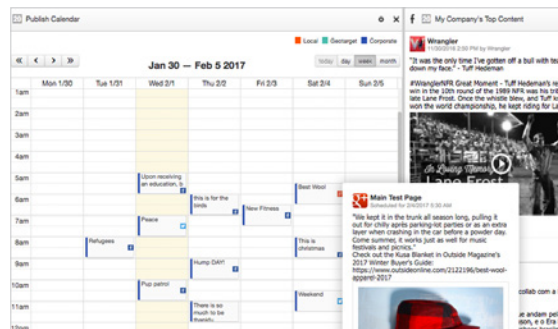
Surface top performing content from your brand to share best practices across teams and reduce creative costs.

**Maintain Governance and Workflow**

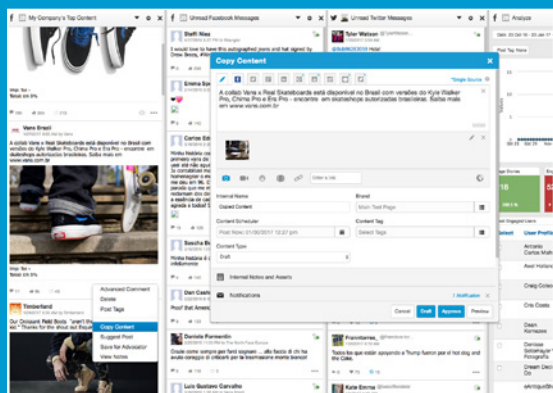
Maximize efficiency within your organization with clearly defined workflows for approvals or escalation.

## Campaign Planning and Execution

- Schedule and publish content to 9 social channels, including WeChat and Weibo, from a centralized content calendar or via mobile
- Include your offline efforts in the content calendar for a full view of your advertising activity
- Publish one post to multiple profiles with custom URLs
- Add tags to every post to easily sort and track content



*Publish to multiple channels from one consolidated content calendar*



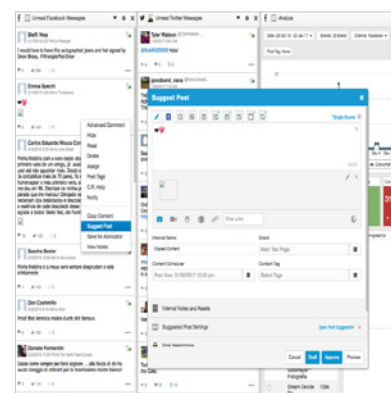
*Easily surface top performing content from another region and copy straight to your content calendar*

## Reduce Creative Costs by Repurposing Top Performing Content

- Share or suggest top performing content across the enterprise to streamline time and ensure brand voice
- Repurpose user-generated content based on over 1,000 attributes to curate authentic content for your own marketing campaigns
- Leverage affinities or interests that will drive engagement to maximize your paid social targeting

## Content Approval Workflow and Governance

- Eliminate potential mishaps with draft and approval workflow to review media assets or content on the web or mobile
- Track all changes to ensure compliance and brand voice is clearly maintained and users are accountable to their activity
- Configurable and intuitive interface drives user adoption eliminating the needs to use native platforms



*Suggest posts to other users for quick resolution*

## Capabilities

- Cross channel publishing
- Content management and labeling
- Campaign planning
- Content scheduling
- Off-platform traditional media visibility
- Configurable routing and workflow
- Job role based interfaces
- Brand asset library
- Global scalability
- Mobile access
- Content curation and discovery
- Filter by custom business attributes
- Compliance and security
- Version tracking for compliance
- Data exports