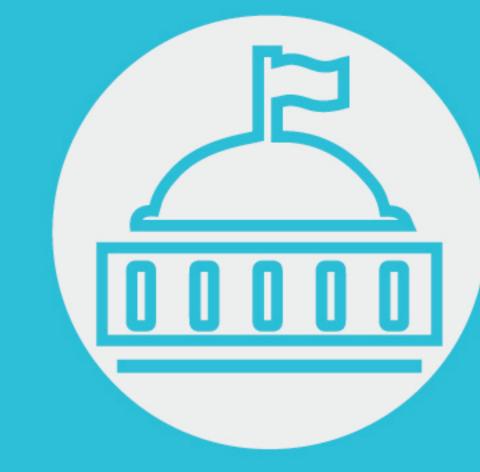# ABOUT SMARTSOCIALHUB™

What is smart social hub?

SmartSocialHub™ is the organization's door to unlock the potential of social media marketing and to understand what's going on in that space regarding its brand .
It is very important for any organization to find a way to extend its communication channels to go beyond official channels provided by the organization .
This system serves various stakeholders such as :

- Banks
- Ministries
- Telecommunication

Any organization wants to monitor its brand health and its place among different competitors .

Supported Channels

SocialHub is your window for different social media channels like :

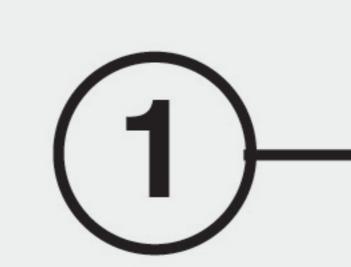# Utilization SMARTSOCIALHUB™

Why smart social hub?

Social Media is considered now as one of major marketing channels to listen to customer feedback, engage with clients, monitor organization brand and surrounding sentiment, and integrating those new channels with existing operational customer relationship management (CRM) systems .
Here comes our smartsocialhub™ role to ease these operations and improve any brand situation in the market using his powerful modules .

1 — Analytics

Listening
Ability to listen over multiple social media platforms such as Facebook , Twitter, Linkedin , Instagram , News , Blogs to perform multiple analytics on the gathered data and filter it using multi language sentiment analysis algorithms .

Comparative
Ability to compare analytics between multiple competitors to view brand situation in the market and its weakness and strength points .

Advanced insights
Ability to create advanced analytics on the owned social media accounts to get more details about users engagement and interactions to the organization's brand .

Social power index
Ability to calculate any social media account strength on the social media to prioritize the most influencing users .

Reports extraction
Ability to extract all these analytics to pdf reports .

Utilization SMARTSOCIALHUB™

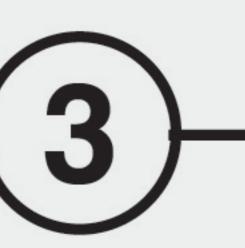**Why smart social hub?**

2 — Engagement

Inbox
Smartsocialhub™ allows engagement on multiple social media platforms including public comments , public tweets , facebook direct messages , twitter direct messages and whatsapp that allows multiple agents to use the same number in customer service care .

Hype Detection
Ability to detect in a certain amount of time any negative threshold in social media platforms to send notifications that there is a problem and an action needs to be taken .

Filter
Ability to filter all the gathered data on certain keywords for better and more advanced engagement and analytics .

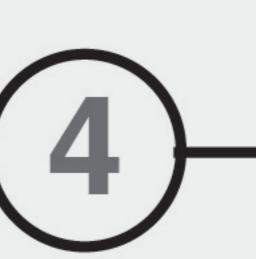**3 — Campaigns**

Unpaid campaigns
Scheduling the same campaign on different social media platforms at the same time and also the ability to choose different dates and times to publish the same campaign using multiple accounts .
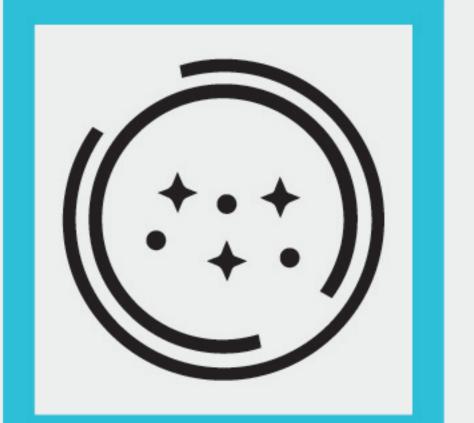
Paid campaigns
Ability to integrate with the social media platforms paid apis to launch more targeted campaigns .

4 — Customer Id

Customer Identification
Ability to integrate any customer care file in the system to link all the organization's clients to their social media accounts so we can give them more priority.

Valued
SMART**SOCIALHUB**™

What values we deliver?

Social Marketing Ability
Smart Social Hub enables the organization to schedule campaigns using social media as channels using the built-in campaign management tool.
The value from using Smart Social Hub here, is providing a unified process and giving one interface to integrate with multiple social media platforms.
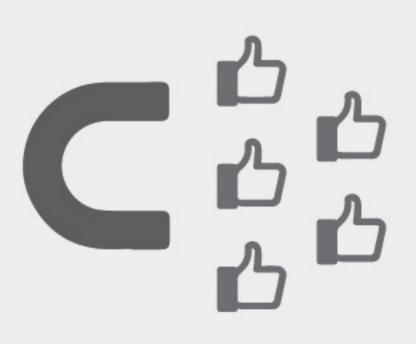
Social Media Analytics
- Cross-Channels Social community feedback analysis
- Real-Time and Advanced Insights
- Comparative Analytics

Social Customer Discovery
- Increase Acquisition of new Customers
- Increase Leads Detection and Handling Opportunities

Social Engagement Ability
- Increase Customer Satisfaction
- Score your followers
- Increase Retention of Current Customers

ABOUT
OUR COMPANY

Company introducing

Smartera3S is an IT services and consultancy firm who focuses upon adding value to its clients through building a partner relationship with clients.
Smartera3S combines both vertical domain knowledge and technology trends knowledge to come with a value-added blend for its clients.

OUR MISSION
Is to help our customers achieve their business objectives through employing latest technology trends.

OUR VALUES
Center upon integrity, excellence, innovation, respect, and continuous learning.

OUR VISION
Is driven from our values and mission. We aim to become an employer of choice, appealing investment platform, a highly reputable innovative company and a leading IT firm.

contact us : www.smartera3s.com

Social
HUB