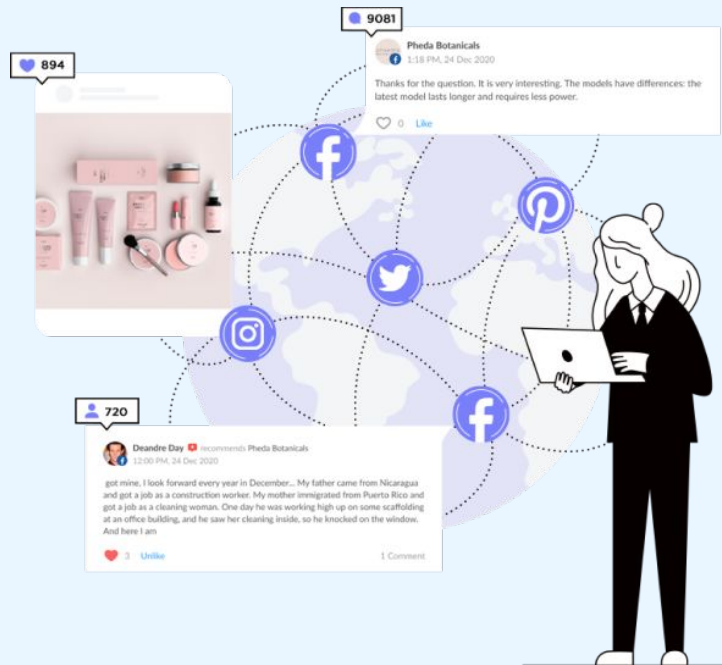




Partner Guide

How to find and appeal to our customer

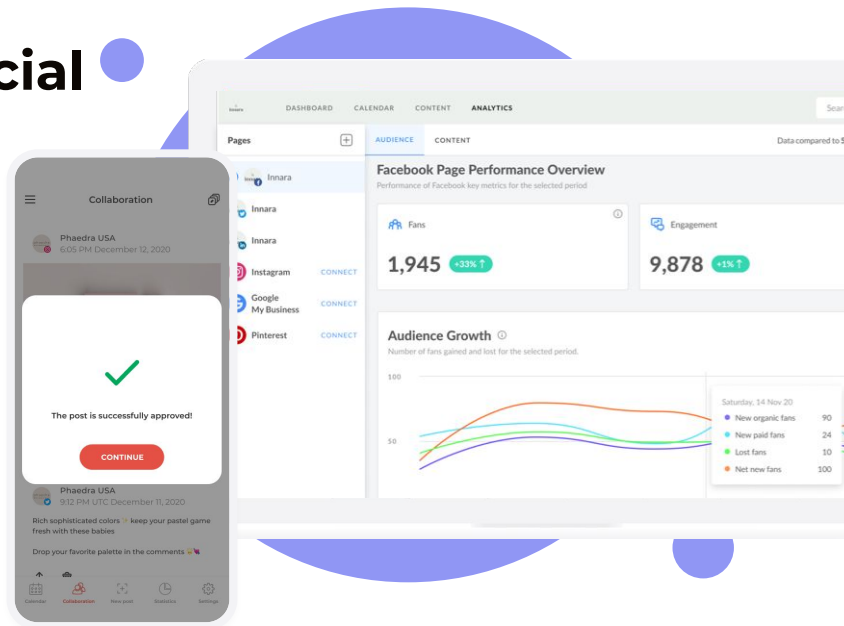




Propose your clients to manage social media with confidence, at scale

PromoRepublic is a leading social media marketing platform that helps brands and marketing agencies easily manage hundreds and thousands of social pages.

- Used by 100K+ business owners and marketers
- 250k+ social profile connections
- 8M+ posts created on PromoRepublic up to date

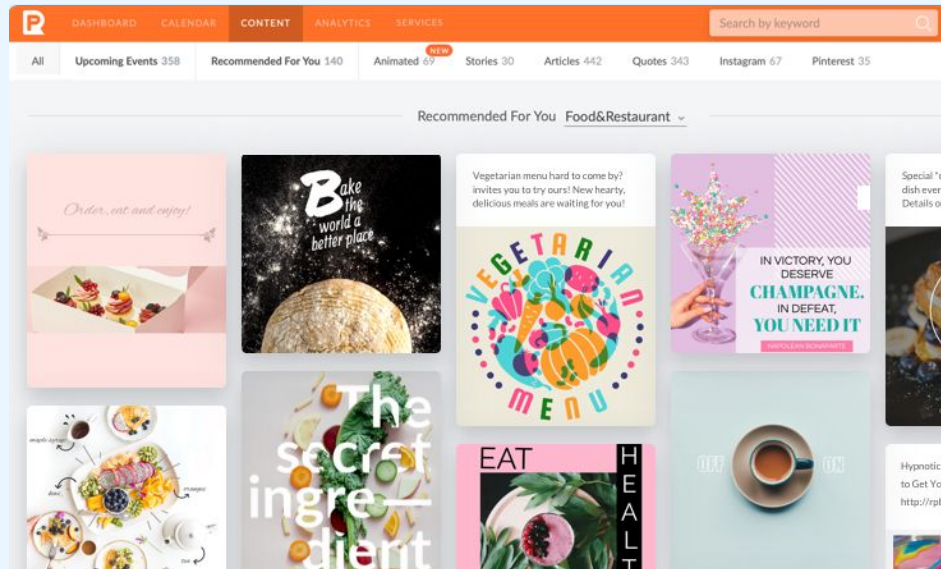




Bring to the attention the all-in-one social media management suite

- **Social media automation**
“Share & schedule content, automate your social media efforts”
- **Work coordinator**
“A workflow designed for Digital Agencies and Brands”
- **Asset manager**
“Discover the library of ready-to-use content assets”
- **Reporting Provider**
“Get detailed reports of the essential metrics ready to present to your clients”
- **Graphics Editor**
“Stand out and customize original graphics for your business”
- **Desktop & mobile apps**
“Available both on desktop and mobile for your posting on the go”

Solo & Standard Plan Customer avatar





Solopreneurs

- **Industries**
Education, Health, Consulting, Retail.
- **Number of team members**
1
- **Goals**
Automate social media presence and save time.
- **Main challenges**
No time and expertise for creating and scheduling social media content.
- **Pricing Plan**
“Solo”. Billed annually for \$108.
- **Affiliate revenue**
\$20-30 per client



Small Business Owners

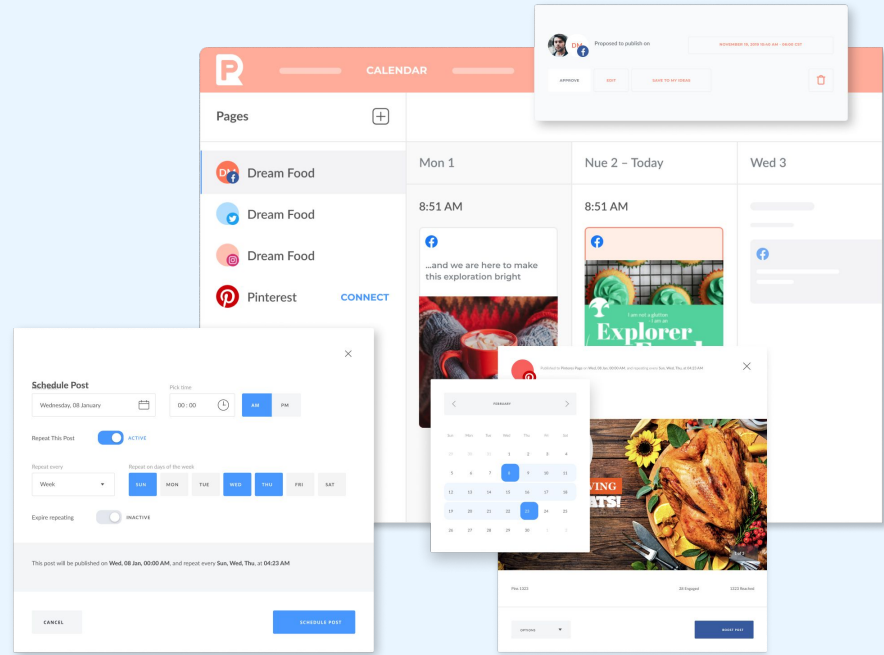
- **Industries**
Health, Marketing, Consulting, Education.
- **Number of team members**
2-5
- **Goals**
Automate social media presence and save time.
- **Main challenges**
No time and expertise for creating and scheduling social media content.
- **Pricing Plan**
“Standard”. Billed monthly for \$49 or \$468 annually.
- **Affiliate revenue**
\$50 - \$205 per client

Features for SMBs that help to overcome challenges

- Social Media Calendar for posting to Facebook, Instagram, Twitter, LinkedIn.
- Preset slots to post different types of content at the optimal time for higher reach.
- Library of Content Ideas and ready-to-use visual templates for 15+ industries.
- Boosting feature to grow reach of posts on Facebook and Instagram.
- Basic statistics on social media performance of each page.
- Built-in Graphics Editor to customize visuals right in the interface.

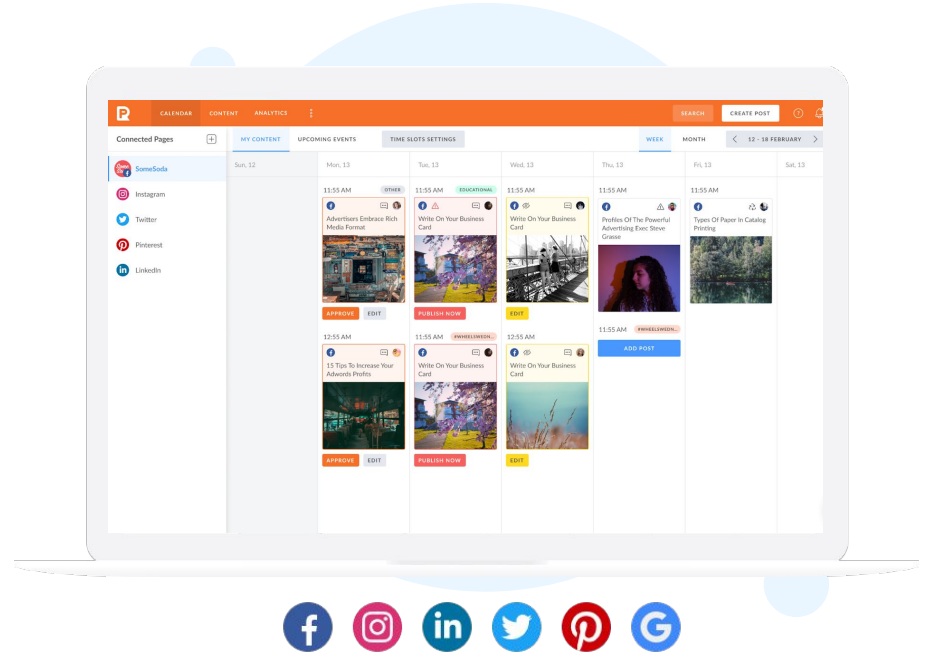


PromoRepublic offer for Small Business



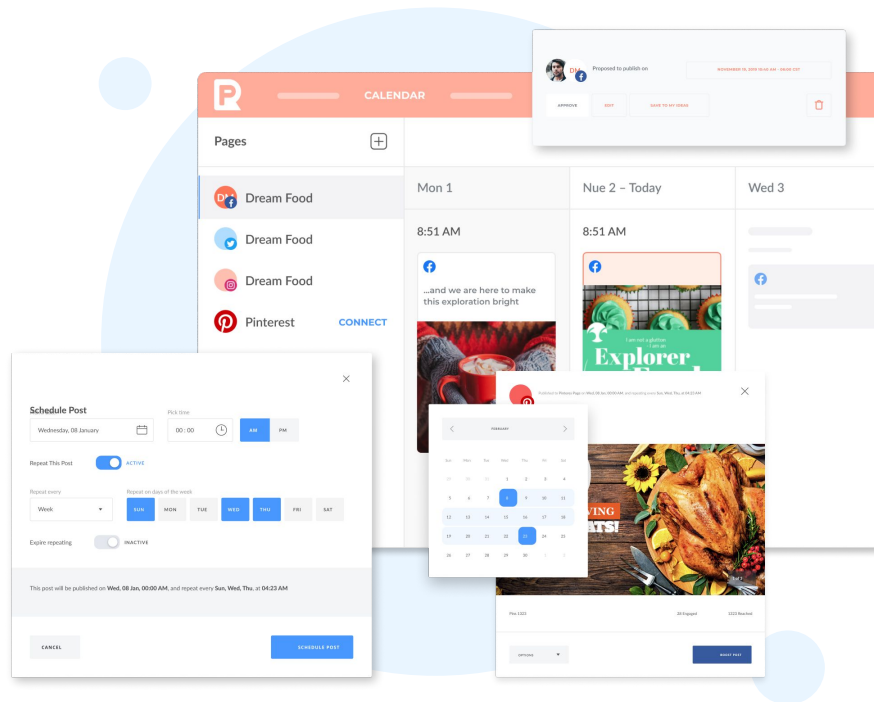
Social Media Calendar

Schedule ahead to Facebook, Instagram, Twitter and LinkedIn - all in one place. Our platform suggests content types and automatically posts at the best time.



Post Scheduling

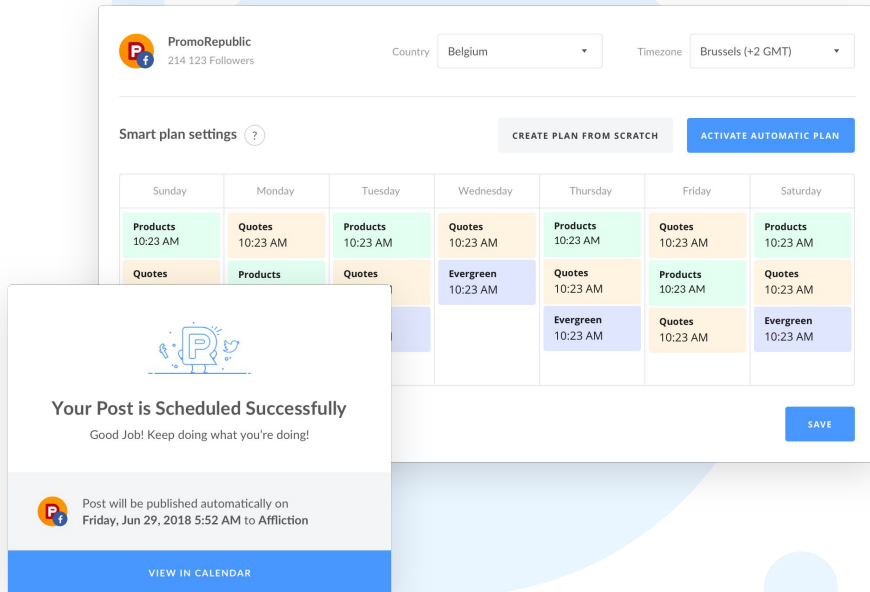
No more manual switching between pages and groups. Schedule and post from social media accounts in multiple networks simultaneously.



Smart Posting

Ensure your posts drive results — have them published when your audience's engagement is at its peak.

Our platform suggests content types and automatically posts at the best time.



The screenshot displays the Promo Republic interface for a Facebook page. At the top, the page name "PromoRepublic" is shown with 214,123 followers. The country is set to "Belgium" and the timezone to "Brussels (+2 GMT)". Below this, there are two buttons: "CREATE PLAN FROM SCRATCH" and "ACTIVATE AUTOMATIC PLAN".

The main part of the interface is a calendar grid showing scheduled posts for each day of the week. The posts are categorized by content type and time:

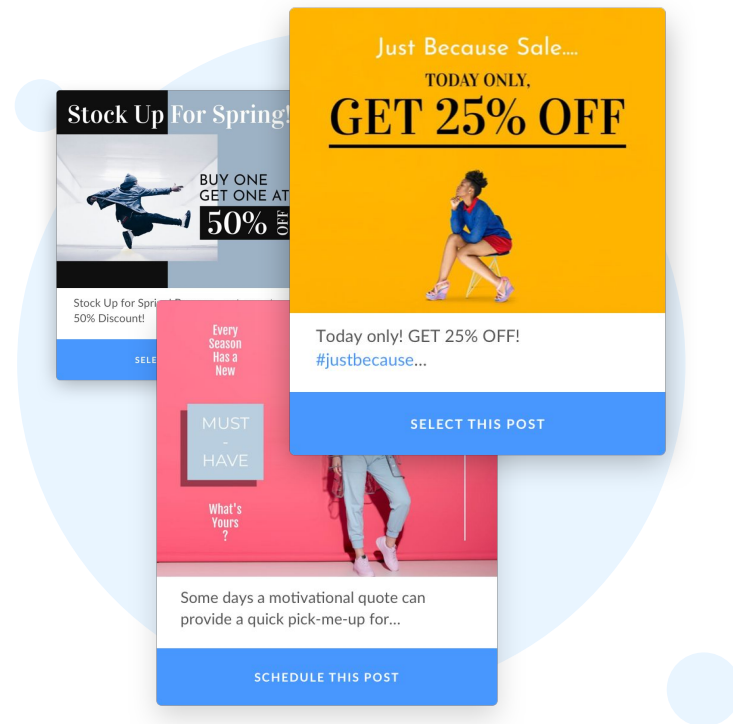
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Products 10:23 AM	Quotes 10:23 AM	Products 10:23 AM	Quotes 10:23 AM	Products 10:23 AM	Quotes 10:23 AM	Products 10:23 AM
Quotes	Products	Quotes	Evergreen 10:23 AM	Quotes 10:23 AM	Products 10:23 AM	Quotes 10:23 AM
				Evergreen 10:23 AM	Quotes 10:23 AM	Evergreen 10:23 AM

A success notification pop-up is overlaid on the calendar, stating: "Your Post is Scheduled Successfully. Good Job! Keep doing what you're doing!". It includes a "SAVE" button and a "VIEW IN CALENDAR" button. The notification also specifies: "Post will be published automatically on Friday, Jun 29, 2018 5:52 AM to Affliction".



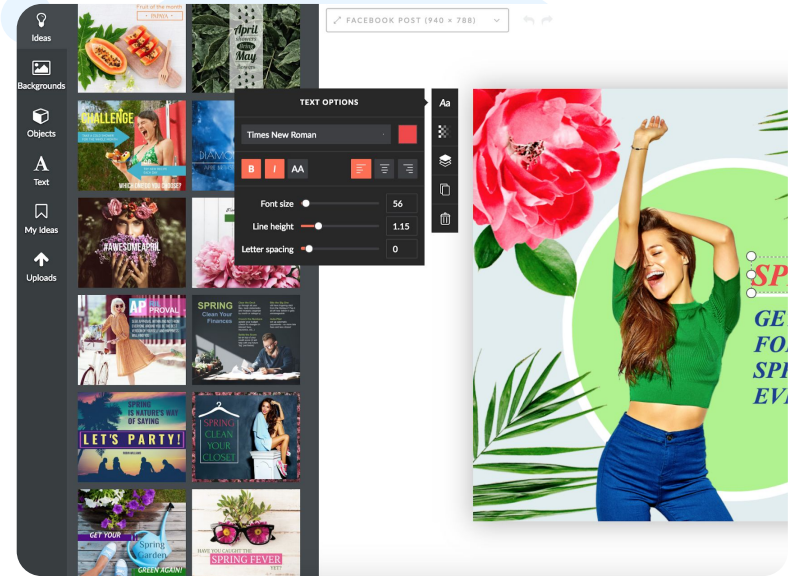
Post Ideas Library

200, 000+ templates, handcrafted by a team of professional designers and copywriters. Loaded with tons of promotional tools, visuals, and texts all ready to be published.

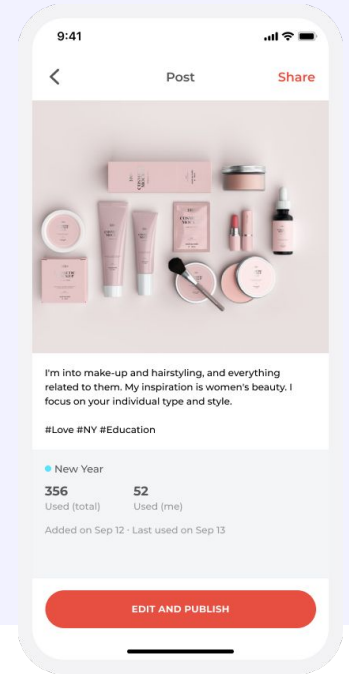
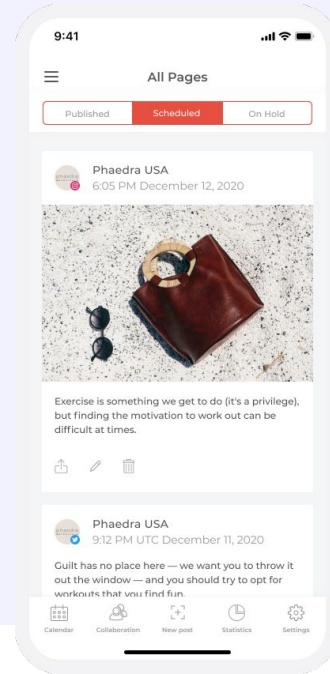
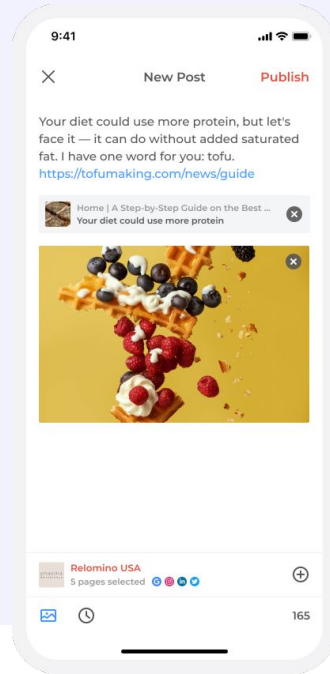


Create Content with Built-in Editor

Customize templates or create your own posts from scratch, no design skills required. Upload your client's digital assets and brand identity, and feel free to use the integrated photo stocks, fonts and shapes.



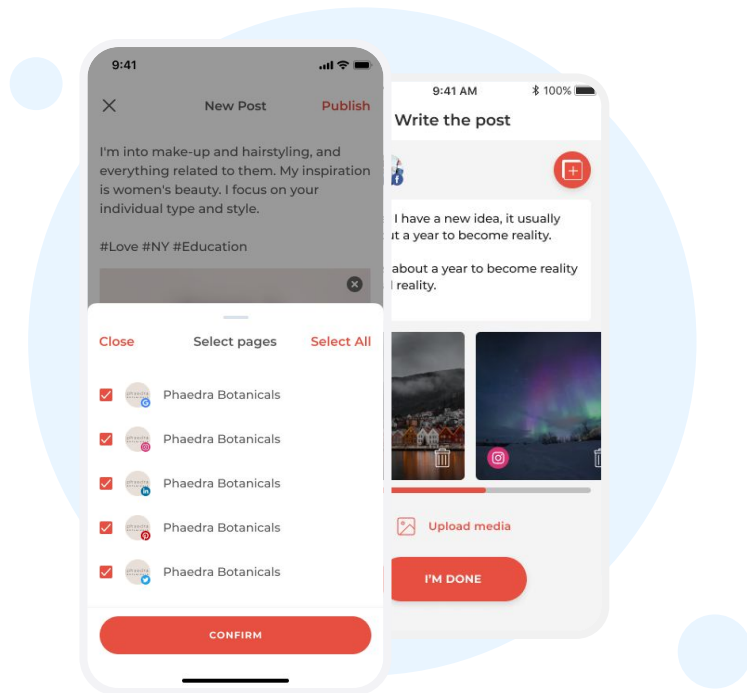
Mobile App





Post and schedule on the go

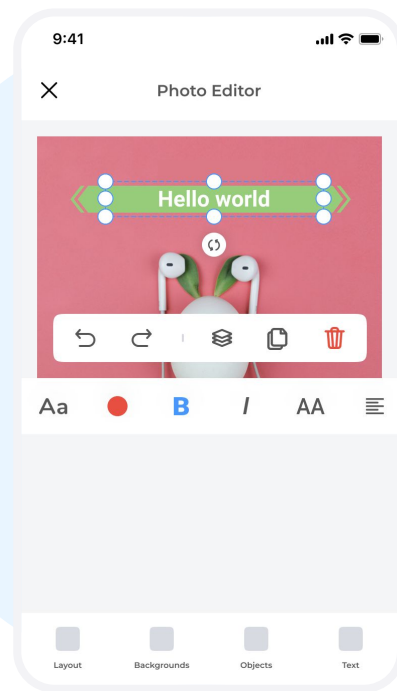
Create social media posts and schedule them for all your social media properties from the mobile app. Posting Calendar is fully synchronized with your main Promorepublic business account.





Graphics editor

Customize templates or create your own posts from scratch, no design skills required.



Materials to use and share (for SMB audience)

- [PromoRepublic Social Media Academy](#)
- [Pre-made FB and Twitter posts](#)
- [Banners for SMBs](#)
- [Agency and Freelancer Academy](#)
(some of the lectures)

Agency & Freelancer Customer avatar

The screenshot displays the Promo Republic dashboard interface. At the top, there is a navigation bar with the following tabs: DASHBOARD, CALENDAR, CONTENT, ANALYTICS, and SERVICES. The main content area is titled 'Pages' and features a list of social media pages for 'Dream Food' on various platforms (Facebook, Twitter, Instagram, LinkedIn, Pinterest) and a 'Connect more' option. Below this list is a calendar view showing a grid of dates from Monday to Wednesday. Each date cell contains a preview of a social media post, including a time slot (e.g., 8:51 AM, 9:00 AM) and a thumbnail image. A modal window is open at the bottom of the screen, showing a 'Proposed to publish on' date of 'NOVEMBER 19, 2019 10:40 AM -06:00 CST'. The modal includes buttons for 'APPROVE', 'EDIT', and 'SAVE TO MY IDEAS', along with a close button.



Marketing Agencies and Freelancers

- **Positions**
Agency Owner, VP of Marketing, freelancer
- **Number of clients**
10-30
- **Goals**
Streamline agency-client collaboration workflow.
- **Main challenges**
Convoluted content creation and approval processes.
- **Pricing Plan**
“Professional”. Billed monthly for \$99 or \$950 annually.
- **Affiliate revenue**
\$90 - \$415 per client



Key messages

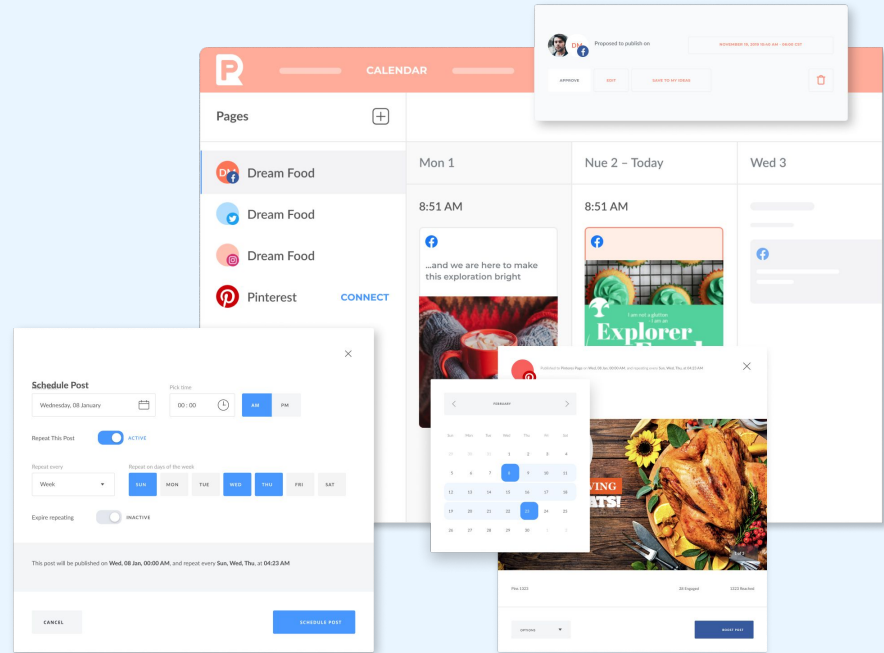
- Streamline your workflow serving social media marketing for multiple clients
- Manage all social media pages for multiple clients in one place
- Create and schedule content, get approvals from clients, run ads, and report on performance.
- Get your own White Label platform

PPC Keywords examples

- social media marketing software
- social media management platform
- social media management solution
- social media management tool for agencies



PromoRepublic offer for Agencies & Freelancers





Agency-specific features

PromoRepublic has collaboration and approval features created specifically for Digital Agencies & SMM Professionals who serve clients individually.

- **Collaboration & Approval Workflow**

A workflow designed for Digital Agencies and Brands.

- **Workspace manager**

Serve ALL your clients within one PromoRepublic account.

- **Inbox Manager**

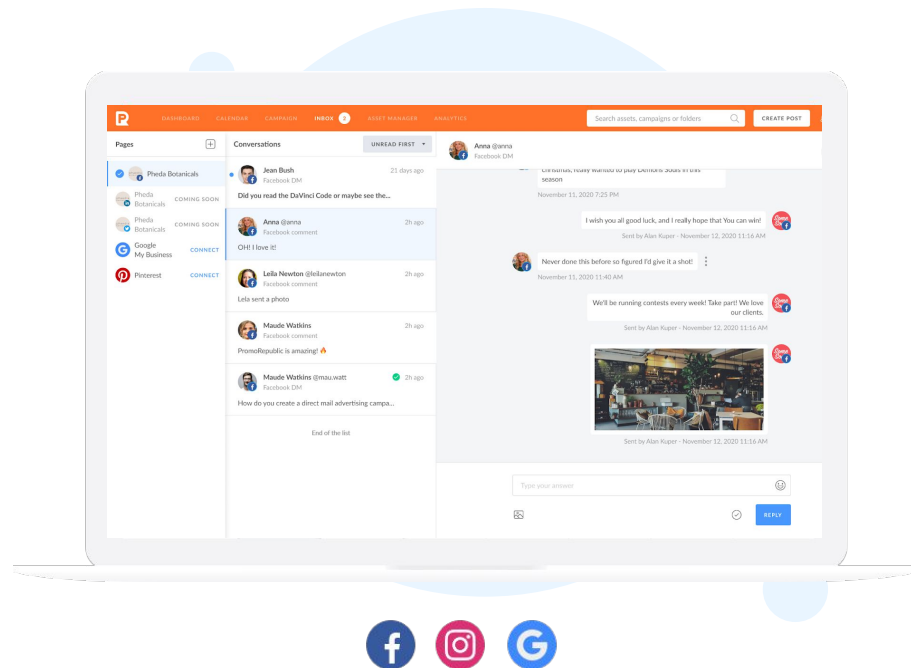
Organizes all incoming messages across all social media profiles.

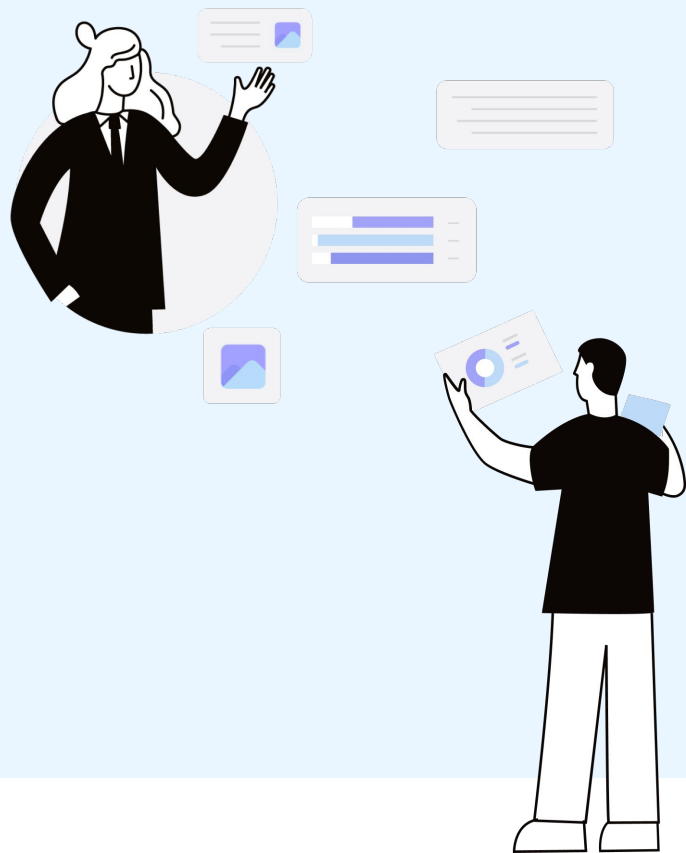
- **White Label Platform**

Grow profits by reselling the platform to your clients or other agencies.

Inbox Manager

Organize all incoming messages across your social profiles.





Work Coordinator

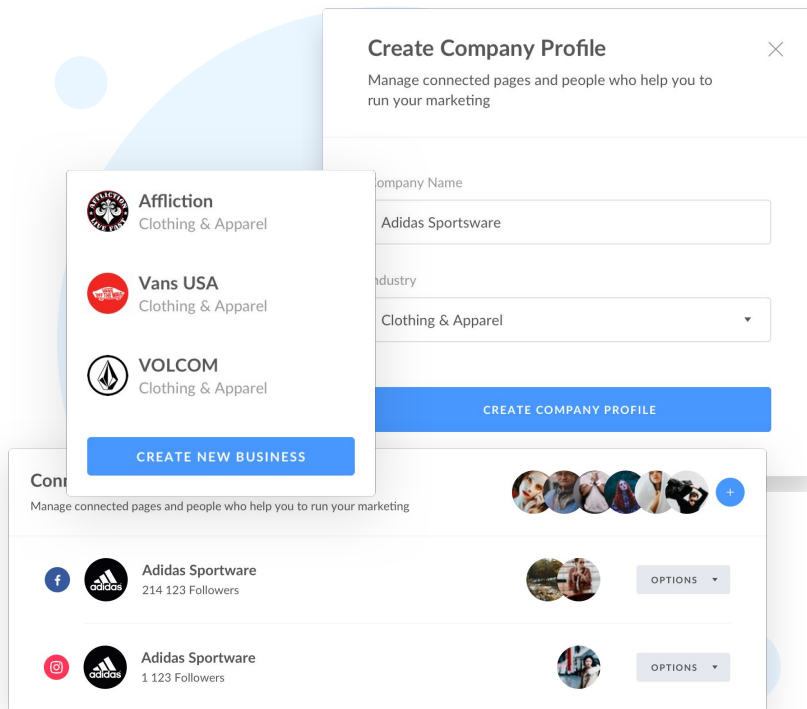


Workspaces

Whether you're an agency, a multi-location brand, or a franchise, we have efficient workflow setup for you. Move your content distribution and approval processes from spreadsheets to PromoRepublic, share ideas, keep notified of the actions your teams and clients perform.

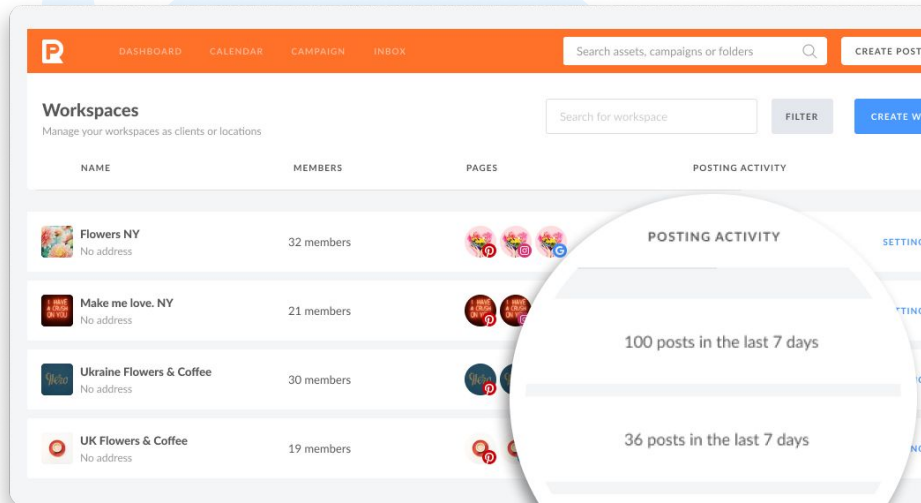










Work Coordination



Workspace Management

Gather business social pages, invite team members and clients to collaborate on content in one place.

A screenshot of the Promo Republic workspace management interface. The interface has an orange header with navigation tabs: DASHBOARD, CALENDAR, CAMPAIGN, and INBOX. A search bar is on the right of the header. Below the header, the main content area is titled 'Workspaces' with a subtitle 'Manage your workspaces as clients or locations'. There is a search bar for workspaces and a 'FILTER' button. A table lists four workspaces with columns for NAME, MEMBERS, PAGES, and POSTING ACTIVITY. A circular callout highlights the 'POSTING ACTIVITY' column for the first two workspaces.

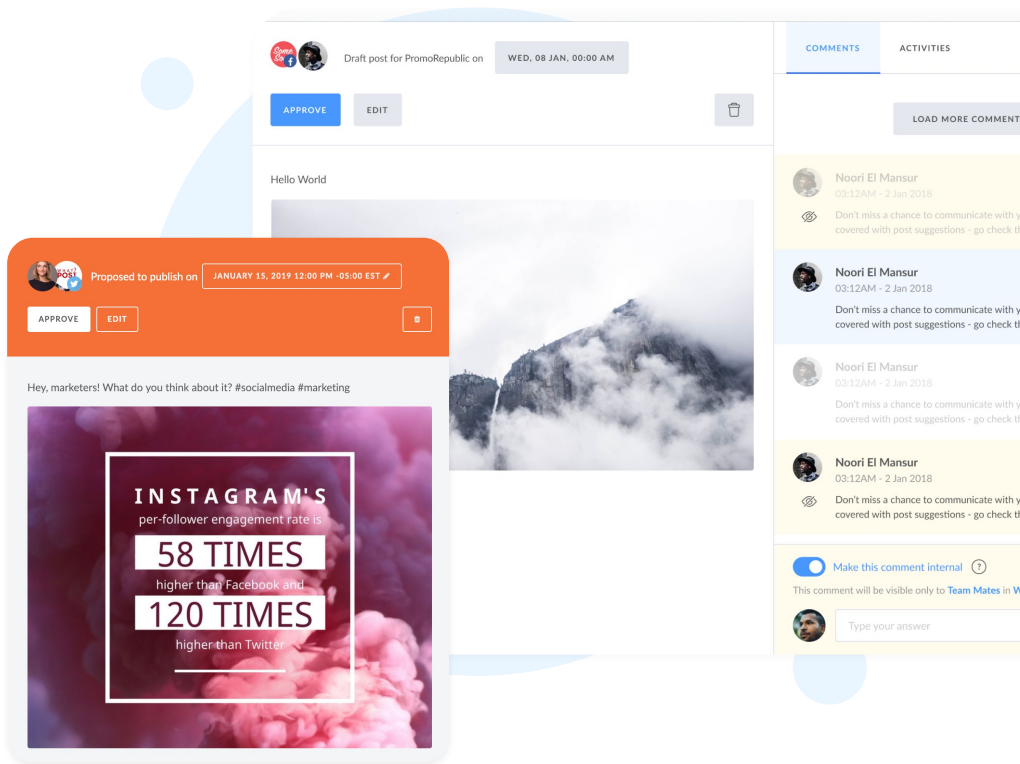
NAME	MEMBERS	PAGES	POSTING ACTIVITY
 Flowers NY No address	32 members		POSTING ACTIVITY 100 posts in the last 7 days
 Make me love. NY No address	21 members		36 posts in the last 7 days
 Ukraine Flowers & Coffee No address	30 members		No posts in the last 7 days
 UK Flowers & Coffee No address	19 members		No posts in the last 7 days



Work Coordination

Content Discussion

Add comments to posts right in your Calendar and improve overall collaboration with your teammates and clients on content creation and approval.



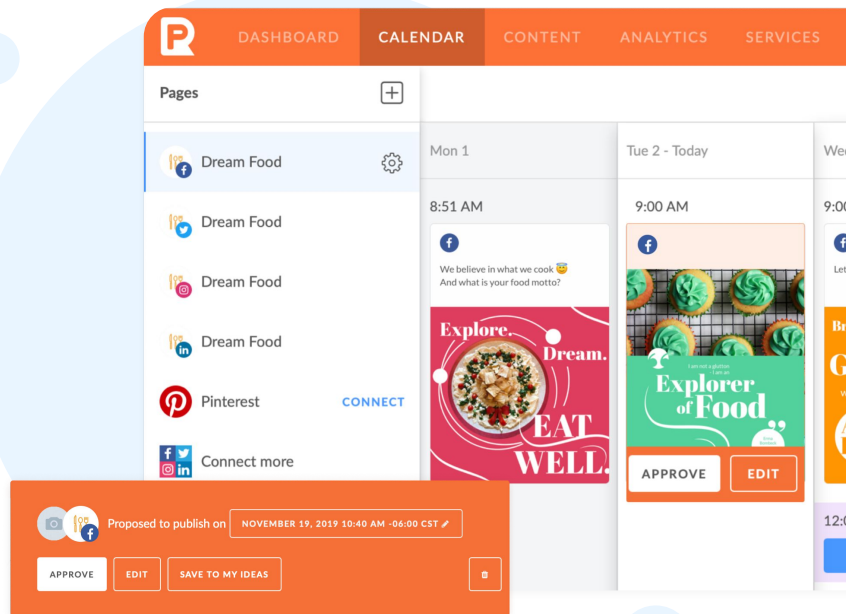
The screenshot displays a content management interface with the following elements:

- Post Draft:** A draft post for 'PromoRepublic' on 'WED, 08 JAN, 00:00 AM'. It includes 'APPROVE' and 'EDIT' buttons.
- Comment:** A comment by 'Noori El Mansur' (03:12AM - 2 Jan 2018) with the text: "Hey, marketers! What do you think about it? #socialmedia #marketing". It also has 'APPROVE' and 'EDIT' buttons.
- Image:** A graphic with the text: "INSTAGRAM'S per-follower engagement rate is 58 TIMES higher than Facebook and 120 TIMES higher than Twitter".
- Response:** A response by 'Noori El Mansur' (03:12AM - 2 Jan 2018) with the text: "Don't miss a chance to communicate with your clients. This content is covered with post suggestions - go check them out!". It includes a toggle for "Make this comment internal" and a text input field "Type your answer".

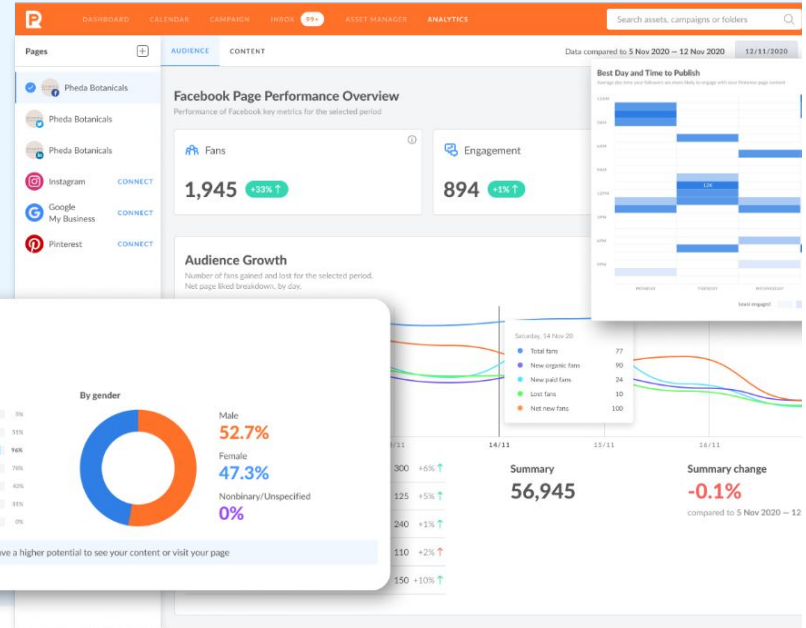


Content Approval

Social media mistakes happen — but they don't have to. Setting up an efficient social media approval workflow decreases the risk of publishing errors. And the risk of sending out content that is off-brand or low-quality also decreases.



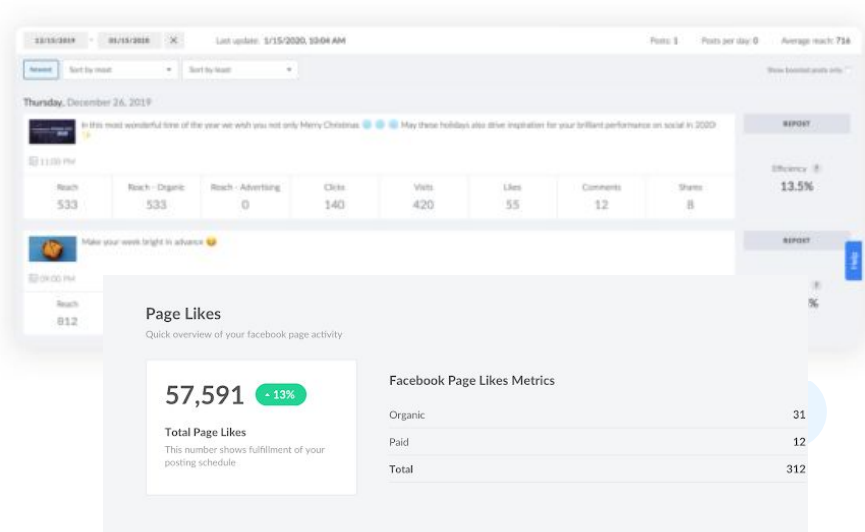
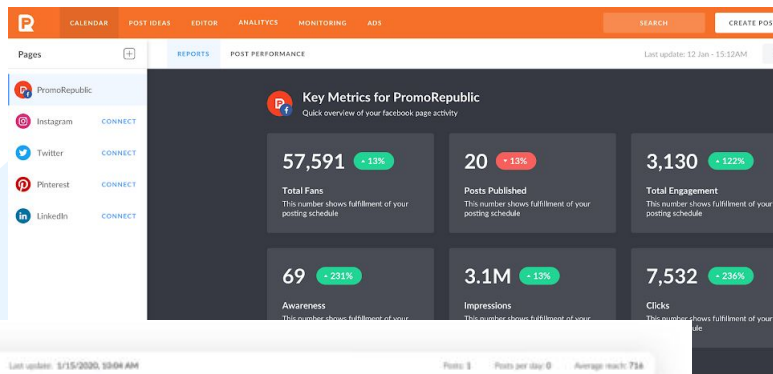
Reporting Provider





Reporting Dashboard

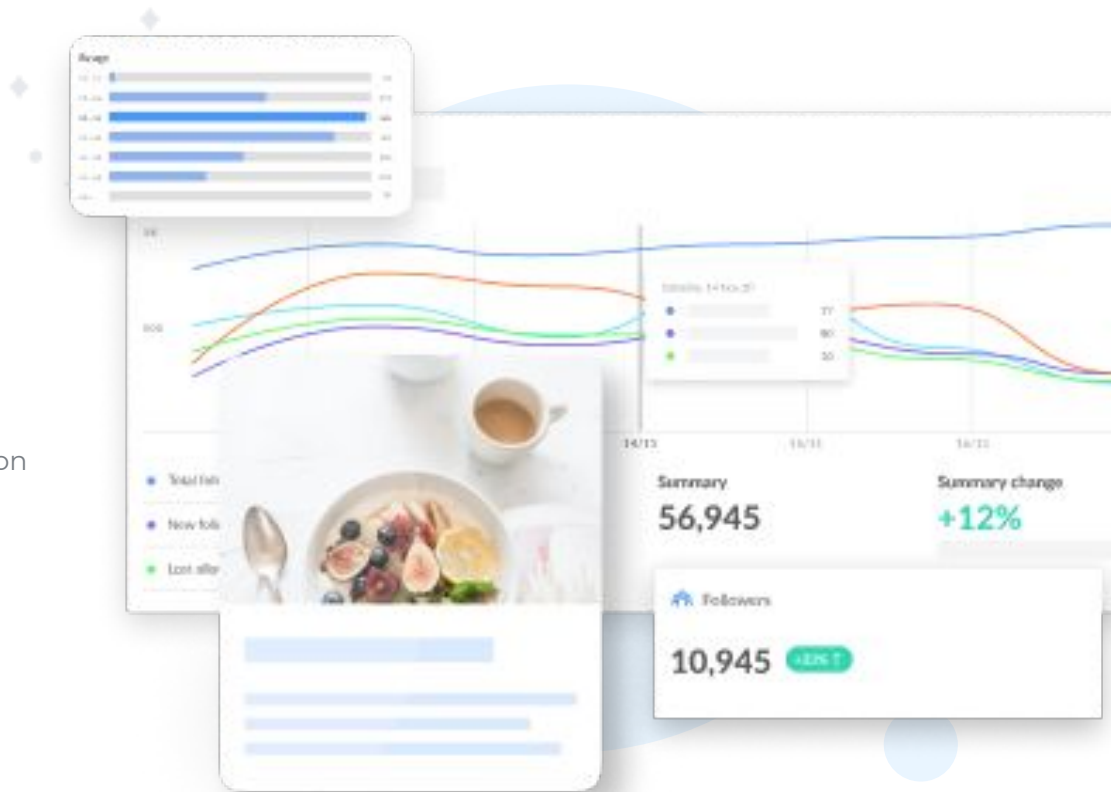
Get insights about how your clients are performing on social. We provide you with detailed reports of the essential metrics ready to present to your clients!



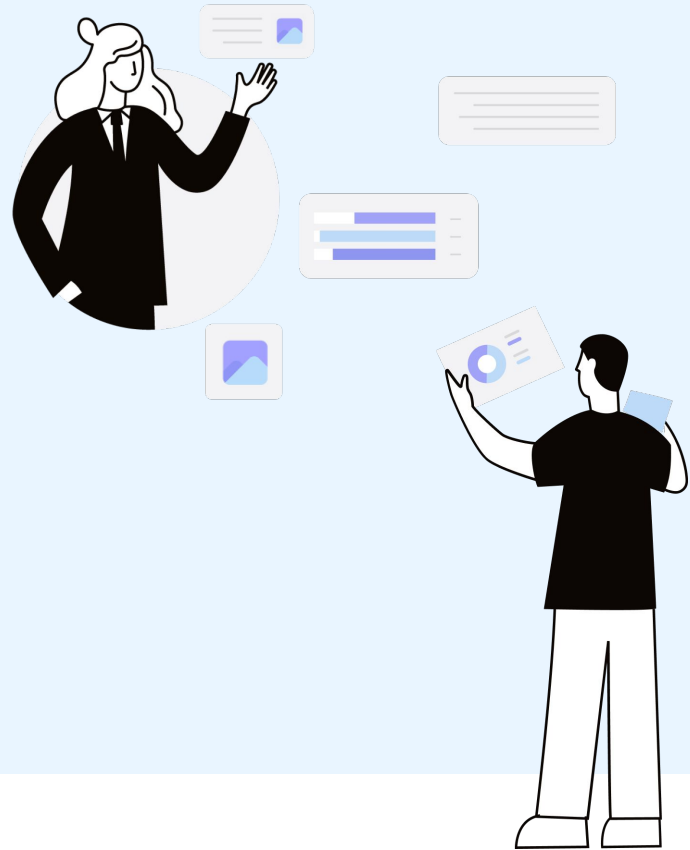


Analytics & Insights

Get insights about how your clients are performing on social. We provide you with detailed reports of the essential metrics ready to present to your clients!



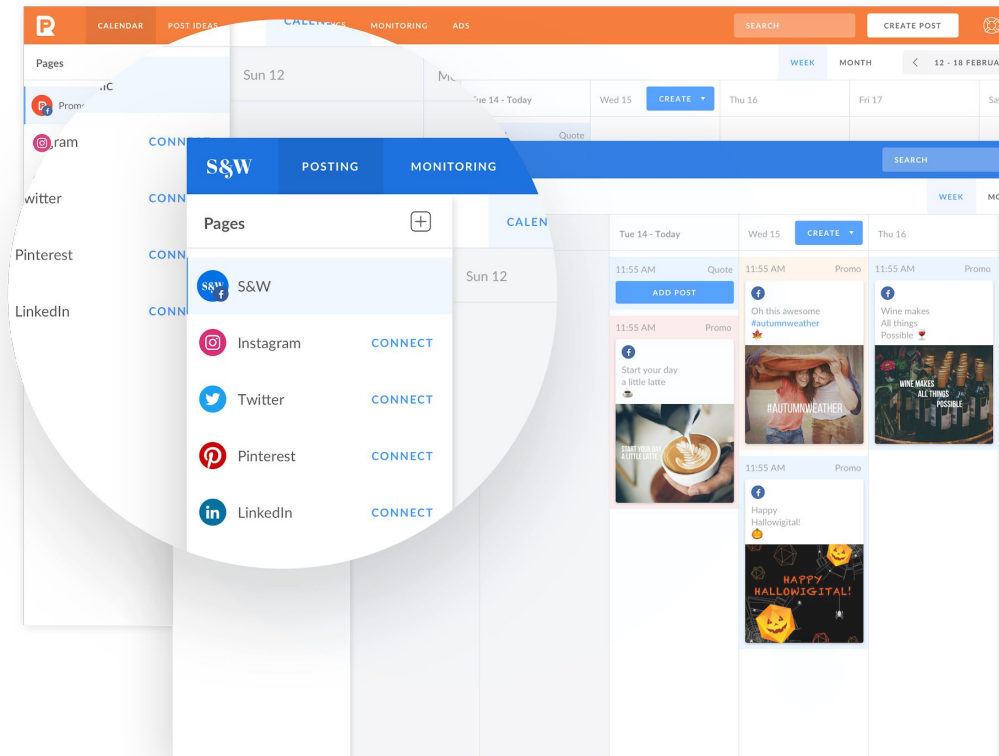
White Label





White Label Platform

Charge your clients more, save time & money, and build an impressive brand experience. Get your White Label social media management software — make serving clients customized and matched with your agency identity.

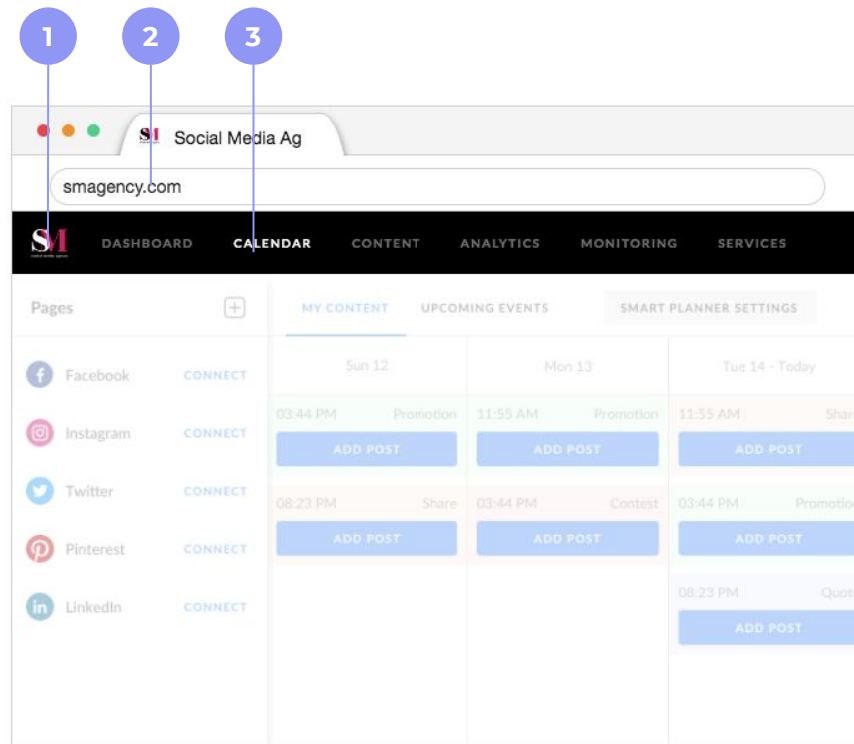


#1 Solution for Agencies



You own Look & Feel

1. — Your Logo
2. — Your domain
3. — Your Brand colors

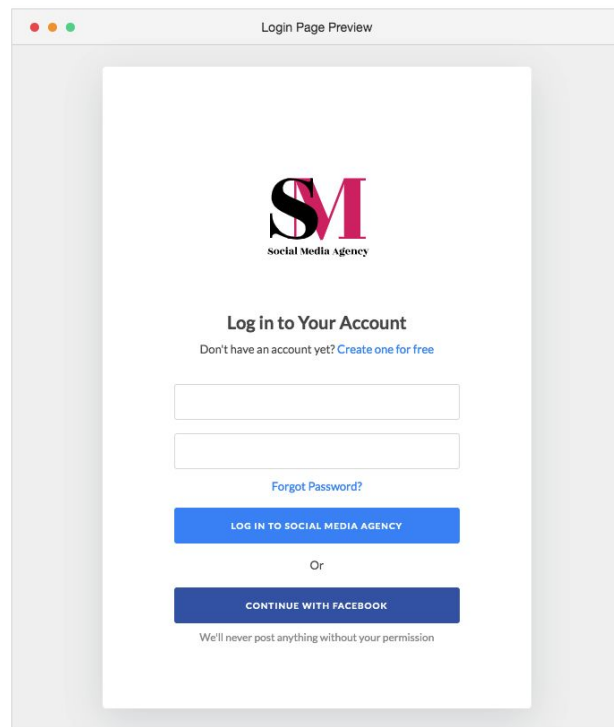


White Label



Signup/Login

Platform Sign up and Login pages are customized with your brand. 'Terms & Conditions and 'Privacy Policy' URL leads to your Company's pages accordingly.

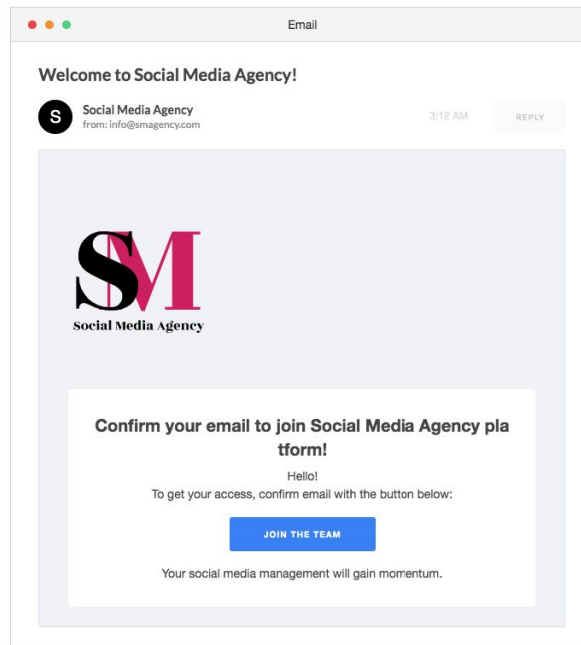


White Label



Emails

All the email notifications are sent from your mailbox, branded with your logo and information about your company.



White Label



Materials to use and share

- [Agency and Freelancer Academy](#)
- [Digital Agencies List \(US&UK&Canada\)](#)
- [Banners for Agencies & Freelancers](#)

Learn how we differ from our competitors

- [Hootsuite Alternative](#)
- [Buffer Alternative](#)
- [AgoraPulse Alternative](#)
- [SproutSocial Alternative](#)
- [Sendible Alternative](#)
- [MeetEdgar Alternative](#)



**Don't miss the updates and good luck with
your sales efforts!**

