



SocialAssurance.com

Software, process, content and strategy to help financial bvrands

MARKET WITH CONFIDENCE.

Monitor First, then drive in the conversation

Monitor the conversations surrounding your brand, watching for specific alerts and prioritizing by sentiment. Our software and strategies allow you to engage your community in meaningful conversations that drive business.

Approve Materials, then market boldly

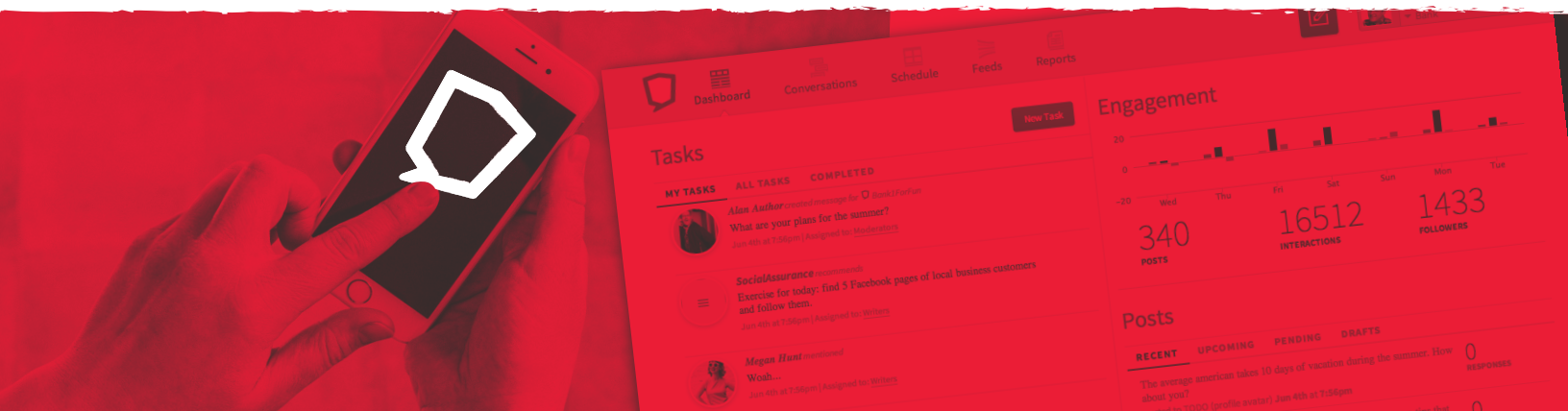
Create a schedule of posts, campaigns and organize advertising approvals with increased visibility all while improving compliance with financial regulations. We make approvals, archival and reporting easier to automate workflows for FDIC, FINRA and CFPB reporting.

Enable Your Team, even when out of the office

Coordinate messages, approvals and source content through a browser or through our iPhone and Android apps.

Simplify Analytics, then move targeted traffic to your brand

Make analytics simple and segmenting your potential customers easier. We maximize your investments in mobile, digital and social to help you become a successful digital bank.





Social Assurance gives you the tools you need to develop digital strategies, manage customer engagement and archive conversation history to ensure that you can Market with Confidence.

Monitor

While it is important to keep track of what your organization is saying online, it is also important to monitor what is being said about your company across the web. The Social Assurance platform monitors content from across the web, analyzes for sentiment and identifies where your organization is mentioned. This allows you to monitor and engage in conversations with your social followers.

Make a Mark

The ability to drive targeted traffic to your bank's products and services is key to gaining an ROI in social media. How do you track the successful acquisitions of new customers? Social Assurance campaigns drive traffic from Google, Facebook and even your website to improve adoption of your mobile app, apply for mortgages, acquire new customers and cross-sell.

Analyze

The ability to pull supporting data is key to analyzing the success of your social presence. How many followers do you have? How engaged are they? How engaged is your organization? Who in your organization has contributed to your social presence? With Social Assurance you can easily monitor and pull these metrics to help analyze the success of your social engagement and program management.

Establish Process

By establishing and maintaining a layered approval process, your bank can ensure that messaging is consistent with branding, compliance regulations and the overall strategy of your organization. The Social Assurance platform offers a structured, task-based and message approval management tool that confirms that all materials follow the appropriate channels prior to being published. Safeguard notifications will additionally notify the administrators of any "rogue" posts that make it onto social media channels that have not comply.

Plan

The best way to insure that you are creating consistent and engaging content with your followers is to maintain a multi-channel content plan. Schedule social posts and traditional content to build campaigns in advance utilizing the calendar-scheduling feature on an interactive content calendar and share with your entire team.

Flag

The ability to track and flag concerning posts and comments is crucial on social media from both a regulatory compliance and a customer service perspective. With the Social Assurance platform, you can easily manage and notify individuals of any customer complaints or concerns with the flagging feature. By flagging a social post, you can ensure that the customer complaint is both properly addressed and cataloged for future reference.

Archive

Successful marketing today requires more content that is coordinated across many channels including print, social, email and web. Social Assurance provides complete archiving of these channels in one easy to access archive. You can easily pull reports on all posts and engagement as well as search posts based on key terms and dates.