Unifying Paid and Organic Social Media

The Problem We Solve

Too often, social marketing and advertising teams resort to ineffective spreadsheets instead of smart, strategic marketing. There just isn't enough time in the day. Many technologies worsen this problem by locking critical data and information into silos. But, it doesn't have to be this way. Technology should change the way teams and agencies plan, collaborate, measure, and ultimately achieve their business goals together.

How We Solve It Together

Brand Networks and Lithium's partnership provides a united workflow for scheduling, planning, and analyzing paid and organic content across teams. Key elements of this integration include:

- **Simplified Scheduling and Promotion:** Create Published or Unpublished Page Posts in Lithium SMM and schedule to Facebook, utilizing the same workflows, approval flows, and content across paid and organic content. Then, in the Brand Networks Platform, apply rules that enable fully automated advertising, or simply select Posts published through Lithium for manual promotion.
- **Holistic Planning:** See all paid and organic content together in the same calendar.
- **Comprehensive Reporting:** Review organic and paid ad performance metrics together in one dashboard. For example, see the trend of impressions and engagement rates on paid vs organic posts during a specific time period.

Practical Use Cases

Promote Your Organic Content to Drive Awareness: Looking to increase your overall reach and maximize the impact of your organic content? Simply auto-promote all organic content into advertising tests that run for a few short hours and spend conservative budgets. Any ads that don't resonate with your target audiences are quickly shut down, and the lion's share of your post promotion budget is allocated to the best performing posts. The most relevant ad content will drive the lowest cost per impression and your post promotion budget will go as far as mathematically possible.

Promote Your Nurturing Content to Drive Website Visits: Looking to increase website clicks and conversions? Promote only the content that includes links to your blog or other web destinations and target that content to your Facebook Fans as well as Lookalike Audiences based on your most passionate and committed customers. This way, the content you create will drive high-quality traffic into your site where people can really deepen their relationship with your brand, ensuring your best content marketing gets seen and truly goes to work for your business.

Use Retargeting and Conversion Tracking to Close the Deal: Looking to make a meaningful revenue impact through your content marketing and publishing activities? Automatically optimize your boosted organic content campaigns to drive online conversions and even maximize return-on-ad-spend (ROAS). This way, the content you create not only drives traffic, it also drives measurable sales, associating your efforts with top-line revenue growth.

Respond to Customers on Organic Content and Paid Ads: Looking to drive customer satisfaction and follow through on your content? Fully operationalize the way you moderate and respond to customer questions and comments. For example, if you have a CTA in your paid ad and 25 customers comment to share their bad experiences, you'll be able to deploy a prepared team with standardized workflows to respond quickly.

Why Brand Networks and Lithium

Brand Networks and Lithium are both leaders in their respective industries (social advertising, social marketing and customer service). Each company's independent focus on innovation and specialized expertise means you'll get best-in-class capabilities without sacrificing data openness or interoperability.

Both Lithium and Brand Networks have developed unique capabilities to automate and optimize the work of marketers. For example, Brand Network's Optimize Now technology removes the time consuming busy work from daily ad operations. Lithium's Automatic Scheduling technology publishes organic content at the best time, using data to fuel smarter decisions without the hassle.

Learn how Brand Networks and Lithium fuel the customer journey together in our ebook.