



COMPLETE SOCIAL MEDIA MANAGEMENT

for teams & enterprises

ABOUT FALCON SOCIAL

Falcon Social is a robust Social Media Management platform built to handle high volume traffic and intense social engagement.

- Complete Social Media Management for teams and enterprises
- Team of 100+ in Copenhagen
- Strategy, Execution, Integration & Customization Services
- Global Clients - Strong European adoption
- Strong partnerships with social networks and ecosystem



TABLE OF CONTENTS

- An industry-specific solution
- Integrations and Partnerships
- Iconic brands are using Falcon Social
- The Falcon platform
- The Falconeers
- Services
- Carlsberg Success Story and Testimonials



INDUSTRY SPECIFIC

Powering industry giants, local players, and preferred brands.

Falcon Social is the Social Media Management solution of choice for clients large and small, across a plethora of industries. The flexibility and scope of the platform ensures that it is an industry-specific solution that caters for teams cooperating locally, internationally - as well as together with partner agencies.



RETAIL



TECHNOLOGY



FMCG



MEDIA



TRAVEL & LEISURE



B2B



AGENCIES



ART & CULTURE



NON-PROFIT



PARTNERS

- Facebook Preferred Marketing Developer
- Google+ Pages Partner
- Zendesk Partner
- Red Herring Winner 2013
- White Bull Winner 2013
- GNIP Official Partner



OPEN API FOR ANY IT-SOLUTIONS

ORACLE®



Microsoft



J W T

CONDÉ NAST

SWAROVSKI

Stena Line
Making good time™

GEORG JENSEN

Emirates

PANDORA™

Schweppes™

KNVB

Bavaria

ARD ①

Carlsberg

MD

Deutsche Telekom

TIVOLI

ORANGINA
el so pulpo!

ICONIC BRANDS
ARE USING
FALCON SOCIAL



“The platform provides a complete view of our campaigns and the rich conversations happening across geographies and social channels, which is essential for building our diverse brands and for engaging with our consumers locally.”

*Jakob Kalkar,
Group Media & Digital Director, Carlsberg*



THE PLATFORM

- Actionable Monitoring and Realtime Team Engagement
- Content Planning and Publishing
- Realtime Content Performance
- Social Apps e.g. contests, polls and tabs
- Social Listening and Campaign Monitoring
- Governance and Organizational Structure
- Unified Analytics and Benchmarking



MODERATION IN A NUTSHELL

Realtime community engagement

A fast, smooth, efficient workflow with no duplication and no missed replies.

Falcon's powerful monitoring and engagement tools give your team the capability to deliver true customer value by responding rapidly to inquiries, questions, and complaints.



UNREAD ✓ Mark as read Assign 234 comments 8 Mins.

Lori Rice
It's the owl!

UNREAD ✓ Assign 102 comments 7 Mins.

Wilsie Francisco Lorenzen
i love this charm! so beautiful! <3

Locked – Under moderation by Signe Bonde 34 comments 9 Mins.

Wilsie Francisco Lorenzen
Thank you Marta, Monika and Manda! :-)<3

DELETED ✓ Assign 4 comments 6 Mins.

Caroline Dora
Lovely gift! Enjoy!

UNREAD ✓ Assign 5 comments 50 Mins.

Kylie Hansell
They just need a good clean and polish

UNREAD ✓ Assign 0 comments 51 Mins.

Heather Munro
My Staff charm bracelet :-)

27 August at 08:54

✓ **Pamela Batista** Brenda Ortiz
27 August at 08:54

✓ **Chelsea Stevens** Owl
27 August at 08:54

✓ **Dana Grec** :)
27 August at 08:54

✓ **Sophie Lucas** Owl :)
27 August at 08:54

✓ **Rebecca Phillips** Another owl
27 August at 08:54

✓ **Liz Davis** Owl
27 August at 08:54

✓ **Donna Soward** I totally love anything that is silver and green or just pretty and green!
27 August at 08:54

✓ **Samantha Chaudhary** Is it an owl x
27 August at 08:54

✓ **Aileen Kingston** Owl!
27 August at 08:54

✓ **Jennifer Elmes** It's an owl.
27 August at 08:54

✓ **Jo Blair** Owl I've seen it and its beautiful
27 August at 08:55

✓ **Maritoni Tordesillas** Can't wait for the autumn collection! Owl
27 August at 08:55

✓ **Beth Thomas** Owl!!!
27 August at 08:55

✓ **Andrea Quayle** Is it a little owl?
27 August at 08:55

✓ **Donna Ryan** Owl
27 August at 08:55

Entire message flow

- Mark as read
- Comment and reply
- Direct messages
- Assign tasks to coworkers
- Add notes
- Full text search
- Template responses



REALTIME TEAM COLLABORATION

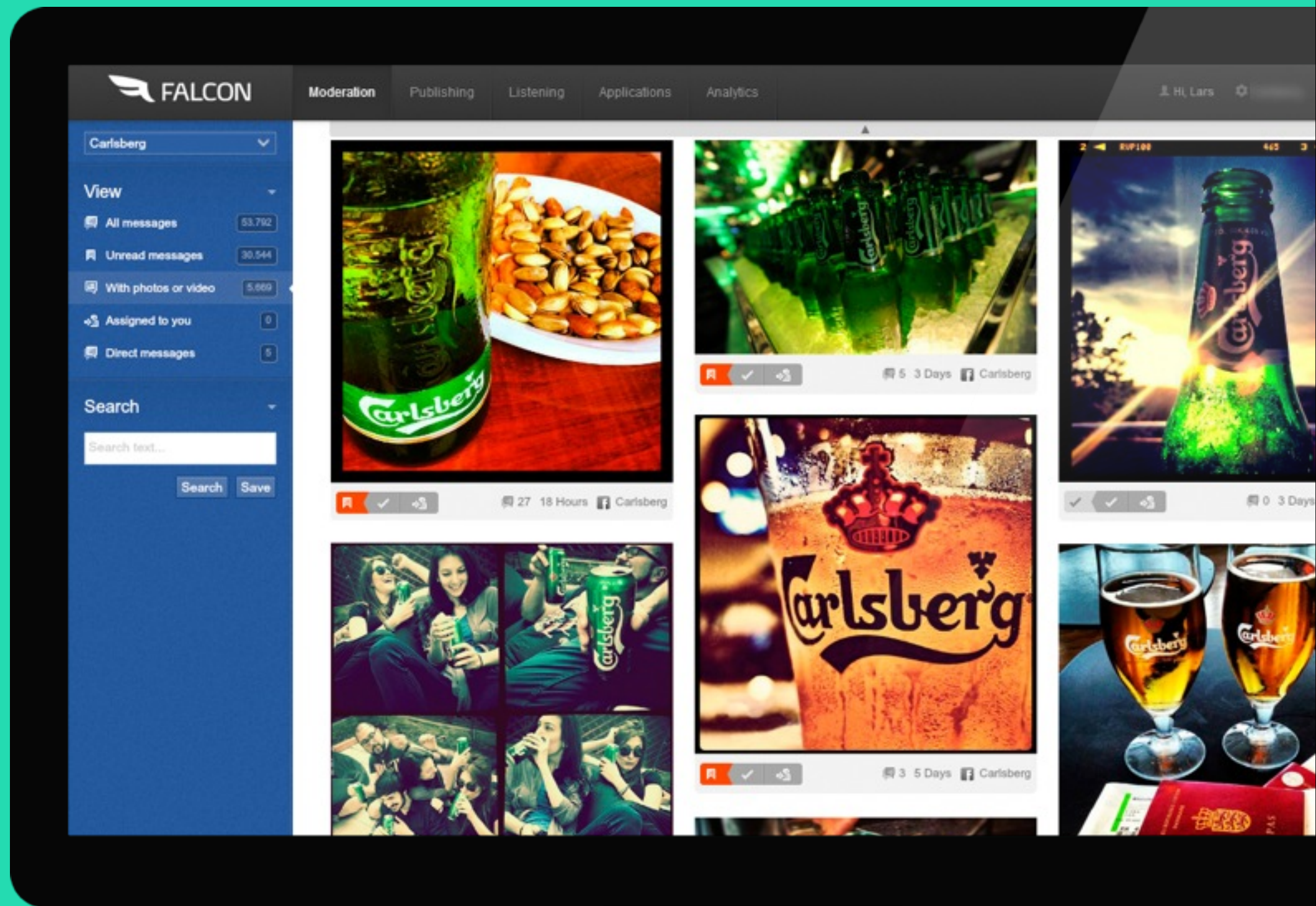
Get rid of flooded email inboxes and start working with a efficient workflow. No duplication and no missed replies to increase team productivity.

See exactly what your team is working on, as they are responding to incoming messages.



DISCOVER EARNED MEDIA

Tap into a treasure trove of user-generated content, and engage with content that has high viral potential



PUBLISHING IN A NUTSHELL

Content Planning & Team Workflow

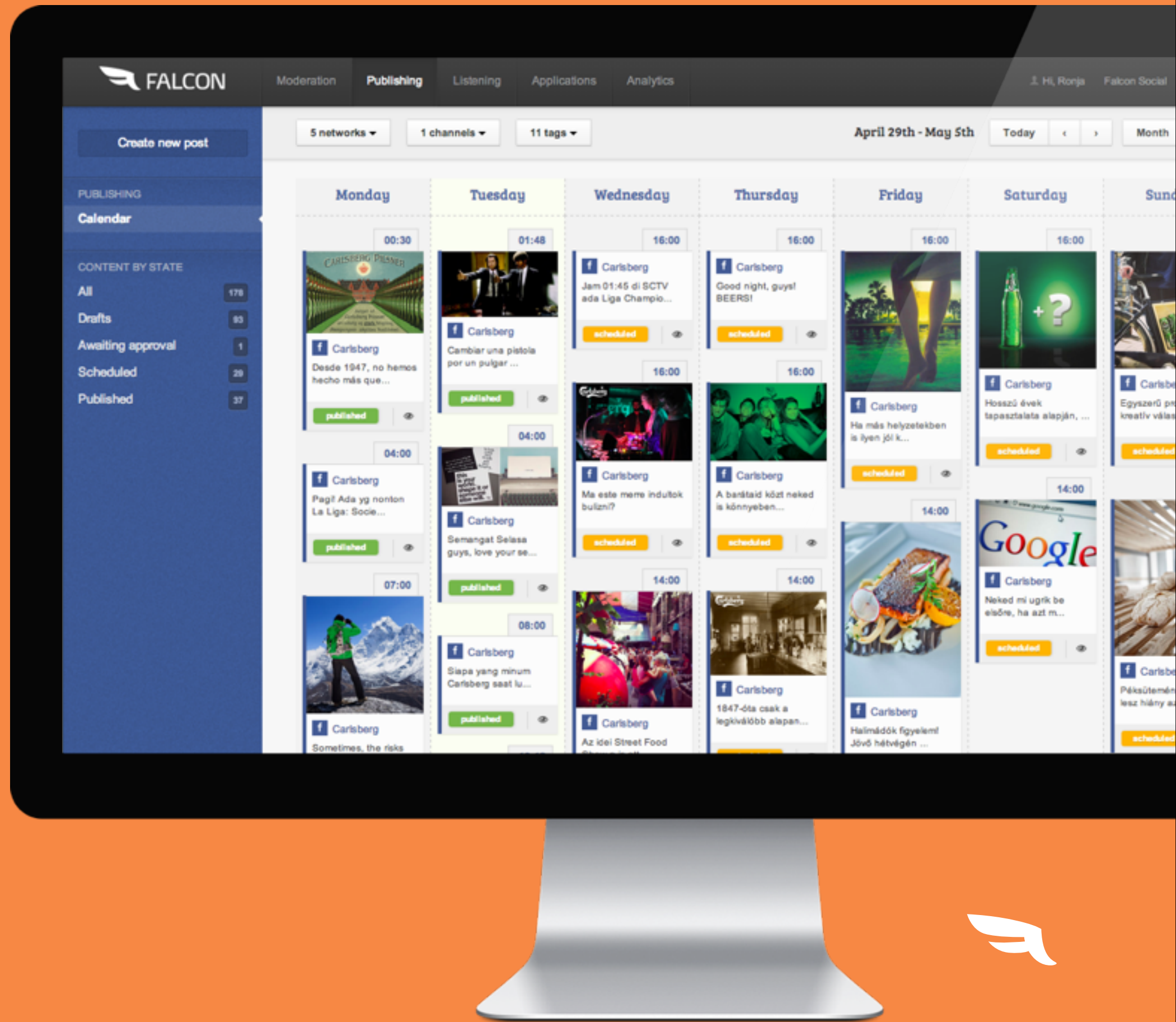
Falcon's Editorial Calendar is the ideal collaborative tool to manage a heavy workflow. With Falcon's rich visual overview you can easily see what's pending, what's scheduled, and what's published.

Deliver your content with confidence, on time and with maximum impact.



CALENDAR DISPLAY

Select a day, week or monthly view.



Back

Message

draft

Optimise your content and boost performance. Try us out for free today →
<http://bit.ly/1aH9JTR>
#Realtimemarketing #SMMS

Photo Flash

Upload photo/video

✓ macbooks-frame-with-zoom.png

Drag and drop file click to replace

Cloud Drives

Albums

We recommend that you assign your photo to one of your albums. Note:
Unassigned photos will be saved to "Falcon Photos" by default.

Select album

Create album

Preview

 Lamps Online
Unscheduled

Optimise your content and boost performance. Try us out for free today → bit.ly/1aH9JTR
#Realtimemarketing #SMMS



Like · Comment · Share

Adding links? Simply paste your link and the editor will generate a link post.

- Publish or schedule to multiple channels
- Live preview
- Autosave drafts
- Cloud drive integration
- Geo targeting
- News feed targeting



REALTIME CONTENT PERFORMANCE IN A NUTSHELL

Track reach and identify best content

Get live feedback on your Paid, Owned and Earned content with Falcon's interactive Reach tool.

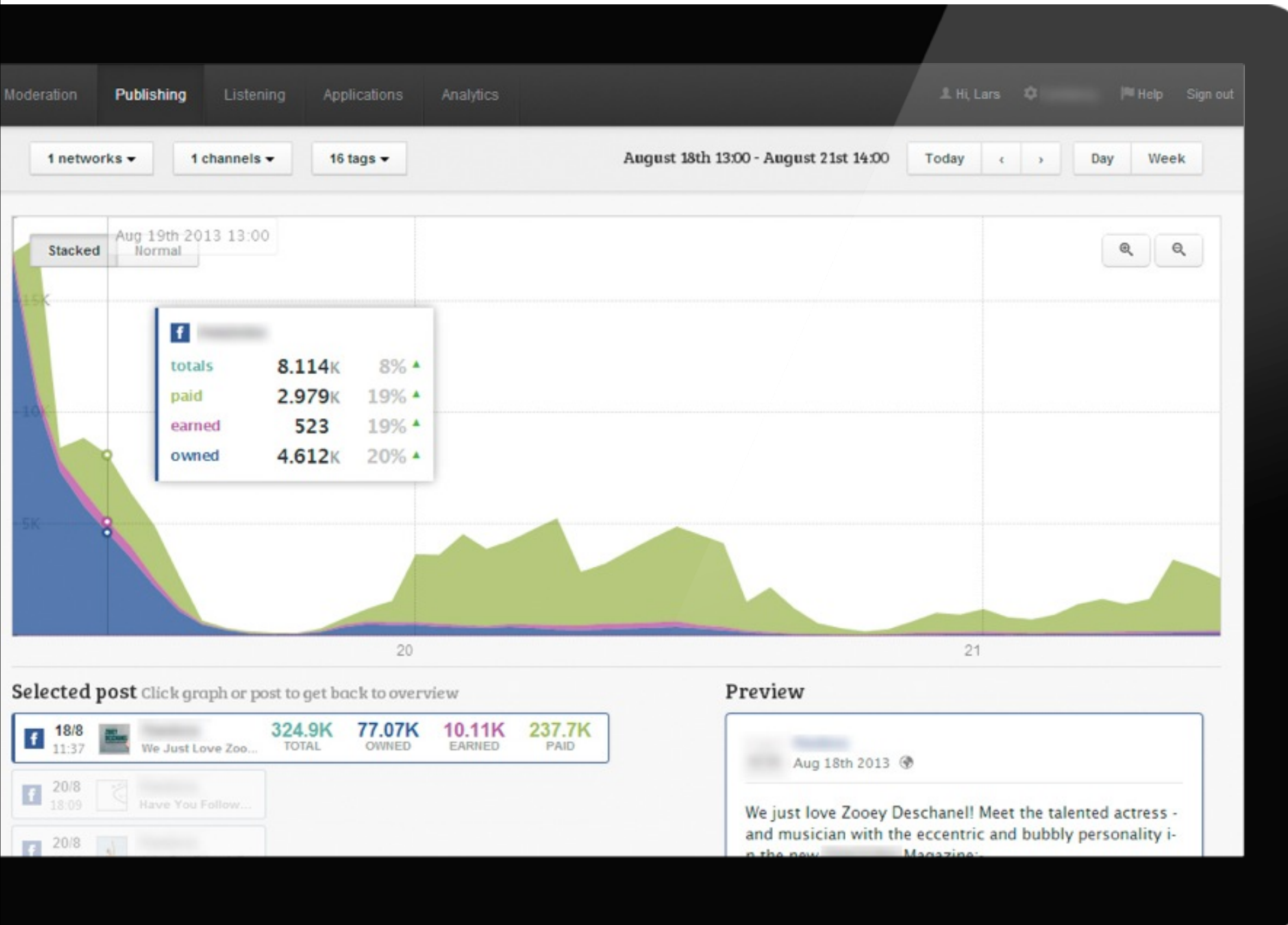
Use this data to support important decisions like when to amplify, and where to invest. Giving you the perfect opportunity to tweak your social strategy.



“Realtime Marketing is all about hourly relevance. Staying connected to news and events happening as we speak - in real time. Marketing departments need to be able to identify and react quickly to opportunities by keeping a constant flow of relevant content on their own media channels, by creating it themselves or by curating it from their earned media.”

*Ulrik Bo Larsen,
CEO and Founder, Falcon Social*





- Identify best content
- Discover best times to publish
- When to elevate reach and extend content lifetime by amplifying into paid media
- X-Ray vision into atomic content lifecycle across paid, earned and owned



Impressions

📊 totals
22.19M

♥ owned
19.28M

📣 earned
2.06M

💰 paid
840.9K

Reach

📊 totals
9.5M

♥ owned
8.27M

📣 earned
959.5K

💰 paid
374.9K

Top Tags

SUMMER SALES

84.78K
AVERAGE REACH

♥ 72.56K 📣 9.28K 💰 4.03K

BOTW

413.0K
AVERAGE REACH

♥ 390.5K 📣 21.47K 💰 -

ALBUM

484.7K
AVERAGE REACH

♥ 462.4K 📣 22.92K 💰 -

NEWPRODUCTS

484.7K
AVERAGE REACH

Negative fbk.

171

Content list

Channel & Post	Reach	Interactions	Consumption
----------------	-------	--------------	-------------

Total: 484.7K	462.4K	22.92K	-
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5.34K	57.39K	171
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CONTENT PERFORMANCE DASHBOARD

Understand the quality, as well as overall performance of reach and engagement

Get an overview of performance of different content streams, such as "tactical", "brand", "campaign X", using your own tag taxonomy.

As well as the overall performance metrics, Falcon allows you to analyse each individual post to understand not only the reach - but to understand the quality of the content by assessing the negative and positive interactions.



SOCIAL APPS IN A NUTSHELL

Build your fan base and engagement

Imagine saving a fortune on implementation costs by building your own interactive Facebook applications. The creative power is in your hands with Falcon's Application Builder.

Design and create your own unique social applications for mobile, tablet and desktop in a matter of minutes! Use text, images, and video to captivate your audience and drive deeper engagement.



A FEW OF OUR MANY APPS

35+ Options

Choose an application in the app library.

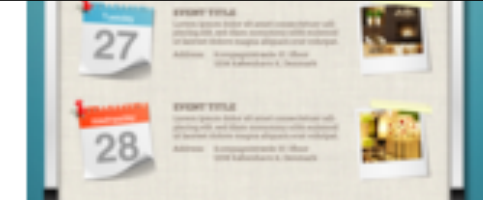
Upload or pull in your brand assets from Cloud Drives or DAM systems.

Drag and drop your way to going live.

No tech or developer support needed.



FAQ



GEO CONTENT



SIGN UP



PLACEFINDER



CONTENT



WELCOME



FANGATE



SWEEPSTAKES

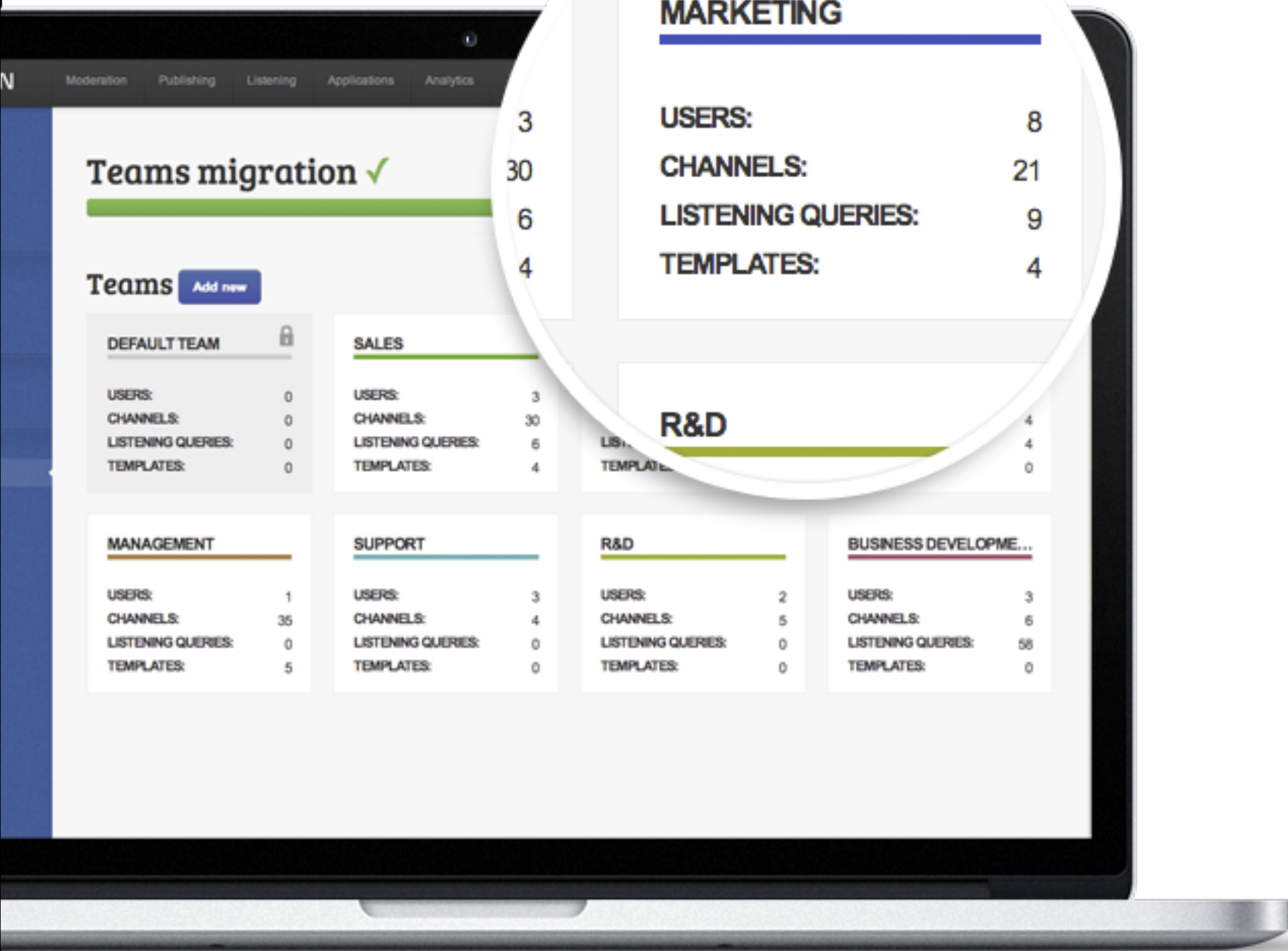


ABOUT US



QUIZ CONTEST





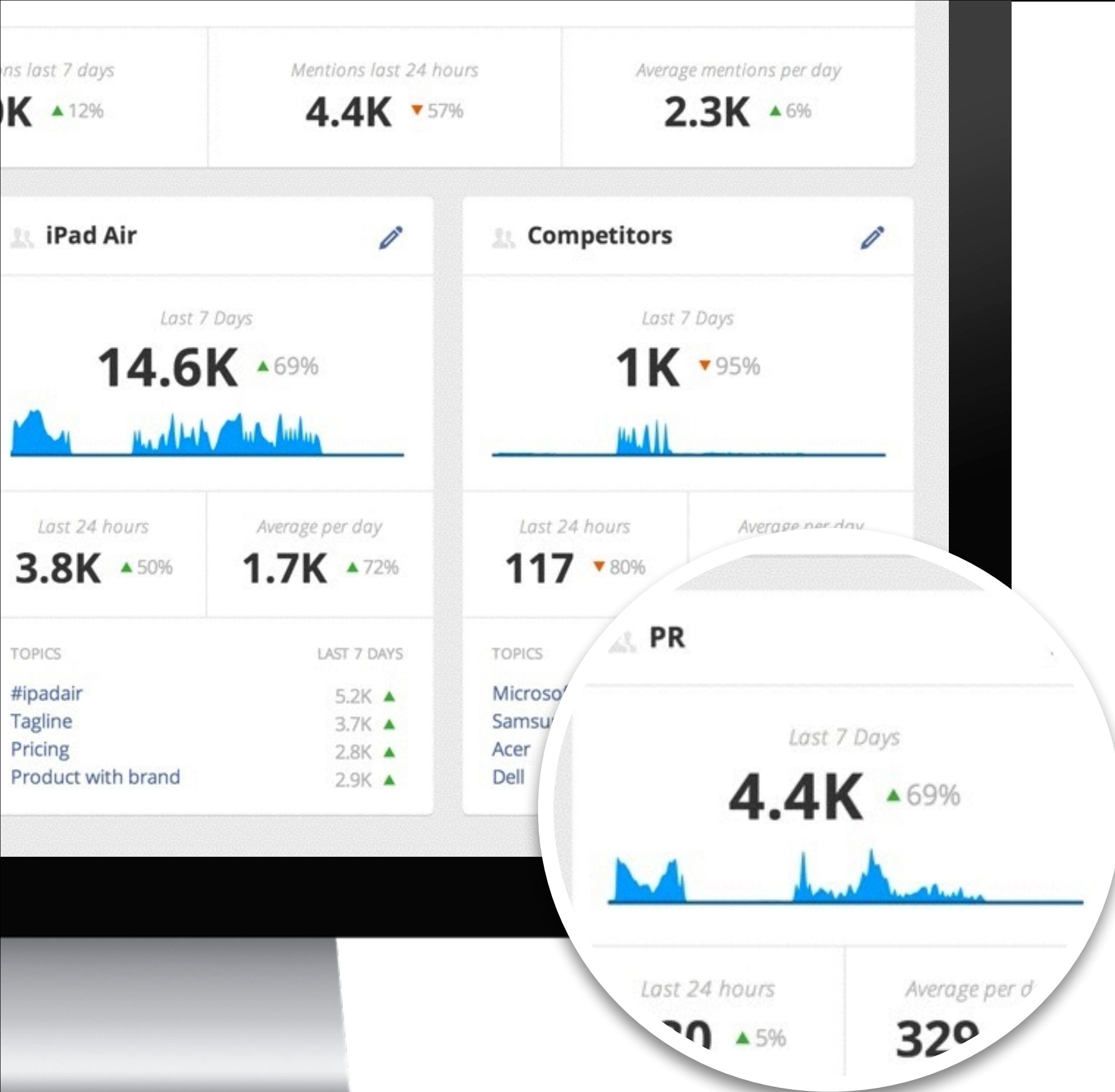
GOVERNANCE & ORGANIZATION STRUCTURE IN A NUTSHELL

Make social a team effort

With Falcon's Governance Model, organizations can create teams, appoint admins and team leaders, specify user roles, assign channels and manage the media output effectively.

Coordinate efforts across all departments, from sales and marketing to customer service and HR, including optional full audit trails recording who said what when on behalf of your organisation.





LISTENING IN A NUTSHELL

Collaboratively monitor conversations

Get live interactive feedback on trending topics, latest mentions and top performing content.

Put Falcon's Listening tool to the test; discover what people are saying about your brand. Find out what interests your fans, and meet with them outside your brand channels. Develop usable insight to support your social efforts.



DATA SOURCES

Our data providers give us realtime access to the full firehose of social channels such as Twitter as well as broad web monitoring.



Facebook



Google+



Instagram



Youtube



Twitter
(Via GNIP)



Wiki's



Blogs



Q&A



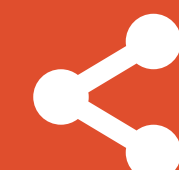
News



Forums



Reviews

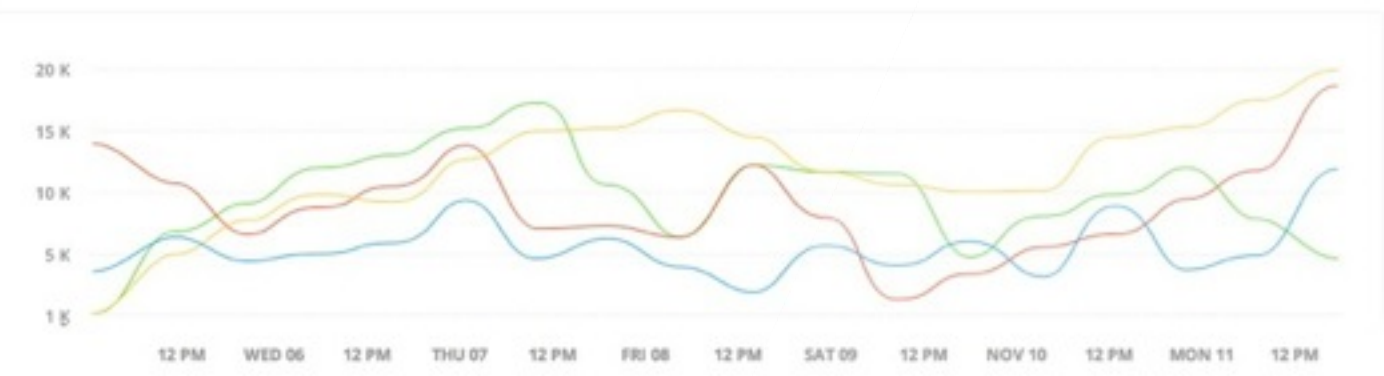


Additional Social



Sources

Source Activity By Category



● SOCIAL: 8241 ● FORUM: 1041 ● PODCAST: 41 ● NEWS: 141 ● CLASSIFIED: 3201 ● COMMENT: 2041 ● WIKI: 391 ● BLOG: 6192 ● QA: 29 ● REVIEW: 10420

Top Performing Data Sources



Projects: Overview

Total mentions	Mentions last 7 days	Mentions last 24 hours	Average mentions per day
857K	20K ▲12%	4.4K ▼57%	2.3K ▲6%

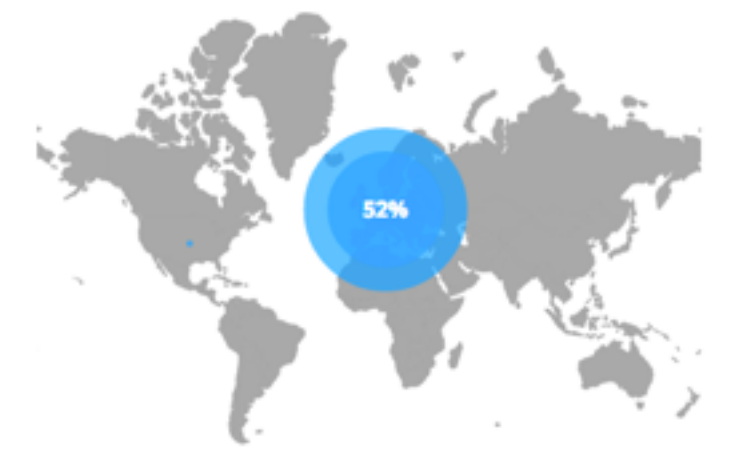
PR	iPad Air	Competitors
Last 7 Days 4.4K ▲69%	Last 7 Days 14.6K ▲69%	Last 7 Days 1K ▼95%
Last 24 hours 530 ▲5%	Last 24 hours 3.8K ▲50%	Last 24 hours 117 ▼80%
Average per day 329 ▲20%	Average per day 1.7K ▲72%	Average per day 330 ▼90%
TOPICS Brand: 2.2K ▲ PC/Laptop: 1.1K ▼ Tablet: 900 ▲ Smart phone: 800 ▼	TOPICS #ipadair: 5.2K ▲ Tagline: 3.7K ▲ Pricing: 2.8K ▲ Product with brand: 2.9K ▲	TOPICS Microsoft: 565 ▲ Samsung: 335 ▼ Acer: 182 ▼ Dell: 18 ▼

REPORTING MADE EASY

Track KPI's to deliver business insights and track key campaigns

Demographics

World Overview



Top Countries

COUNTRY	%
DE	52%
DE	37%
US	2%
CH	1%
AT	1%
AT	0%
NL	0%
ID	0%



EASY MANAGEMENT

Group topics into projects to track key campaigns, or specific business categories

PROJECT: SUMMER 2013

Mentions

Total period

30K ▲ 2.6%

Average per day

30K ▲ 3.0%

Average per hour

Sources

1.5K

1K

500

06 PM

OCTOBER

06 AM

12 PM

06 PM

WED 02

06 AM

12 PM

06 PM

TH

per day

30K ▲ 3.0%

FACEBOOK: 59K

TWITTER: 50K

INSTAGRAM: 32K

GOOGLE+: 5K

YOUTUBE: 573

Mentions by topic

TOPIC

MENTIONS

%

BENCHMARK

CREATE NEW PROJECT

Demographics

PROJECTS

Where is the party? 200

What beer? 20

Cheers big ears

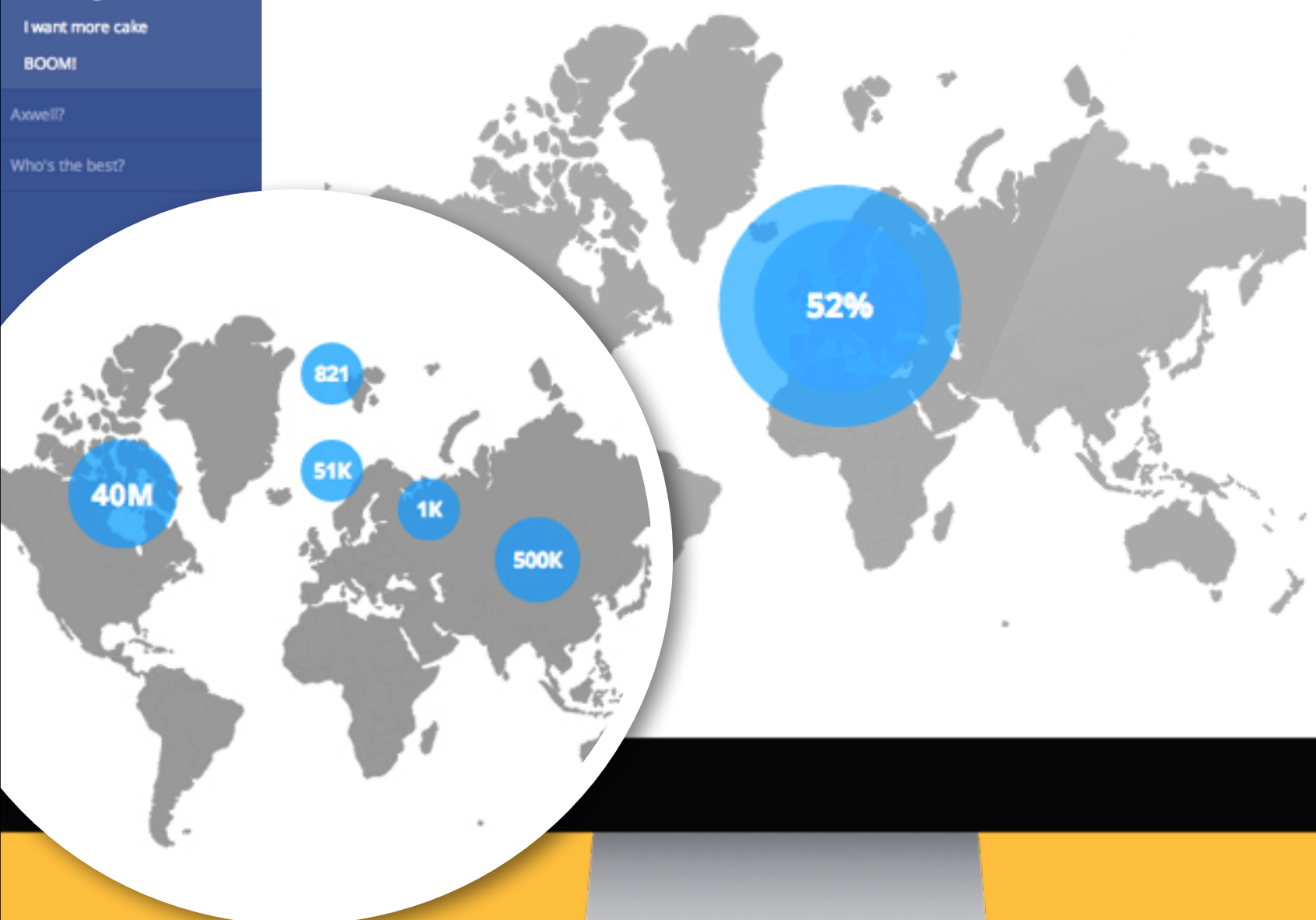
I want more cake

BOOM!

Aswell?

Who's the best?

World Overview



Top Countries

COUNTRY

DE

DE

US

CH

AT

AT

NL

ID

BUSINESS INSIGHTS



Query *Indicate your search parameters. Don't worry we have a cheatsheet.*

Clear All

“ipad air” AND gift NOT birthday NOT bday

Don't forget to write your query!

Cheatsheet *Use this guide to better understand operators & groupings.*

Boolean Operators

AND Use this parameter to retrieve results for two or more concepts. For example, searching for *apples AND oranges* will return only mentions where both apples and oranges were found.

NOT Use this parameter to exclude mentions with single or multiple terms. For example, searching for *orange NOT color NOT county* will exclude all mentions of orange where the terms color or county are also found.

OR Use this parameter to retrieve results for at least one concept. For example, searching for *apples OR oranges* will return mentions where either apples or oranges were found.

"TEXT" Use this parameter to search for words as a phrase, and in the same order in which they were written. For example, searching for *"green apples"* will return mentions of "green apples" but not "apples green." (For instagram, please note that phrases in quotation marks will be merged into a single hashtag, i.e. #greenapples)

Stop Words

Some words need to be used in a phrase in order to complete a search query. Here are some examples: **a an the at**

Twitter

Listen to Twitter users by adding handles (*@username*) to your search field. Give it a try.

ADVANCED FILTERING

Boolean Operators

Refine your queries for more focused results



ACTIONABLE RESULTS

Trending Topics

Discover emerging trends across each of your projects

Top Mentions


Dive into conversations that are most influential

Most Recent

Stay updated with a live stream of results




Top mentions

 **Walther Jean Walker**
Lorem ipsum dolor sit amet, consectetur adipisicing elit. Sit, ex, non, consequatur, quia ratione quaerat minus mollitia praesentium obcaecati ducimus magni sed tempora soluta in repellat nihil itaque ullam laudantium! Lorem ipsum dolor sit amet, consectetur obcaecati ducimus magni sed tempora adipisicing elit.
f Walker 12:00




Sunday night baseball, beer and good music.
f Walker 12:00


On my bike to work, afterhours beer and #music.
f Bike shop 12:00




On my bike to work, afterhours beer and #summer2013.
f Bike shop 12:00



Body boarding all day. Axwell up next.
f Beach Miami 12:00




On my bike to work, afterhours beer and #wather.
f Summer hits 12:00



Body boarding all day. Axwell up next.
f Beach Miami 12:00

On my bike to work, afterhours beer and #summer2013.
f Bike shop 12:00

 **Walther Jean Walker**
Lorem ipsum dolor sit amet, consectetur adipisicing elit. Sit, ex, non, consequatur, quia dolor sit amet, consectetur obcaecati ducimus magni sed tempora adipisicing elit.
f Walker 12:00

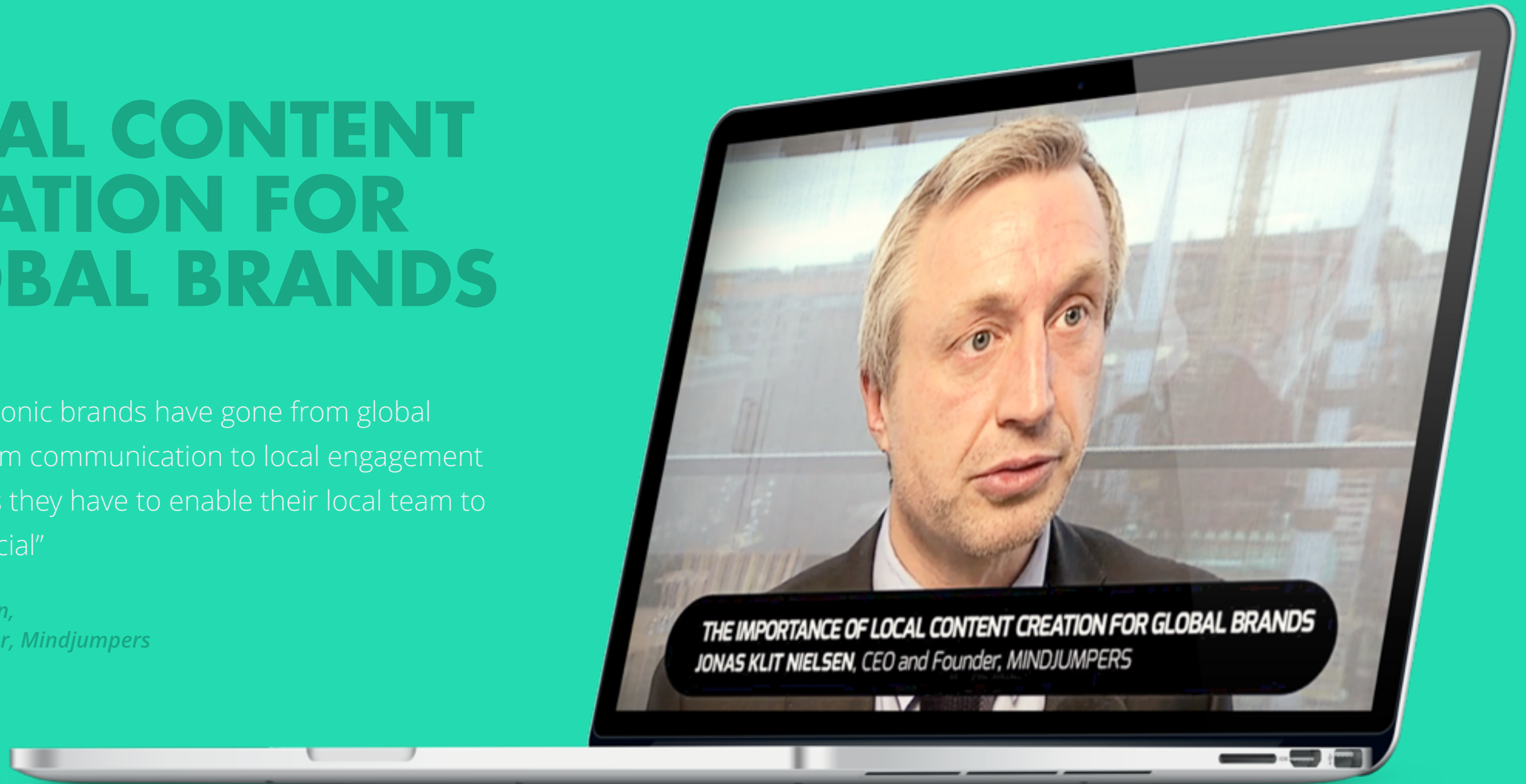


On my bike to work, afterhours beer and #summer2013.
f Bike shop 12:00

LOCAL CONTENT CREATION FOR GLOBAL BRANDS

"50-60% of iconic brands have gone from global social platform communication to local engagement which means they have to enable their local team to work with social"

*Jonas Klit Nielsen,
CEO and Founder, Mindjumpers*



USER ROLES WITHIN THE ORGANIZATION

All Falcon Social users are part of an organization, which in most cases will be named after the organization you work for. The users can have one of four roles.

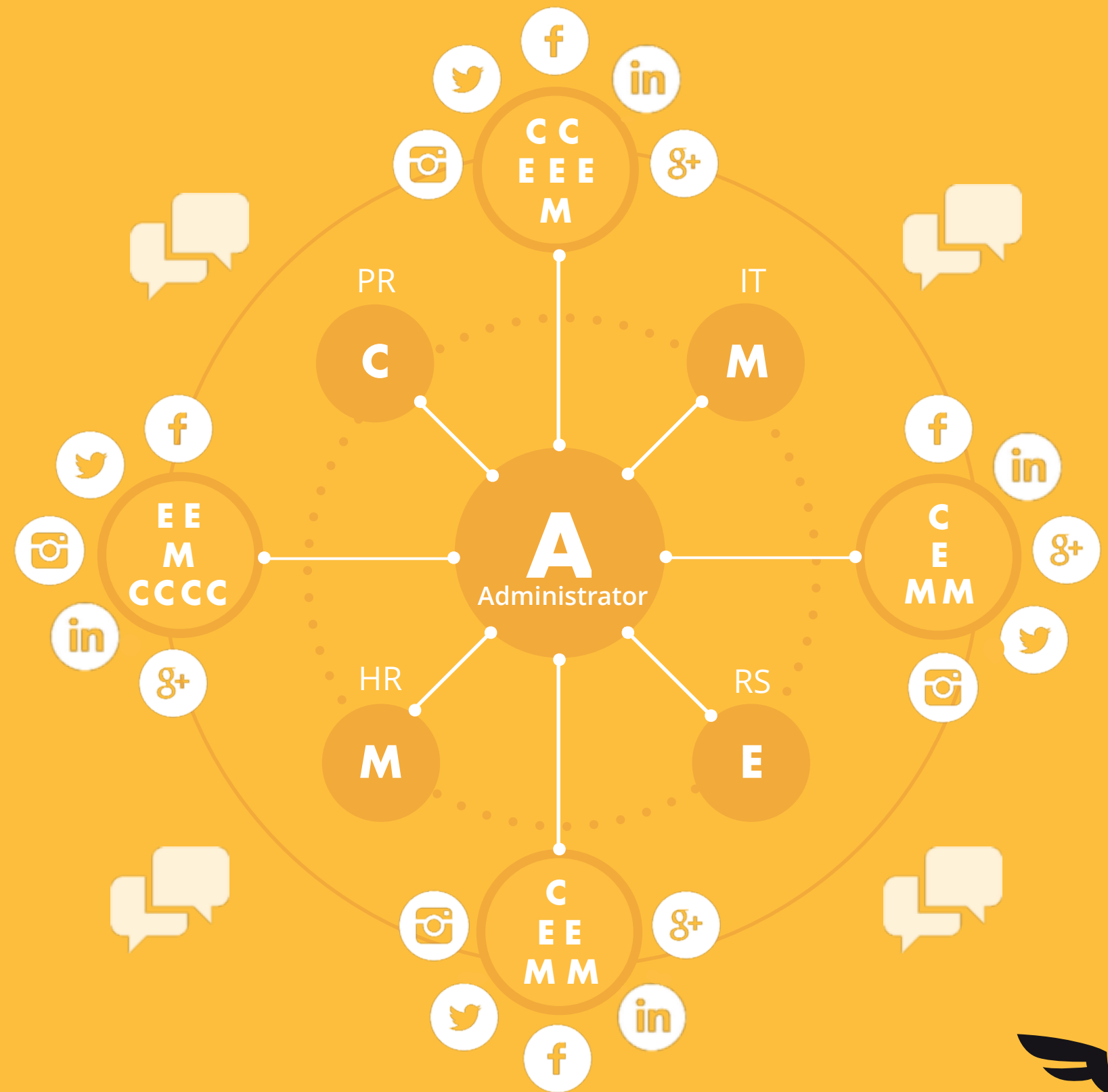
A Administrator	E Editor
C Content Creator	M Moderator

	A	E	C	M
User Config	✓			
Approve	✓	✓		
Create	✓	✓	✓	
Publish	✓	✓	✓	
Moderate	✓	✓	✓	✓



GLOBAL ORGANIZATION COLLABORATION

An overview of how every user across the organization is able to communicate and collaborate across the organization and teams.



ANALYTICS & BENCHMARKING IN A NUTSHELL

Precise page reporting & key metrics

Optimise your social presence and stay ahead of the curve with key social metrics. Feedback from your KPIs means you can set your social investment level and make scaling decisions with more confidence and control.

Turn assumptions into numbers with Falcon's comprehensive analytics tools. Discover your active user demographic, pinpoint top influencers and reward them with tailor made content they are sure to share.



SOCIAL MEDIA RETURN ON INVESTMENT

"Social ROI is the same as ordinary ROI and we are now looking deeper into soft marketing-based values, emotion, connection, loyalty, preference, and advocacy."

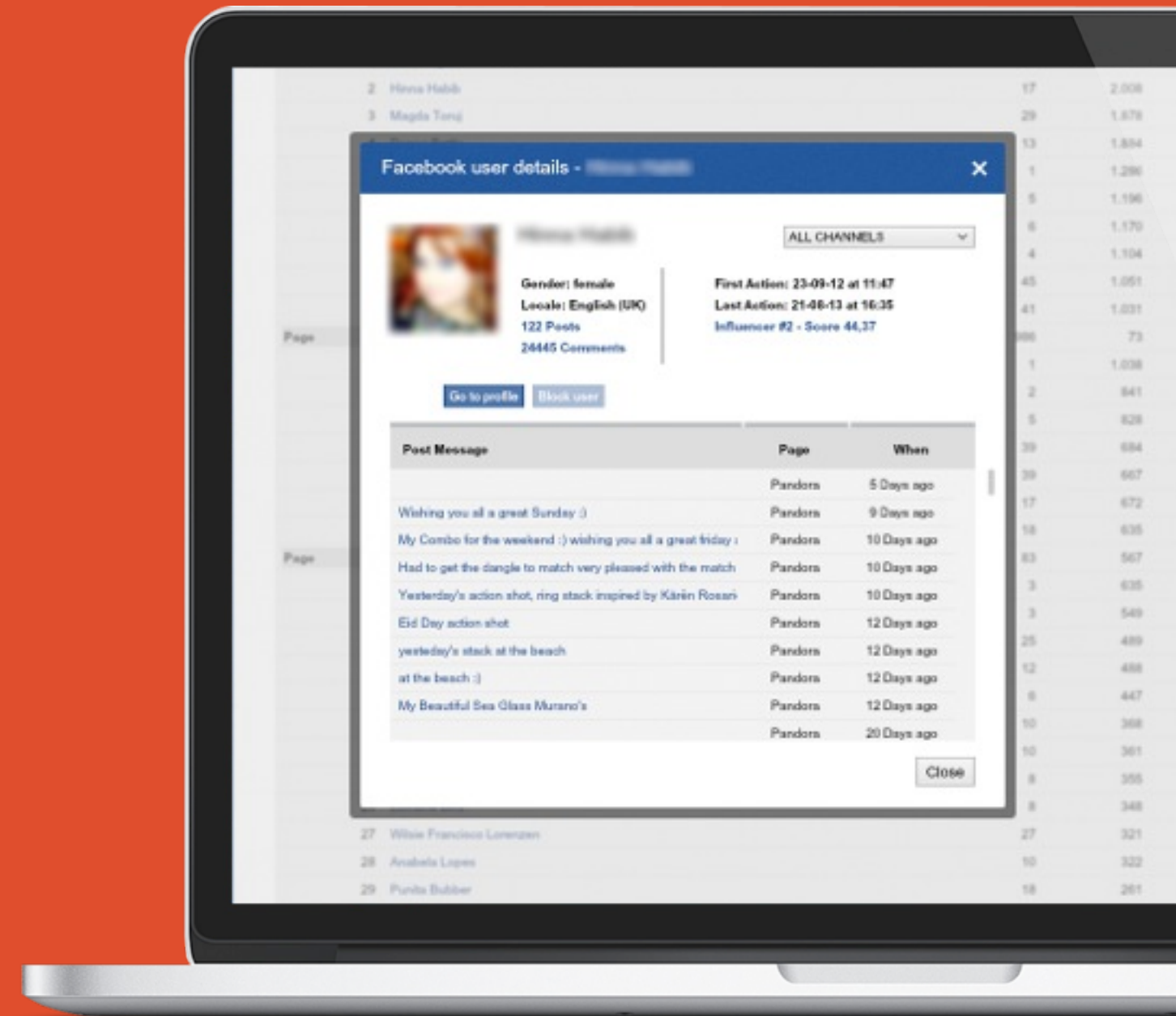
Rune Kiowsky
Head of Digital, OMD



COMPLETE OVERVIEW OF USER DETAILS & ACTIVITY

Find your brand advocates

What you are investing in is relationships. Establishing them, nurturing them, and converting them into long term customers and advocates who know and appreciate your values, support your philosophy and, most importantly, buy your product.



BENCHMARKING

Identify trends and sense-check how your performance is comparing to similar brands and organizations.

Compare and benchmark on key metrics to identify best practice within your industry.



COMPLETE SOCIAL ANALYTICS

TOTAL
1.830K
ACROSS THE WORLD

TOP 10 TOWN/CITIES

- London, England, U...
- Lisbon, Lisboa, P...
- Sydney, NSW, Aust...
- Melbourne, VIC, Au...

FALCON

Moderation Publishing Listening Applications Analytics

Selected page: [Dropdown] From: 28/07/2013 To: 25/08/2013 Pick chart types to display

28/07-2013 - 25/08-2013

29K **1.830K** **31K** **1.203K**

NEW FANS -953 TOTAL FANS +25K TALKING ABOUT +622 REACH 82K

Time	Time spent	Sessions	Post counts	Comment counts	Mark as read counts
-	-	0	0	0	0
-	-	0	0	0	0
-	-	0	0	0	0
-	-	0	0	0	0
-	-	0	0	0	0
17 Hrs. 3 Mins.	-	1	0	0	0
15 Mins.	-	2	0	0	0
1 Hrs. 53 Mins.	-	7	0	0	0
1 Hrs. 56 Mins.	-	1	0	0	0





THE FALCONEERS

The international DNA of the team and the years of industry knowledge and experience they bring to the table adds bags of value to Falcon Social's equally international customer base.

Guided by a love of all things social, the individuals that make up Falcon Social share boundless energy and drive to make sure our customers are always happy and having continued, growing success with the Falcon platform.





FALCON SOCIAL

"We are not an agency and we don't create content - we enable teams and enterprises to work together successfully by giving them the right tool kits to create great content for their unique consumers or customers regardless of industry, department or geographical borders."

*Ulrik Bo Larsen,
CEO and Founder, Falcon Social*



DEDICATED SUPPORT 7 DAYS A WEEK

"The ongoing flexibility, support and guidance from the team at Falcon Social is second to none."

*Martin Majlund
Digital Platform Manager, Carlsberg*



CUSTOMER SUCCESS

Going beyond support to ensure your success



Strategy and execution

Premium service

We understand that every business is different. As part of our premium service, we will work on finding the sweet spot between your business focus, customers, and our platform. Falcon's platform is designed for brands and agencies to forge powerful, natural connections with your customers, and solid collaboration across your team.



Customer experience programme

Ongoing training ensures that you and your team are enabled to use all the extensive features of our product.

We want to listen and learn - from you!

Our active outreach programme gathers your feedback to take forward to the product development process.



Dedicated support service

We provide support 7 days a week so no question goes unanswered!

Visit our Knowledge Base for step-by-step guides and answers to FAQs.

Contact support@falconsocial.com or visit our [Support Forum](#) to submit a ticket.



Customer Success Story

CARLSBERG



"To execute social marketing programs efficiently and to remove the complexity of this global phenomenon organizations need systems that deliver a fast operational response. Without a fully integrated and scalable platform, such as Falcon's, businesses will struggle to manage social media and will miss out on the huge opportunities it offers."

*Ronja Gustavsson,
Head of Marketing, Falcon Social*

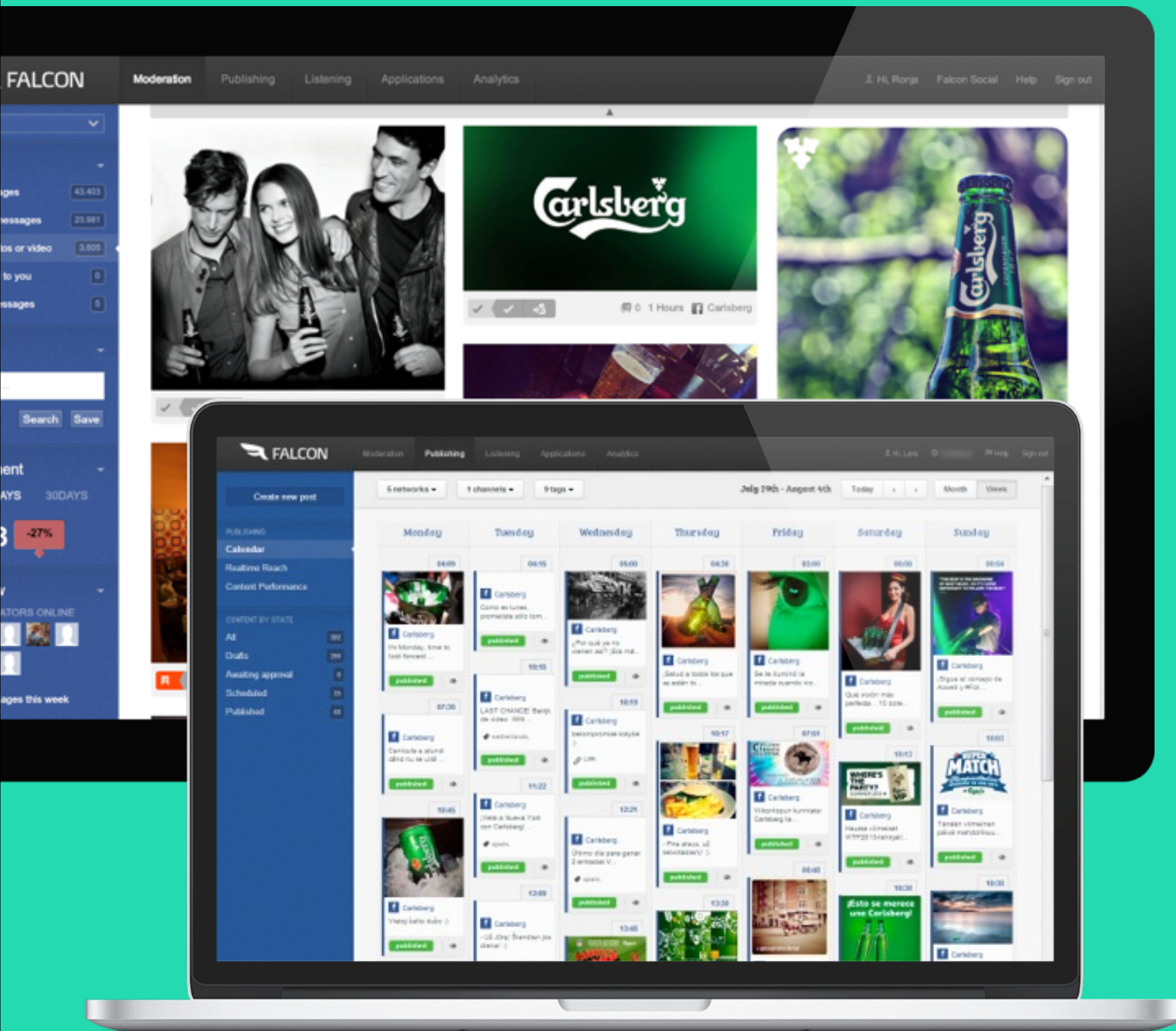


CARLSBERG'S ROLLOUT IN 44 COUNTRIES

Carlsberg is the world's fourth largest brewery group. And part of this success comes down to the high degree of diverse brands, markets, and cultures. Across Carlsberg's local subsidiaries, community managers are making extensive use of Falcon Social's geo-targeting features to connect and engage with their target market.

With over 160 community managers as well as partner agencies in all 5 continents around the world, the decision to adopt the Falcon Social required a massive onboarding effort - to ensure the smooth transition and migration to a new global platform.





MICRO VIEW

Drill down to analyse each individual post and gain understanding about quality of the content by assessing the negative and positive interactions.



MACRO VIEW DASHBOARD

Custom integration of Carlsberg's internal KPIs.
Wall-mounted and stream of realtime metrics.



“The challenging task of migrating all markets, channels, users and permissions was carried out with an impressive level of professionalism, attentiveness, and thoroughness.”

*Martin Majlund,
Digital Platform Manager, Carlsberg*



"Falcon has been a pleasure to use. The suite has helped us optimize our social media efforts tremendously - especially when it comes to monitoring, communicating with, and effectively building engaging applications for our audience."

*Casper Mejlholm,
Marketing Specialist, SteelSeries*



"Falcon Social was the only Facebook management tool that met the needs PANDORA had for operating our international presence on Facebook.

Through Falcon we monitor and administer all pages in our portfolio, and keep track of both KPIs and moderator performance."

*Charlotte Kiehn Rosell,
Social Media Manager*



PANDORA
UNFORGETTABLE MOMENTS





FALCONSOCIAL

 [@falconsocial](https://twitter.com/falconsocial)

 falconsocial.com

 sales@falconsocial.com