



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 50+ 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



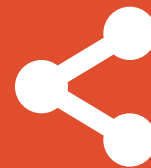
MEDIA



TRAVEL & LEISURE



B2B



AGENCIES



ART & CULTURE



NON-PROFIT





PARTNERS

- Top tier Facebook PMD
- Google+ Pages Partner
- Zendesk Partner
- Red Herring Winner 2013



OPEN API FOR ANY IT-SOLUTIONS

ORACLE®



Microsoft



JWT

CONDÉ NAST

SWAROVSKI

Stena Line
Making good time®

GEORG JENSEN

Emirates

PANDORA™

Schweppes

KNVB

Bavaria

ARD 1

Carlsberg

MD

Deutsche Telekom

TIVOLI

ORANGINA
et sa pulpe!

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 ✓ ↻
 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 ✓ ↻
 4 comments 6 Mins.

Caroline Dora
 Lovely gift! Enjoy!

UNREAD ✓ ↻
 5 comments 50 Mins.

Kylie Hansell
 They just need a good clean and polish

UNREAD ✓ ↻
 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

✓ **Aleen 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

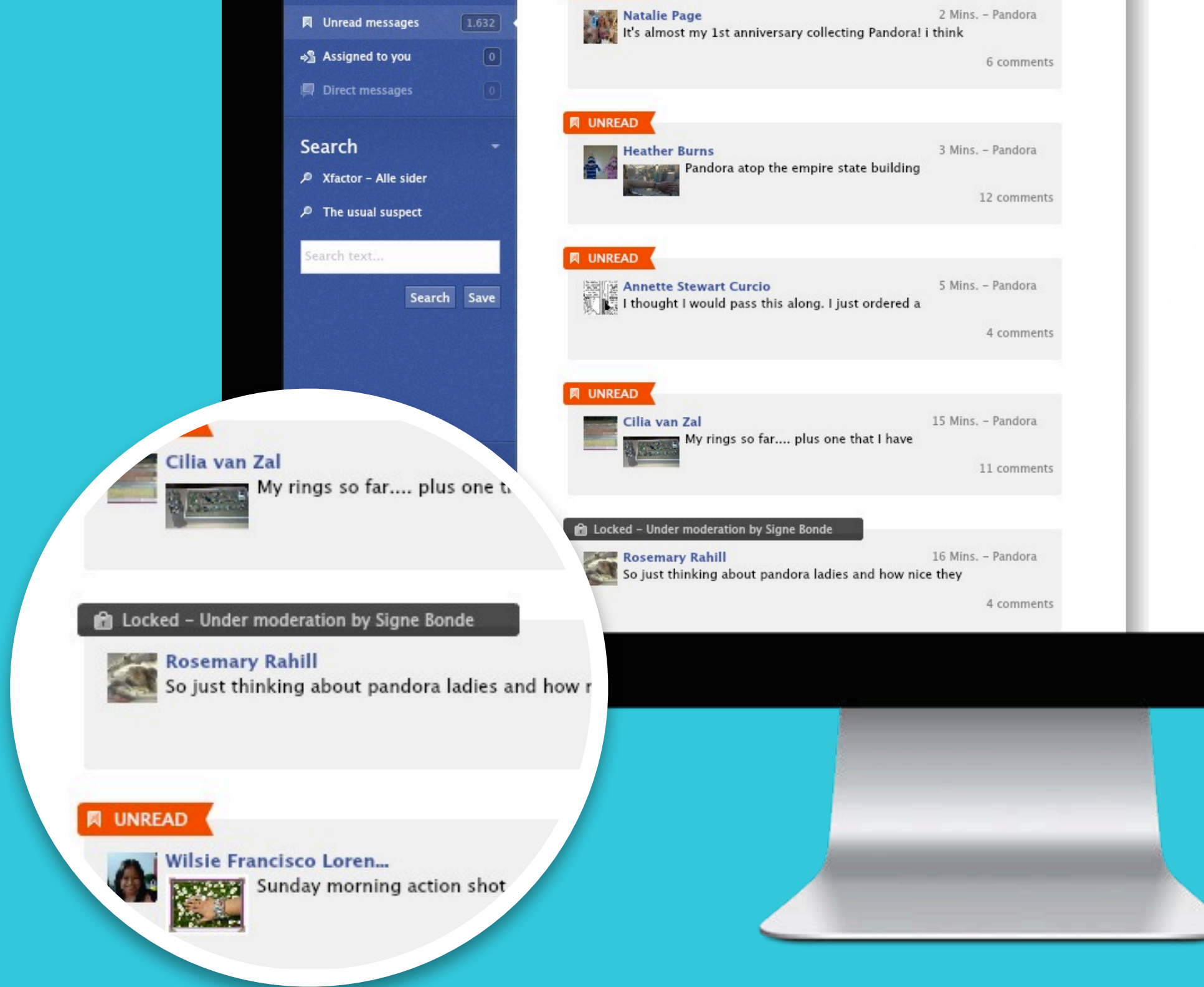
- Mark as read
- Comment and reply
- Direct messages
- Assign tasks to coworkers
- Add notes
- Full text search
- Template responses



REALTIME TEAM COLLABORATION

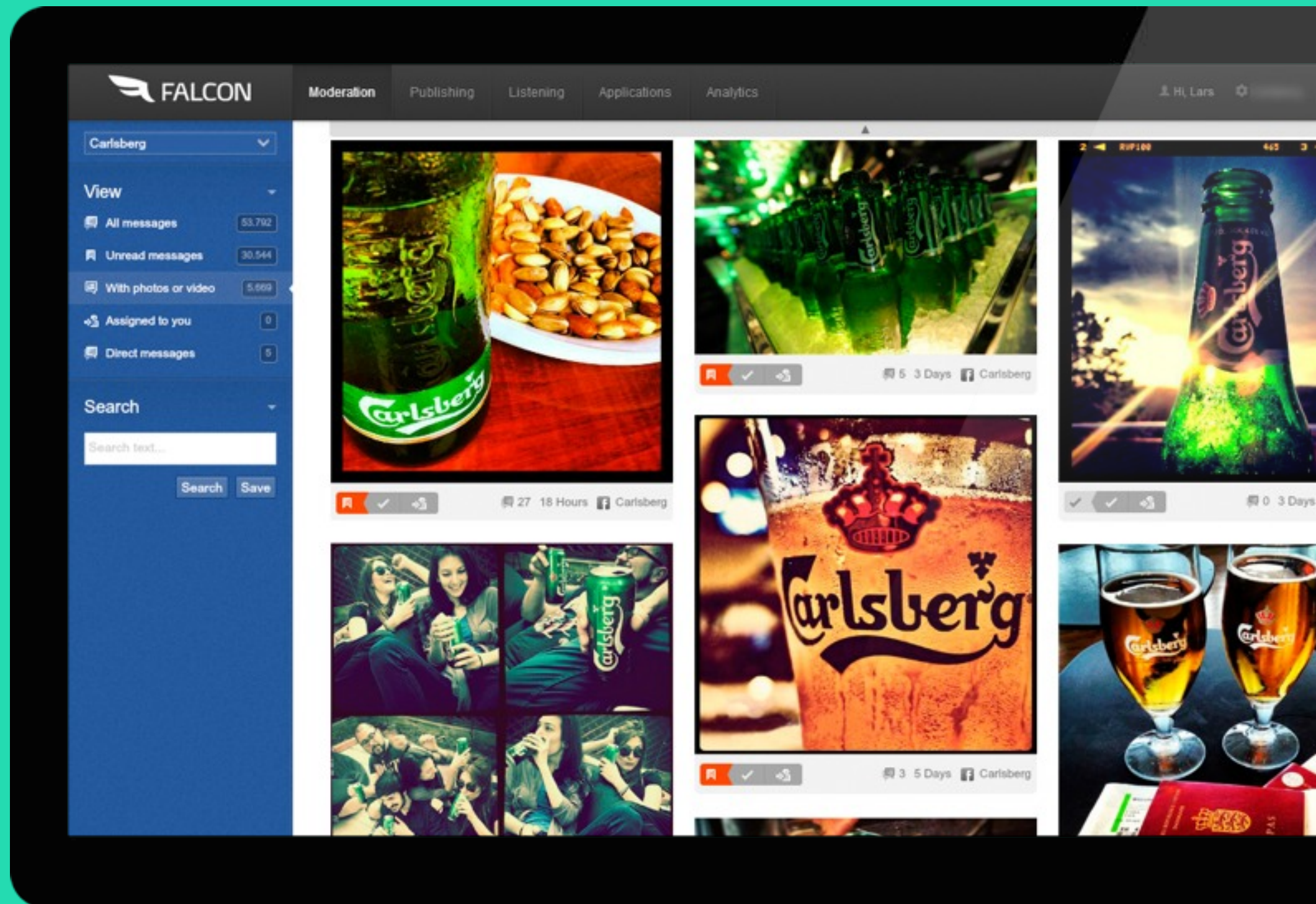
Get rid of flooded email inboxes and start working with a efficient workflow. No duplication and no missed replies to increase team productivity.

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

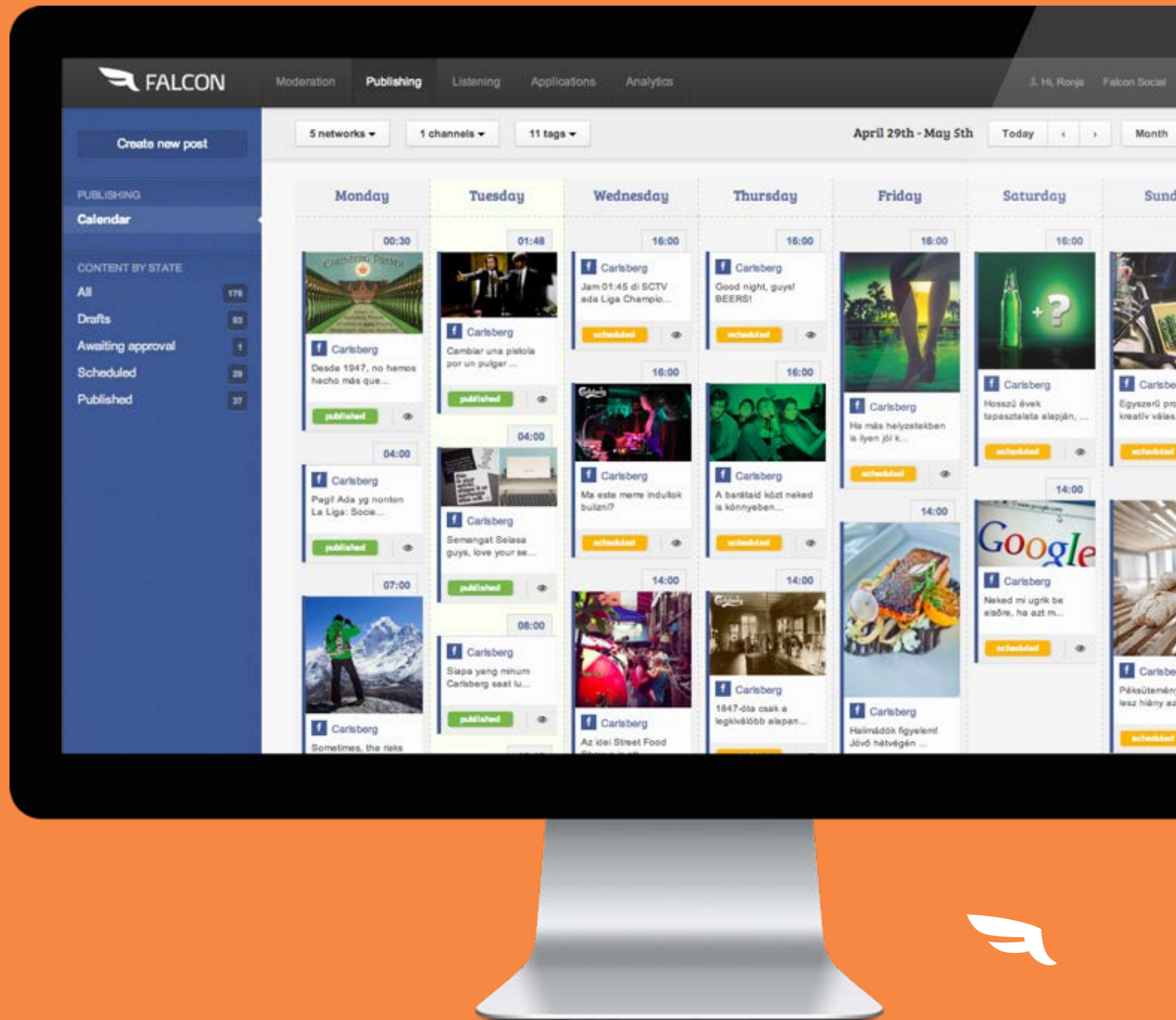
Falcon's Editorial Calendar is the ideal collaborative tool to manage a heavy workflow. With Falcon's rich visual overview you can easily see what's pending, what's scheduled, and what's published.

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.

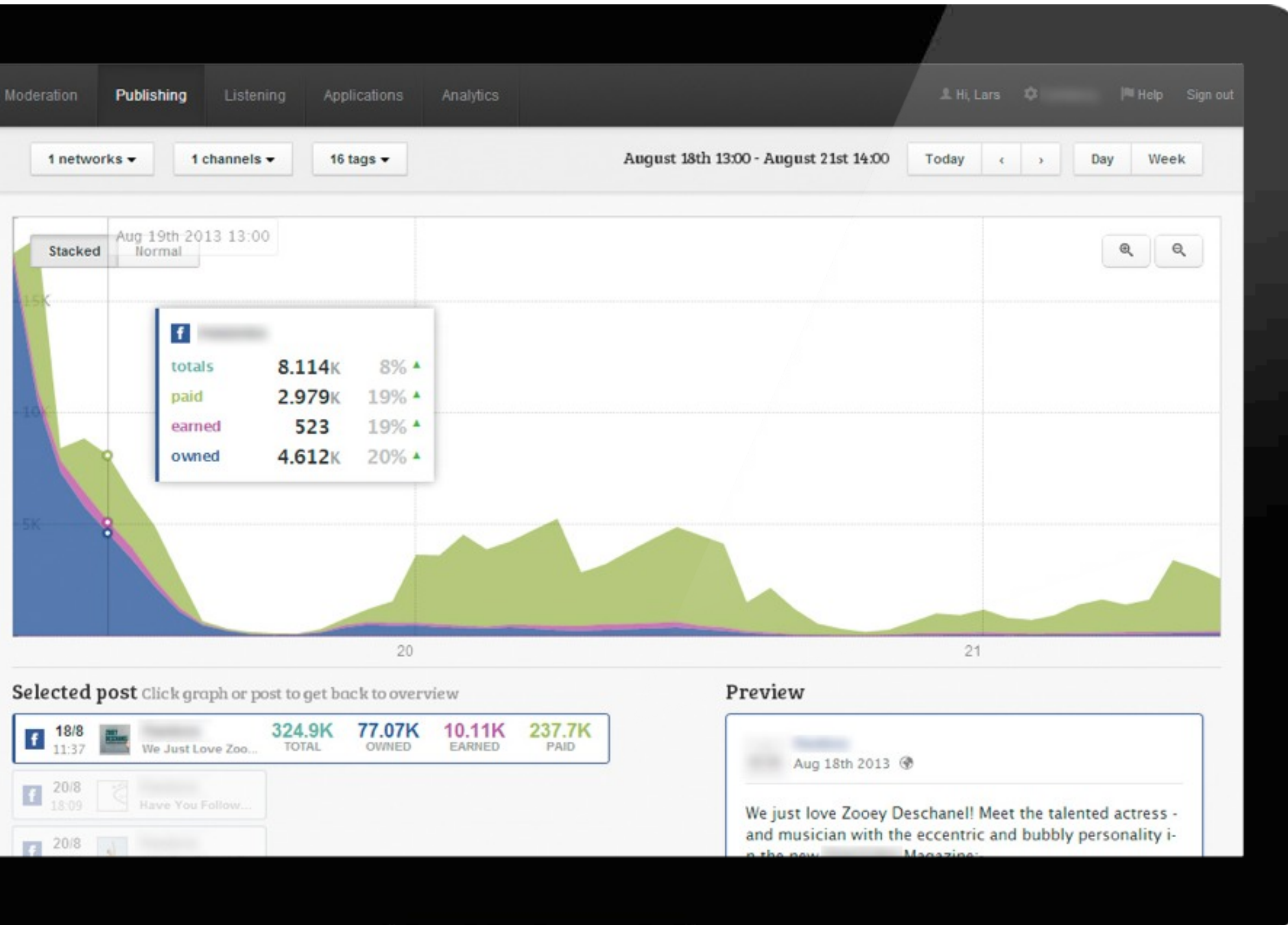
Use this data to support important decisions like when to amplify, and where to invest. Giving you the perfect opportunity to tweak your social strategy.



“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



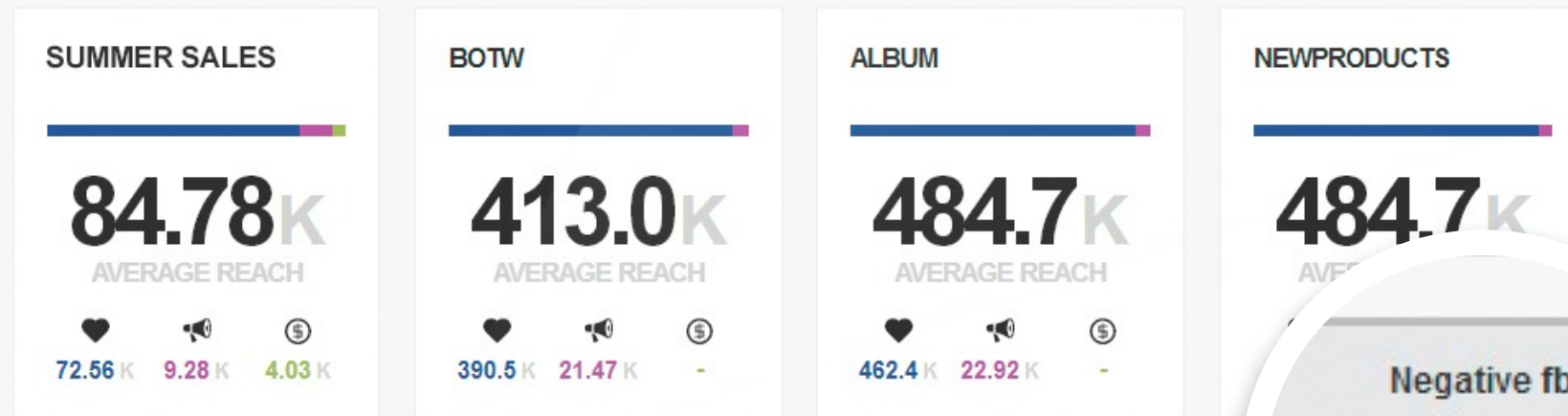
Impressions



Reach

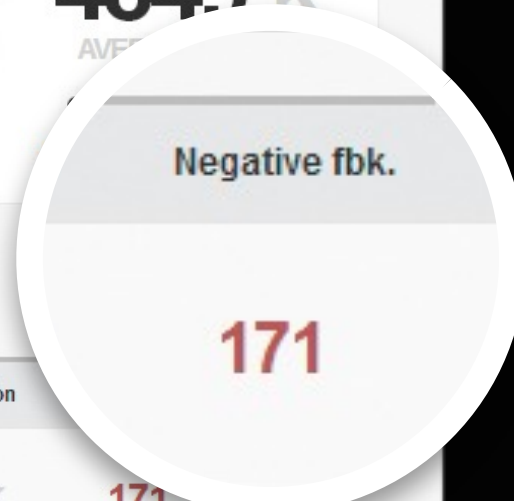


Top Tags



Content list

Channel & Post	Reach	Interactions	Consumption
[Post]	Total: 484.7K 462.4K 22.92K -	5.34K	57.39K



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

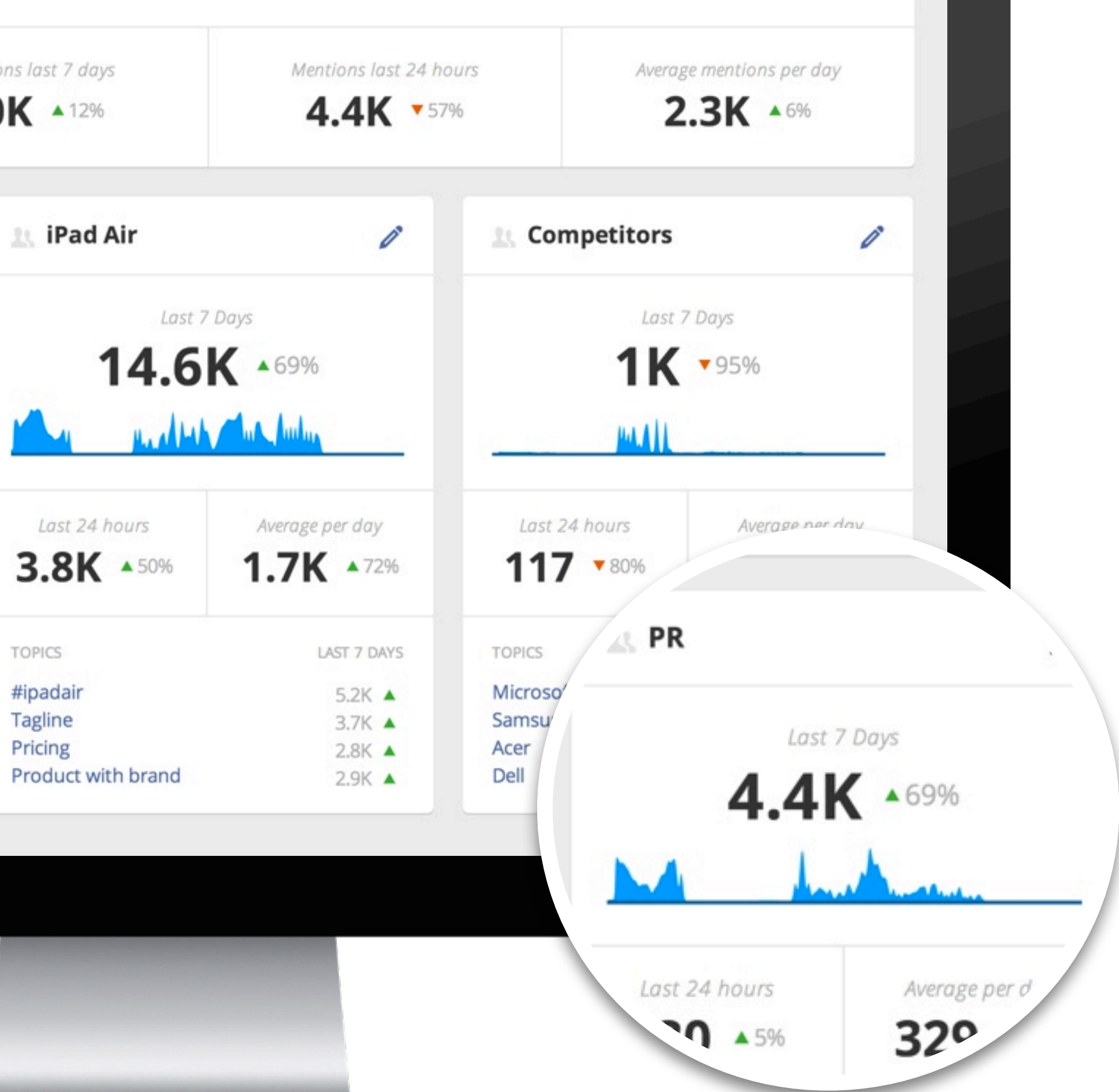


ABOUT US



QUIZ CONTEST





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



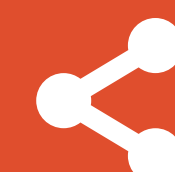
News



Forums



Reviews



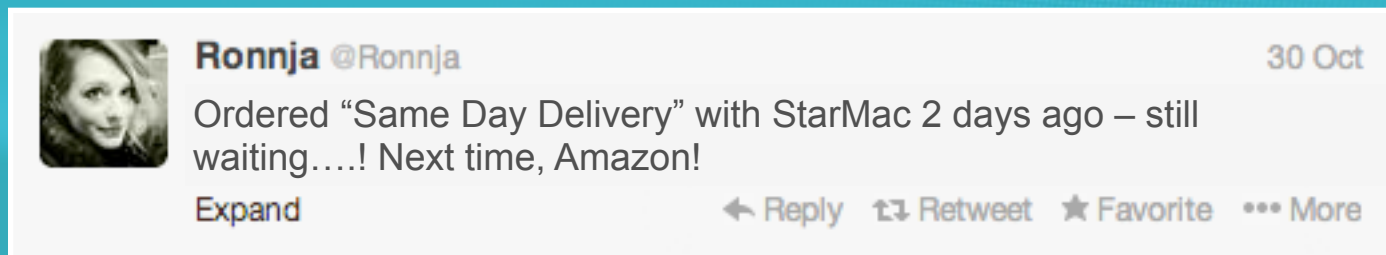
Additional Social



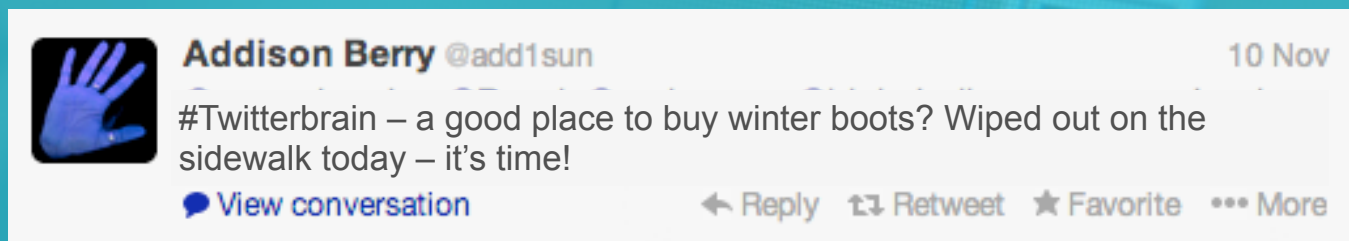
RESPOND AND ENGAGE IN REAL-TIME

Listen across verticals, department focus,
and brand elements

- Customers' Dialogue
- Product
- Stronger Customer Relationships
- Reputation Management
- Competition Analysis
- Sales
- Human Resources



@Ronnja That's not the service we strive for – can you PM us your order number so our Customer Success dept can check it out right away?

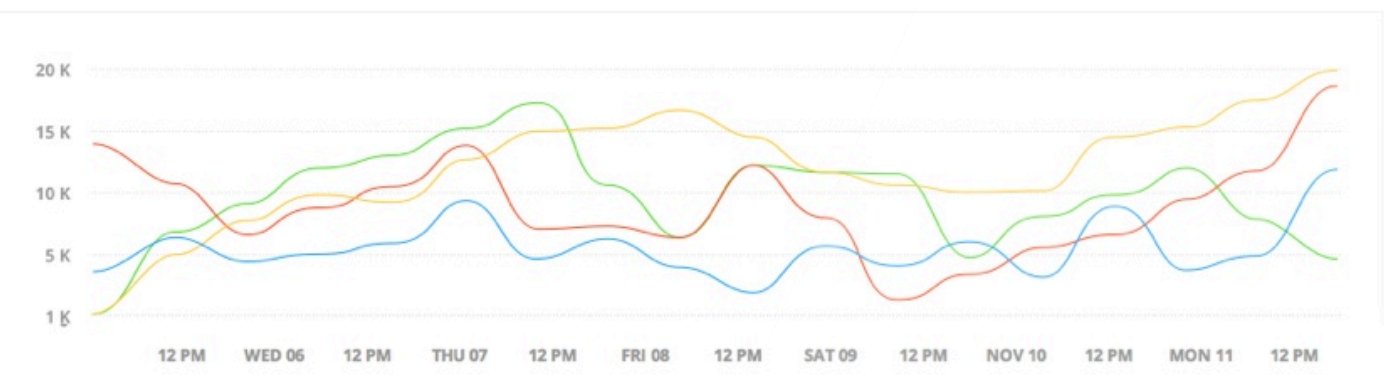


@add1sun We'd love to keep you safe & vertical. Boots filtered by size, color & weather type & free global delivery – helloboots.com



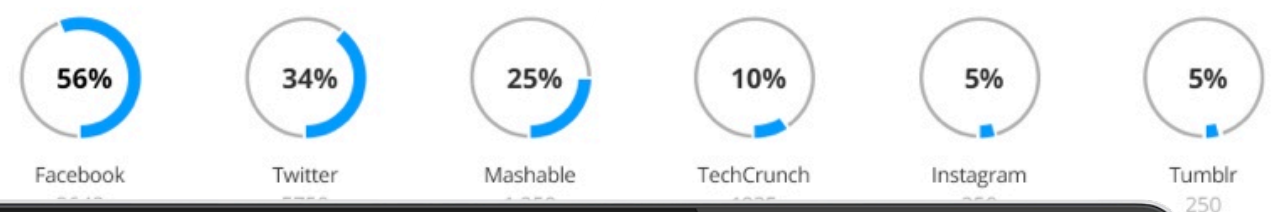
Sources

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



REPORTING MADE EASY

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

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

Demographics

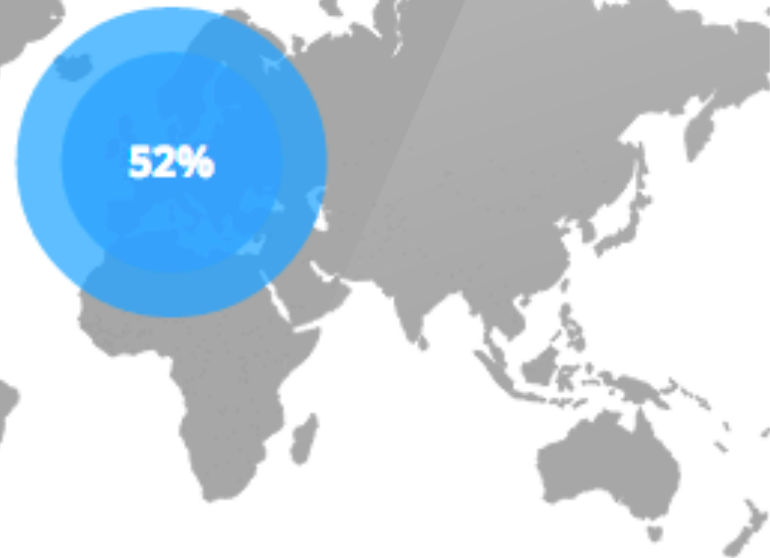
World Overview	Top Countries																		
	<table border="1"> <thead> <tr> <th>COUNTRY</th> <th>%</th> </tr> </thead> <tbody> <tr><td>DE</td><td>52%</td></tr> <tr><td>DE</td><td>37%</td></tr> <tr><td>US</td><td>2%</td></tr> <tr><td>CH</td><td>1%</td></tr> <tr><td>AT</td><td>1%</td></tr> <tr><td>AT</td><td>0%</td></tr> <tr><td>NL</td><td>0%</td></tr> <tr><td>ID</td><td>0%</td></tr> </tbody> </table>	COUNTRY	%	DE	52%	DE	37%	US	2%	CH	1%	AT	1%	AT	0%	NL	0%	ID	0%
COUNTRY	%																		
DE	52%																		
DE	37%																		
US	2%																		
CH	1%																		
AT	1%																		
AT	0%																		
NL	0%																		
ID	0%																		



CREATE NEW PROJECT

Demographics

World Overview



Top Countries

COUNTRY

 DE

DE

 US

CH

 AT

AT

NL

ID

BUSINESS INSIGHTS



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

59K

● TWITTER: 50K

● INSTAGRAM: 32K

● GOOGLE+: 5K

● YOUTUBE: 573

is by topic

TOPIC

MENTIONS

%

BENCHMARK

per day

30K ▲ 3.0%

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.

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**

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)

Twitter

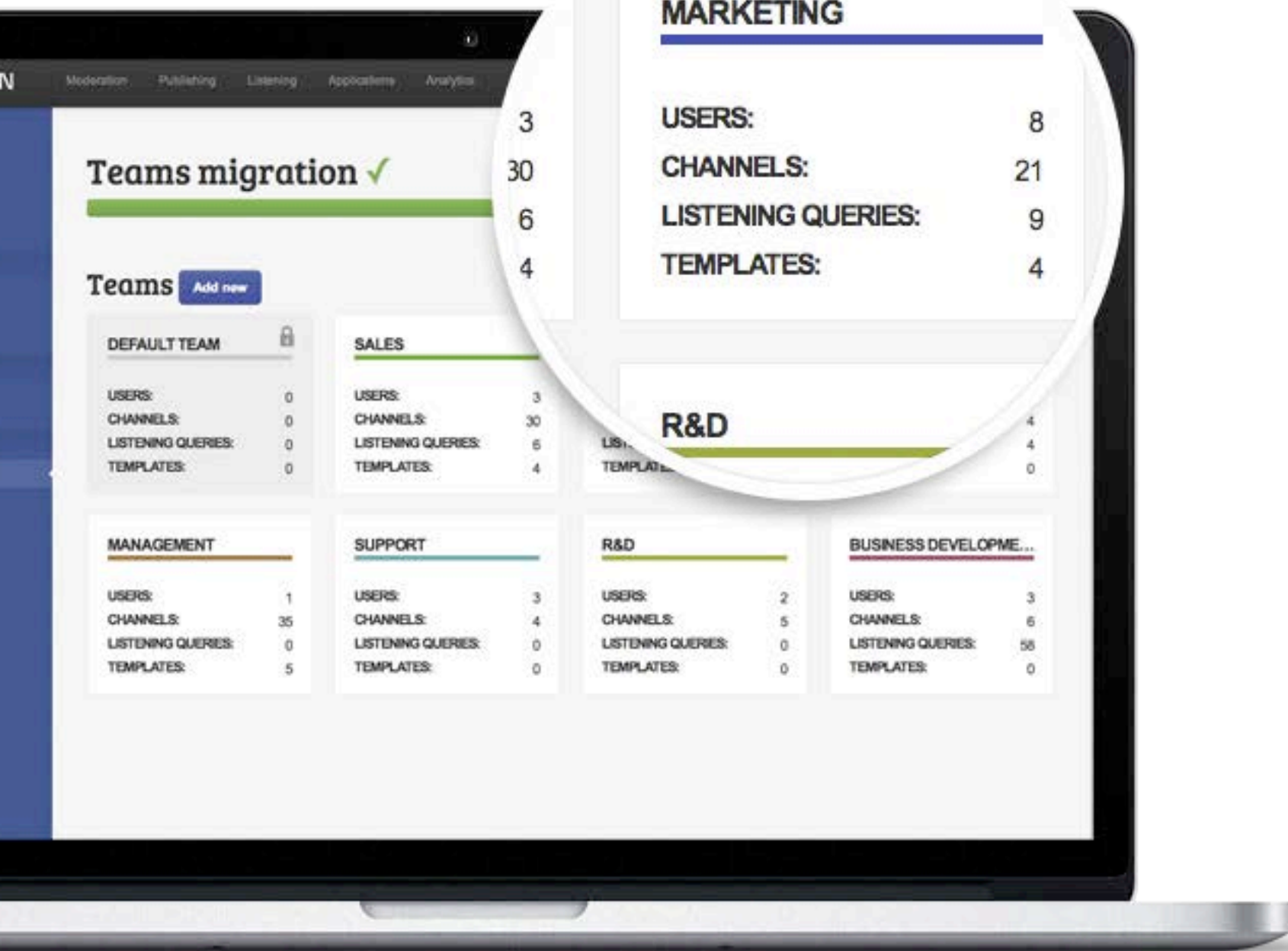
Listen to Twitter users by adding handles (*@username*) to your search field. Give it a try.

ADVANCED FILTERING

Boolean Operators

Refine your queries for more focused results





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.

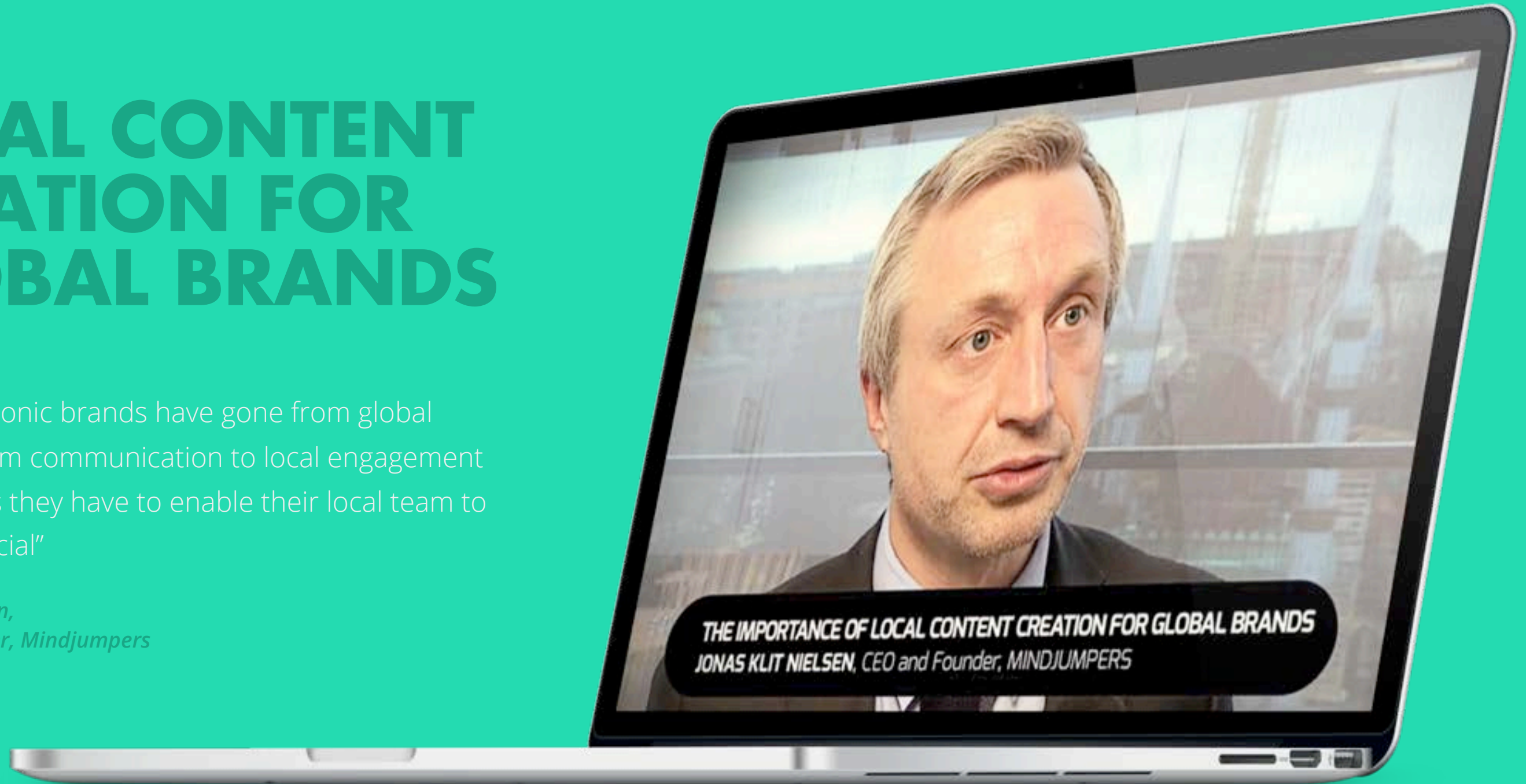
Coordinate efforts across all departments, from sales and marketing to customer service and HR, including optional full audit trails recording who said what when on behalf of your organisation.

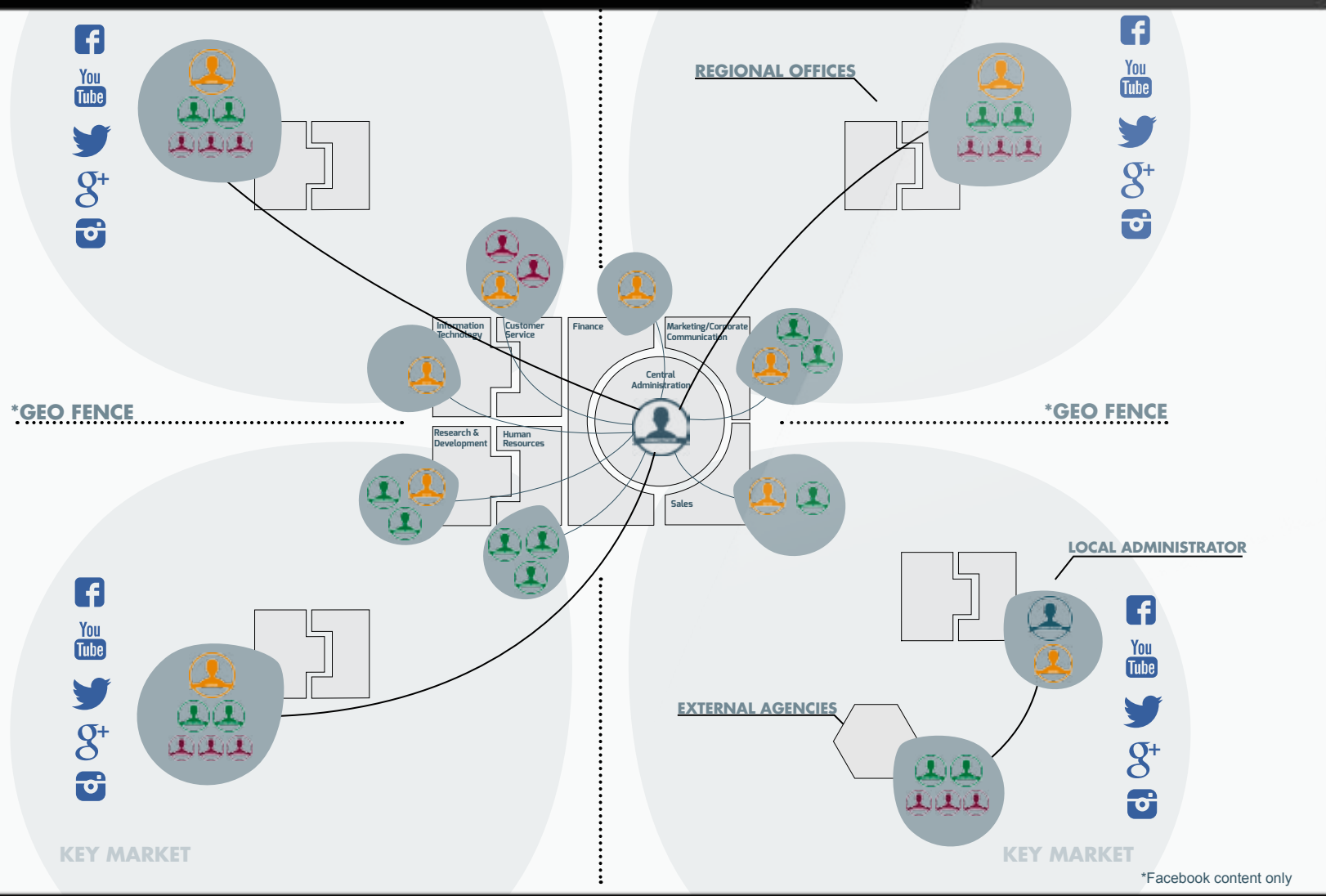


LOCAL CONTENT CREATION FOR GLOBAL BRANDS

"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*





GLOBAL ORGANIZATION COLLABORATION

Regional and local users combined with central administration



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."

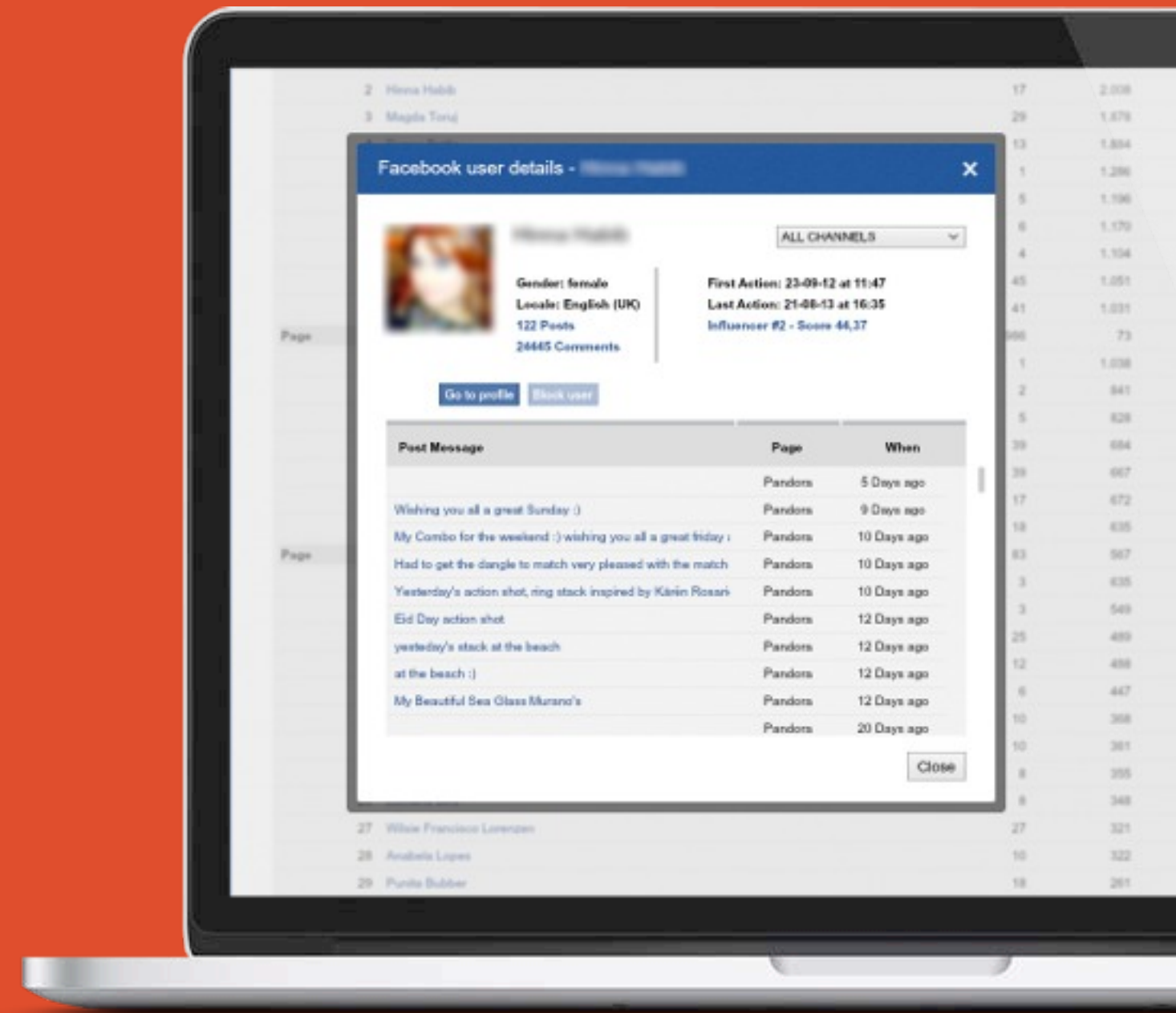
Rune Kiowsky
Head of Digital, OMD



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

Moderator Publishing Listening Applications Analytics

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

28/07-2013 - 25/08-2013

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

NEW FANS -163 TOTAL FANS +25K TALKING ABOUT +422 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
-	-	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. 58 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*

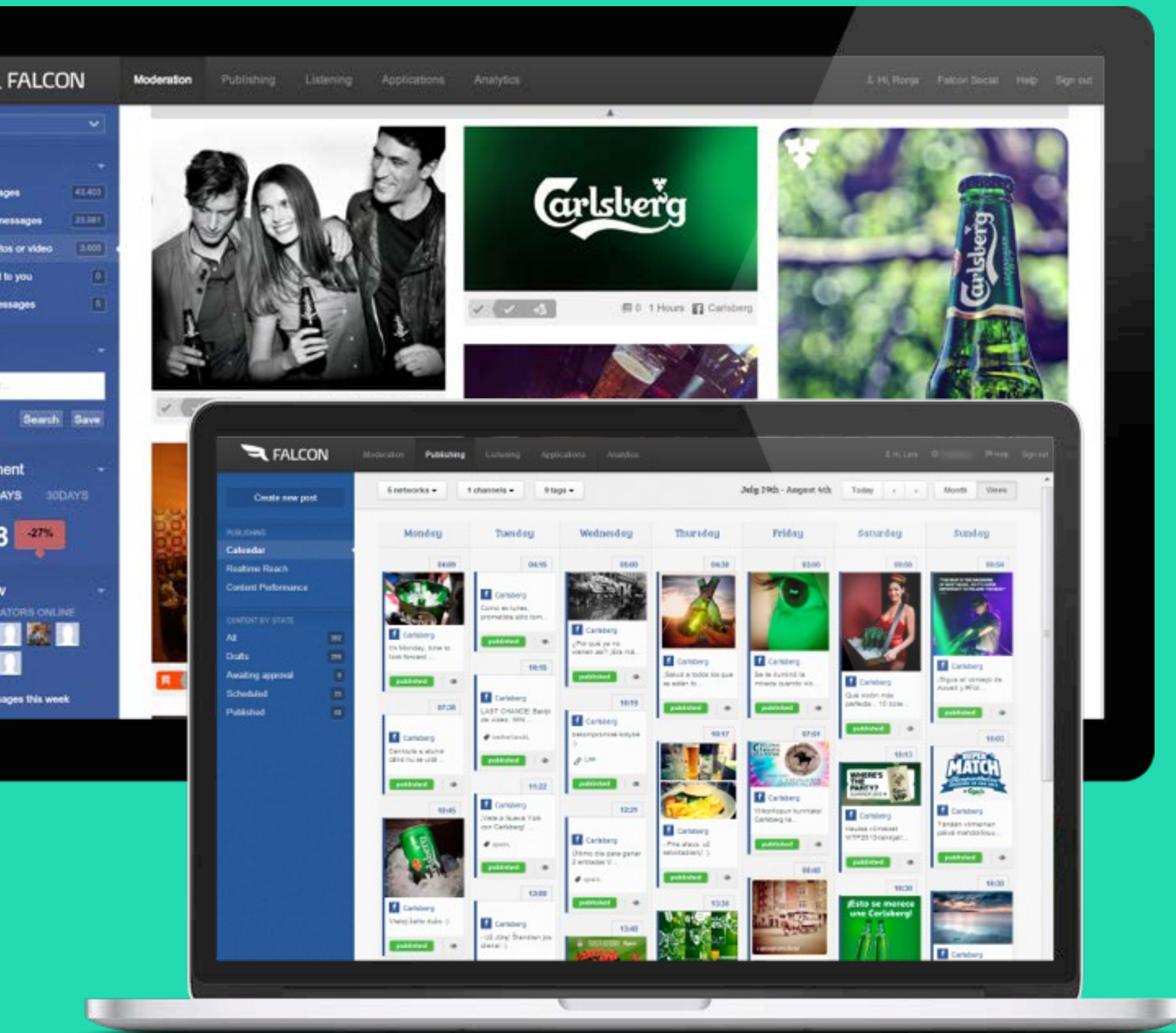


CARLSBERG'S ROLLOUT IN 44 COUNTRIES

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*

The Carlsberg Group logo is centered within a white circle. It features the word "Carlsberg" in a dark green, stylized serif font with a crown above the letter 'r'. Below it, the word "Group" is written in a simpler, dark green sans-serif font.

Carlsberg
Group



"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