

**Social media management
that saves 40% of your time.**

Natália Kimličková



Kontentino



Social media planning





Why is John frustrated?

- Uses too many tools / Excel, Word, Gmail, Google Disk, even paper calendar



- Never-ending email loops



- Screenshots of posts in attachment

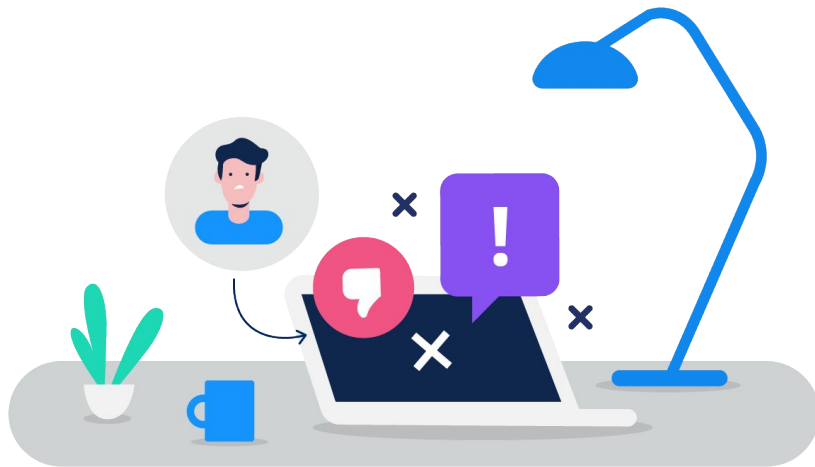


- Hootsuite / Buffer are not ideal



Problem with John's workflow

- Time consuming
- Poor overview of content calendar and posts' statuses
- Prone to errors and misunderstandings
- Problems with meeting deadlines
- Not delivering promised work

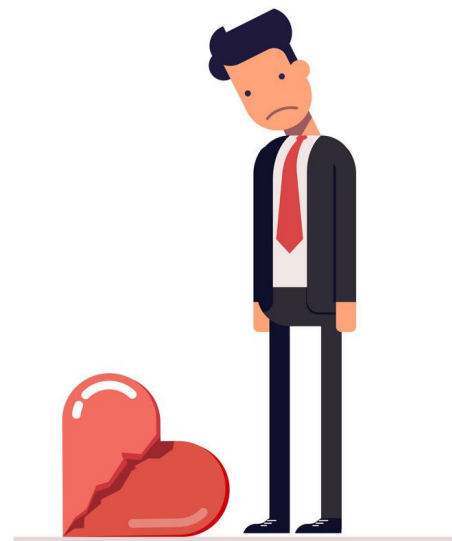




Impact of these issues

- “Bad blood” in team. Blaming etc.
- Bad relationships with clients
- Losing client

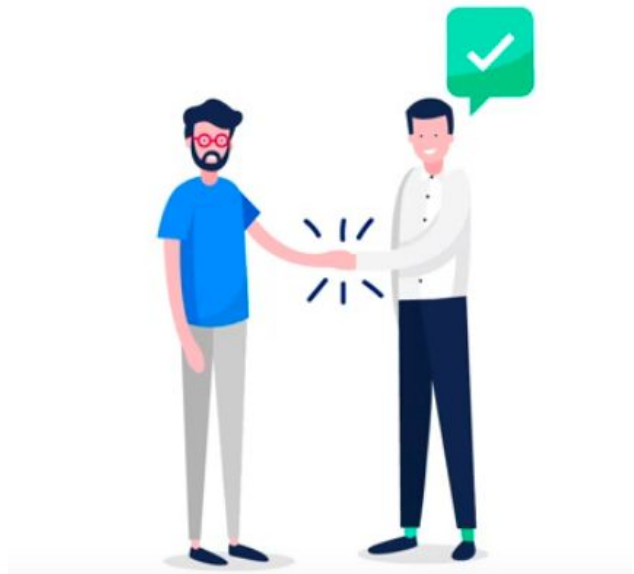
Acquiring new clients is from 5-25 more times **expensive** than retaining one.





So what is the basis of a good relationship with client?

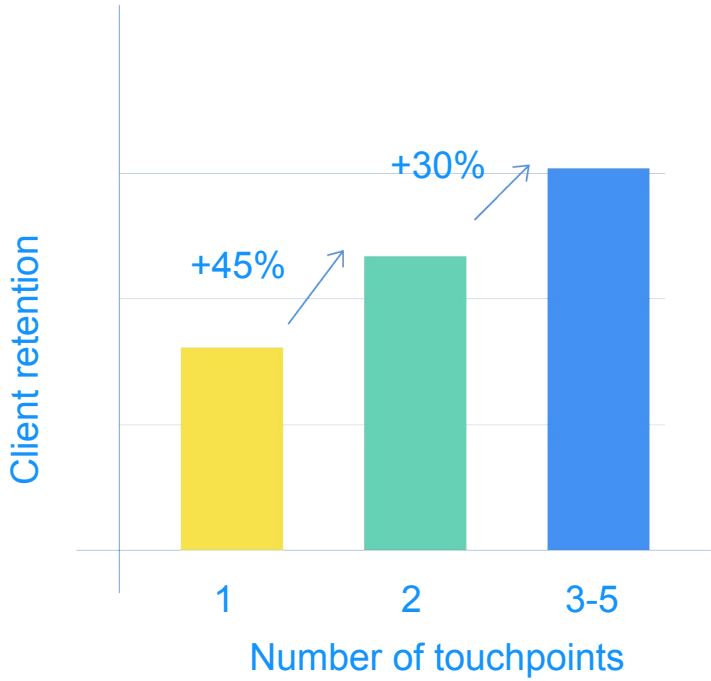
- Transparency





Transparency

Having 2 point of contacts on the client side increases retention by 45%

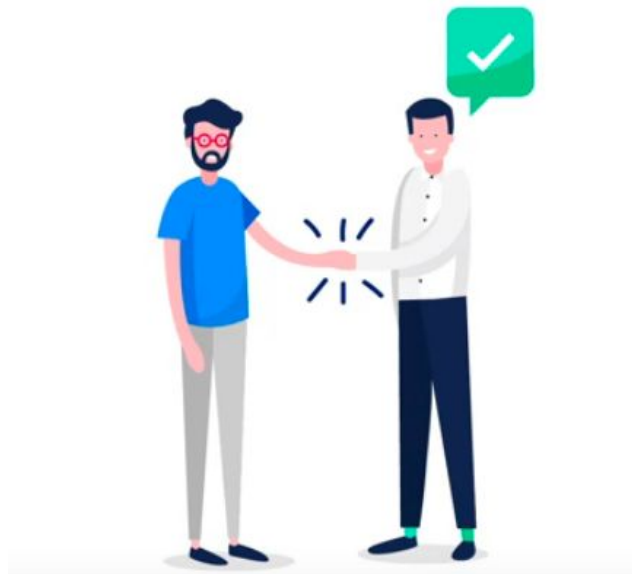


Source: Kontentino, 2021



So what is the basis of a good relationship with client?

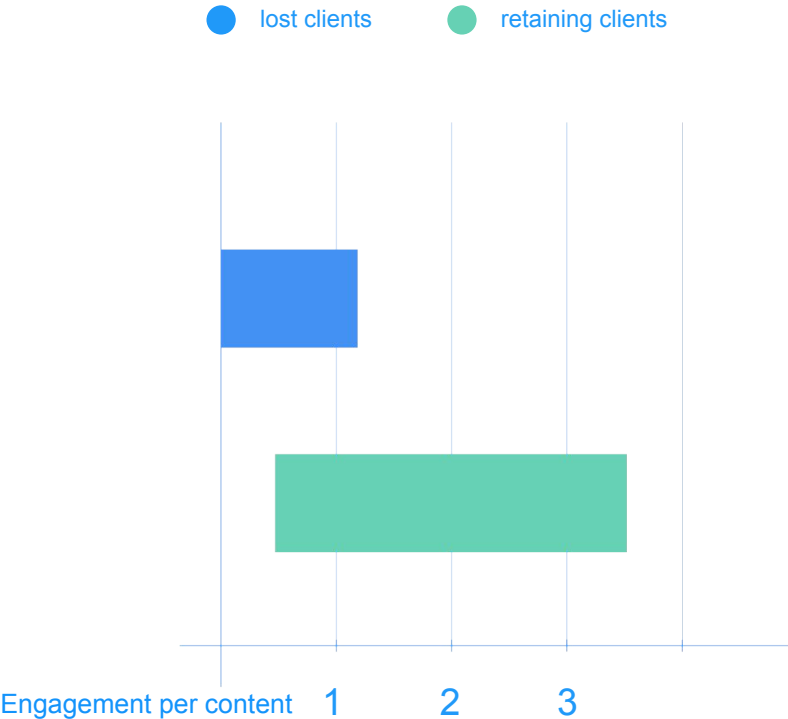
- Transparency
- Feedback





Feedback

Agencies who lost their clients had clients' engagement rate in Kontentino **34% lower** compared with the ones retaining their clients.

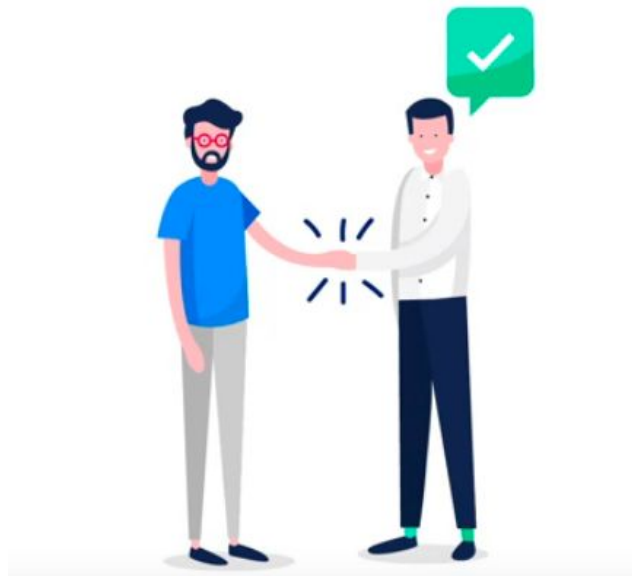


Source: Kontentino, 2021



So what is the basis of a good relationship with client?

- Transparency
- Feedback
- Education



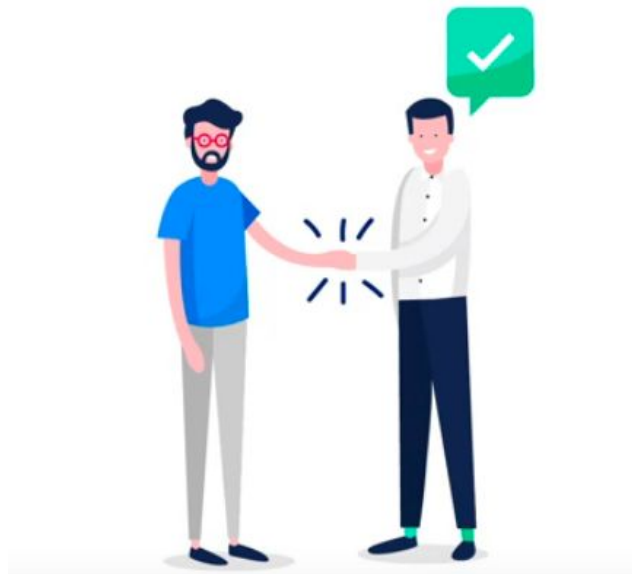


**“ Agency as a trend
identifier and educator ”**



So what is the basis of a good relationship with client?

- Transparency
- Feedback
- Education
- Trust





The Loop Marketing agency





Intuitive Calendar

The screenshot displays a project management calendar for January 2021. At the top, the user is logged in as 'Ikea Slovakia' and has 99 notifications. The calendar shows a grid of days from Monday to Sunday. On the left sidebar, there are icons for home, calendar, tasks, budget, images, location, reminders, documents, notifications (3), help, settings, and profile. The main calendar area includes a date range selector (14 July 2020 - 14 August), a search bar, and filter/sort options. The calendar header for January 2021 shows 'Total Posts: 23 | Total Budget: \$320' and category filters for Blog, Design, Priority, and Marketing (3). A task card for 'Morning routine inspiration' is on Monday, Jan 4. A post card for 'Ikea CZ S' is on Wednesday, Jan 10. A larger post card for 'Ikea CZ S' is on Thursday, Jan 26, featuring an image of a hand holding an IKEA catalog and the text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam faucibus nunc vel est placerat convallis.' The interface is clean and modern, with a light gray background and blue accents.



Easy post creation process

Content Plan:

Demo Calendar

Post Text

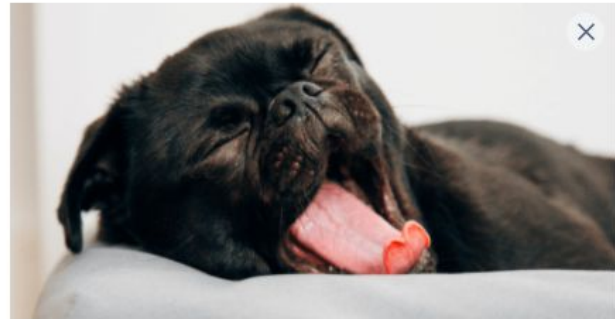
+ add translation

Hey there! 🐾

13 characters



- A Text
- Image
- Video
- Link
- Carousel
- GIF



Choose a template



Date

25. 1. 2022

Clear date

Time

20 : 51

Pacific/Midway (-11:00) edit

Boost budget:

EUR

Labels (manage labels)

- Engagement X
- Dog X

Type new label and press enter...

Note:



- ASSIGN TASK
- CANCEL
- SAVE CHANGES

INTERNAL (0)

CLIENT (0)

ACTIVITY

natalia created post:

- added post date
- added post time
- added post text
- added content plan
- added status: Draft
- added photos

25. 1. 2022, 19:51

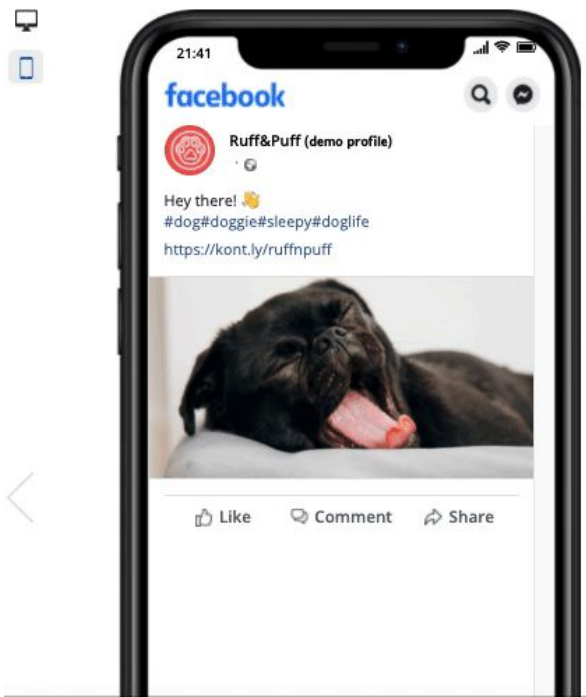
Download Images (All)



Live post preview

Ruff&Puff (demo profile) > Draft

< > Mobile News Feed






Transparent collaboration

Ruff&Puff (demo profile) > Done

Desktop News Feed

Ruff&Puff (demo profile)
5. 1. 2022 · 🌐

Hey there! 🐾
#dog#doggie#sleepy#doglife



Like Comment Share

20% Text Rule Checker: CHECK [DOWNLOAD POST IMAGE](#)

Labels
COMPANYCULTURE DOG EVENT

Post checklist 📋
 Check grammar
 Does the image have right dimensions?
+ New checklist item

INTERNAL (1) CLIENT (0) ACTIVITY

Lauren (demo user)
This post is ready for scheduling @Natalia (demo user)
16. 3. 2021, 10:12

Download images (All) ↓

N Write a comment or @mention to notify...

Workflow options
ASSIGN TASK SEND FOR APPROVAL SCHEDULE



Transparent Collaboration

INTERNAL (1) CLIENT (0) ACTIVITY

Lauren (demo user)
This post is ready for shedding [@Natalia \(demo user\)](#)
16. 3. 2021, 10:12

[Download images \(All\)](#)

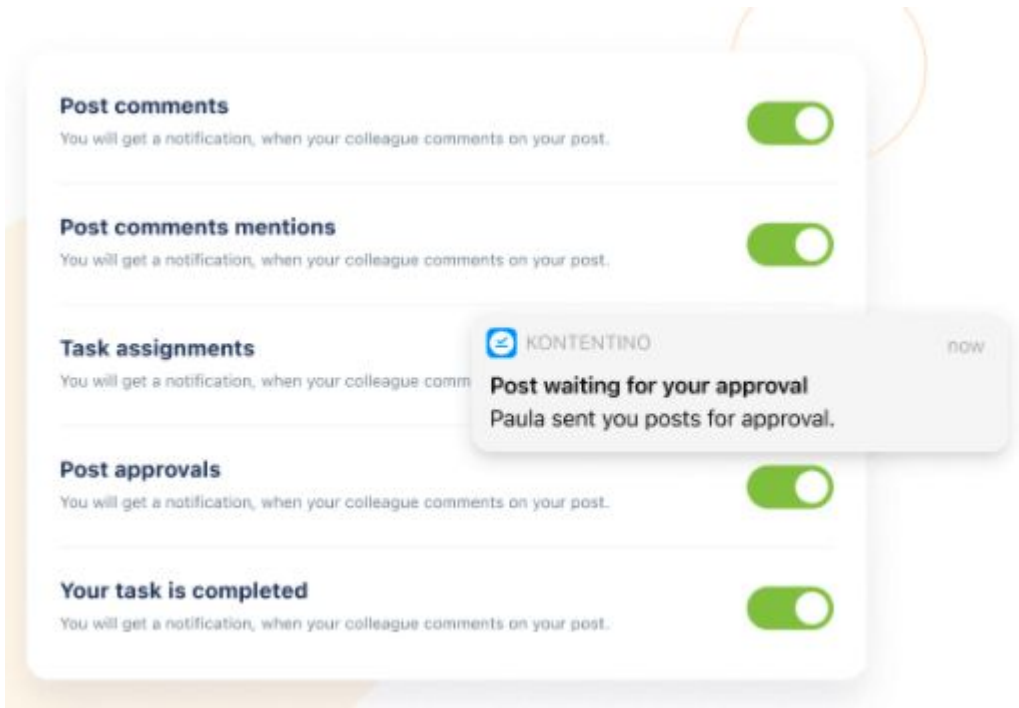
Write a comment or @mention to notify...

Workflow options

ASSIGN TASK SEND FOR APPROVAL SCHEDULE



Approval



The image shows a settings panel for notifications with five categories, each with a green toggle switch turned on. A notification card from 'KONTENTINO' is overlaid on the 'Task assignments' section. The notification text reads: 'Post waiting for your approval' and 'Paula sent you posts for approval.' The time 'NOW' is shown in the top right corner of the notification card.



Notification Category	Toggle Status
Post comments	On
Post comments mentions	On
Task assignments	On
Post approvals	On
Your task is completed	On


Notification:
KONTENTINO
Post waiting for your approval
Paula sent you posts for approval.
NOW




Easy approval




< > Desktop News Feed

 **Ruff&Puff (demo profile)**
Yesterday · 🌐

Hey there! 🐾
#dog#doggie#sleepy#doglife
<https://kont.ly/ruffnpuff>






 Like  Comment  Share


20% Text Rule Checker: CHECK [DOWNLOAD POST IMAGE](#)


Labels
BRAND AWARENESS



Boost budget ⓘ
€ 30,00

Post checklist ⓘ
 Check grammar
 Does the image have right dimensions?
[+ New checklist item](#)

 INTERNAL (1)  CLIENT (0)  ACTIVITY

 **Mark (demo user)**
Hello,
I've sent you a post for your approval in Kontentino.
I hope you will like it.
Best regards...

 Pending internal approval ⓘ 12.3.2021, 15:29
[Download images \(All\)](#) ↓

 Write a comment or @mention to notify... 

Workflow options



Easy approval

INTERNAL (1) CLIENT (0) ACTIVITY

Natalia (demo user)
Hey @Mark, I'm sending you a post for approval.

Pending internal approval on 13. 1. 2021, 12:10

[Download images \(All\) ↓](#)

Write a comment or @mention to notify...

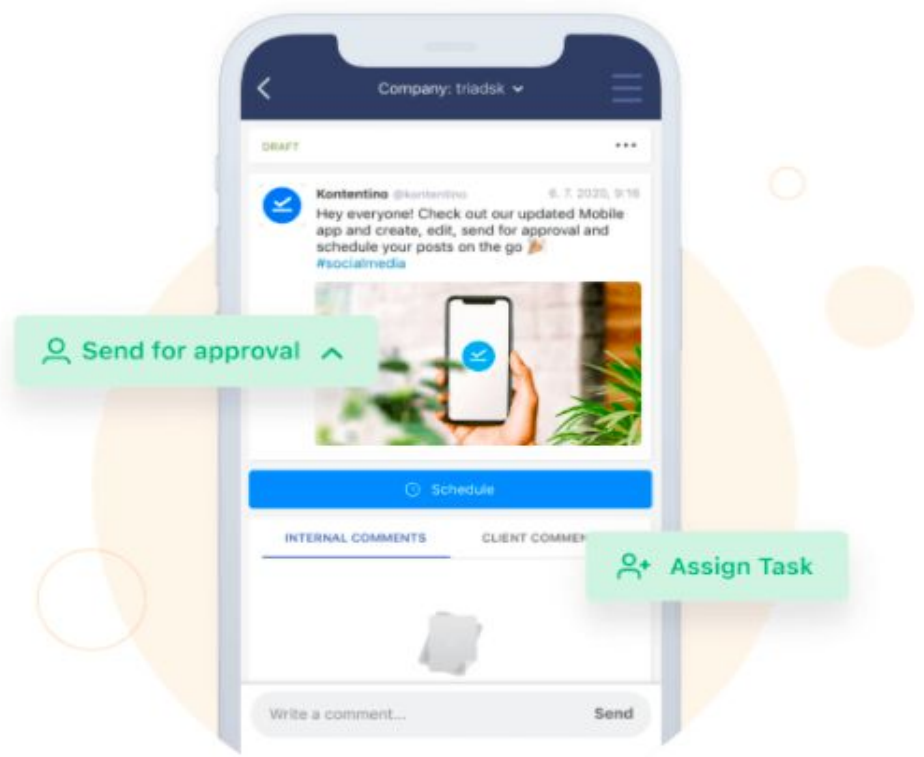
Workflow options

INT. APPROVE

INTERNAL REWORK



Approval on the go





Inspirations

	ng gums, we hav...					
17.	18.	19.	20.	💡 21.	22.	
<div data-bbox="444 382 627 524"><p>📄</p><p>ASSIGNED</p><p>Yes, Digital Marketing is a tough jo...</p></div>						
24.	💡 25	💡 26.	27.	28.	29.	
<div data-bbox="444 600 627 742"><p>📄</p><p>PENDING INTERN...</p><p>Evolution: From Pug To Thug 🐶Nee...</p></div>	<div data-bbox="647 546 840 709"><p>20:51</p><p>DRAFT</p><p>Hey there! 🐶</p></div>	<div data-bbox="850 546 1043 731"><p>20:56</p><p>DRAFT</p><p>Hey there! 🐶#dog #doggie#sleepy...</p></div>		<div data-bbox="1255 600 1449 720"><p>📄</p><p>DRAFT</p><p>Never underestimate the power of...</p></div>		
31.	1.	2.	3.	4.	5.	



Result



"We have seen a very positive reception from our clients and our client turnaround time has improved by more than 50%."

Elijah Litscher,
President and Chief Digital Strategist



Kontentino saves 40% of your time

Monthly usage by user

On average, users spend 34 hours in Kontentino a month; saving 23 hours compared to standard workflow





What else can Kontentino help with?



Workflow

Ruff&Puff

1. 2. 2021 - 28. 2. 2021

Today's posts

Assigned to me ¹

Search ...

Columns (4)

Filter

Sort

Draft (2)

+ Create new post

Ruff&Puff

Assigned (1)

22. 02. 2021 Assigning post to ...

Ruff&Puff

Done (1)

22. 02. 2021 Mark post as done

Ruff&Puff

The best tips for thinking o...

Scheduled (0)

Schedule post

22. 02. 2021

Ruff&Puff

Posted (1)

19. 02. 2021 - 10:22

Ruff&Puff

Our Happiness Manager is telli...



KontentBase

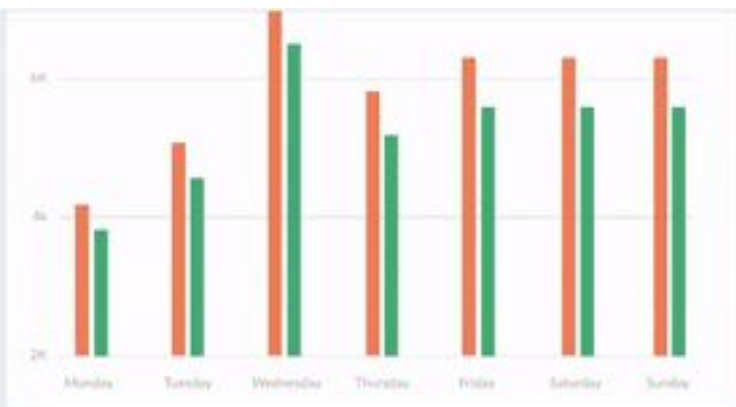
Adapt global Facebook content to local markets
👉 with one click

Clear global-to-local communication
| Auto-copying to local pages |
Brand approved media library





Analytics



	Esther Howard	90	30	242
	Cameron Williamson	78	28	240
	Wade Warren	54	19	240
	Esther Howard	32	44	248
	Cameron Williamson	30	42	130
	Guy Hawkins	29	50	120





Engage

Search ...

Filter Refresh

- Ruff&Puff** • 19. 2. 2021, 11:21 Message
How much is the delivery?
- Brainy Bees** • 19. 2. 2021, 10:32 Message
Can you confirm price? I am looking at a few options
- Stephan Wark** • 19. 2. 2021, 10:06 Message
Hi, I am an SEO Expert and I have 2 years of experience in Paid Search Paid Services. I have...
- Aji Varma** • 19. 2. 2021, 4:57 Message
I am a professional Seo Specialist and offer you quality Search Engine support to Boost Up...
- Ailish Williams** • 18. 2. 2021, 12:42 Message
Actually we provide paid backlinking services

Victoria Mckay

Victoria Mckay *Note*
Hey, is this offer still available?

Note
Ruff&Puff
Hello Natalia, yes the offer is running until the end of the week. Is there anything else I can help you with? :

Victoria Mckay *Note*
How much is the delivery?

Note
Ruff&Puff
It's 3€ but if you order is over 25€, it's free.

Reply 📄

Write something

✓ Mark as completed Submit

Victoria Mckay

2 Messages 0 Comments

Potential customer

[Edit note](#)



Ads Planner

f Ikea Slovakia
2 +
List
New Campaign

14 July 2020 - 14 August
Time savers ²

Search

Filter
Sort
Download

Campaigns (4)

IKEA Slovakia W

Ad Sets (3)

Homepage Ikea visitor Done

20 June - 20 July 4 Ad sets

Design Blog Priority +

+ Create new Ad Set

20 June - 20 July 4 Ad sets

Select all Campaigns

Select all Ad Sets

Select all Ads

Ads (5)

+
Create new Ad

Name of ad

Lorem ipsum dolor sit amet, conset adipisicing elit...

DONE

Name of ad

Lorem ipsum dolor sit amet, conset adipisicing elit...

DONE

Name of ad

Lorem ipsum dolor sit amet, conset adipisicing elit...

DONE

Name of ad

Lorem ipsum dolor sit amet, conset adipisicing elit...

DONE

Homepage Ikea visitor Done

20 June - 20 July 4 Ad sets



Get 1 month of free trial

kontentino.com/babeltalk





Thank you

natalia@kontentino.com
[/in/nataliakimlickova](https://www.linkedin.com/in/nataliakimlickova)