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

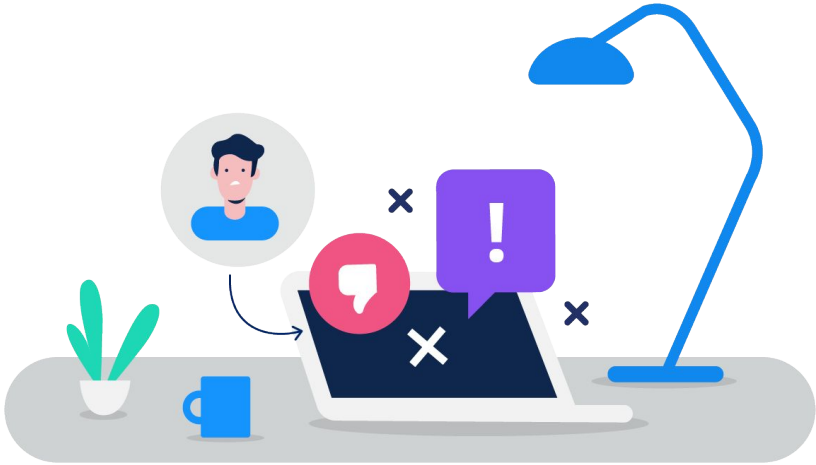
- Never-ending email loops

- Screenshots of posts in attachment

- Hootsuite / Buffer are not ideal

Problem with John's workflow

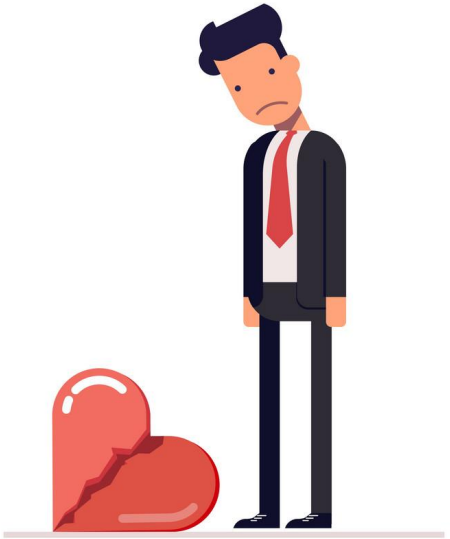
- Time consuming
- Poor overview of content calendar and posts' statuses
- Prone to errors and misunderstandings
- Problems with meeting deadlines
- Not delivering promised work



Impact of these issues

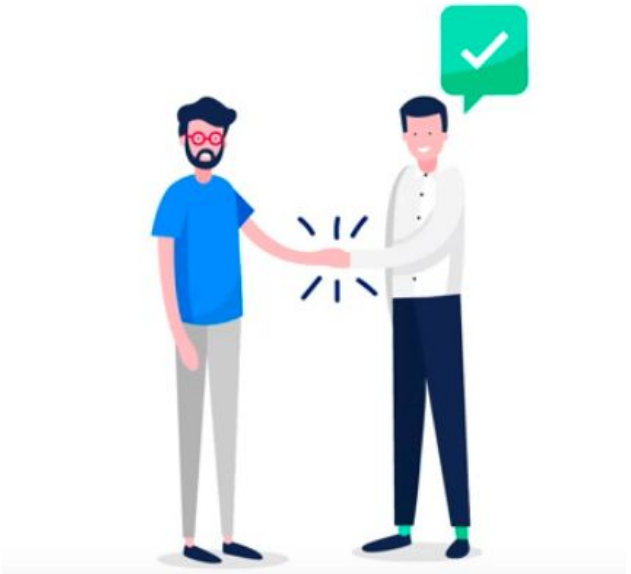
- “Bad blood” in team. Blaming etc.
- Bad relationships with clients
- Losing client

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



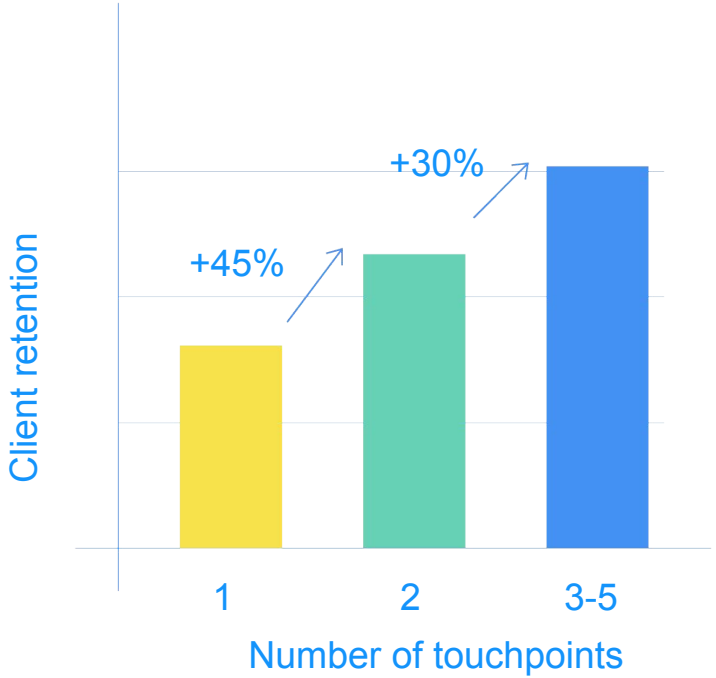
So what is the basis of a good relationship with client?

- Transparency



Transparency

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

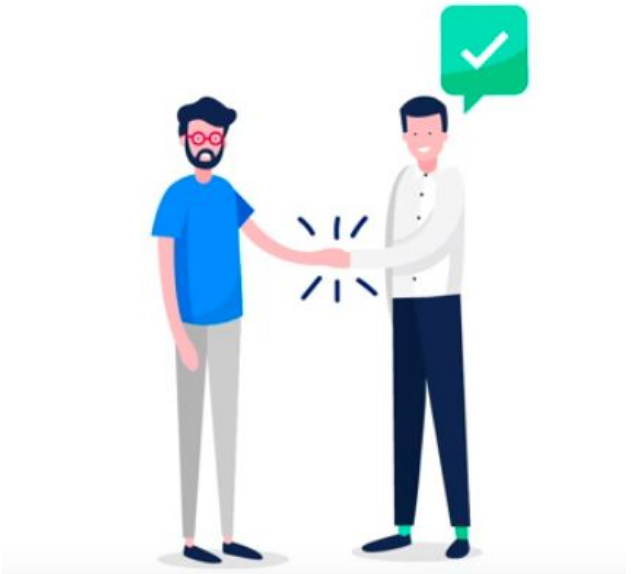


Source: Kontentino, 2021

Kontentino

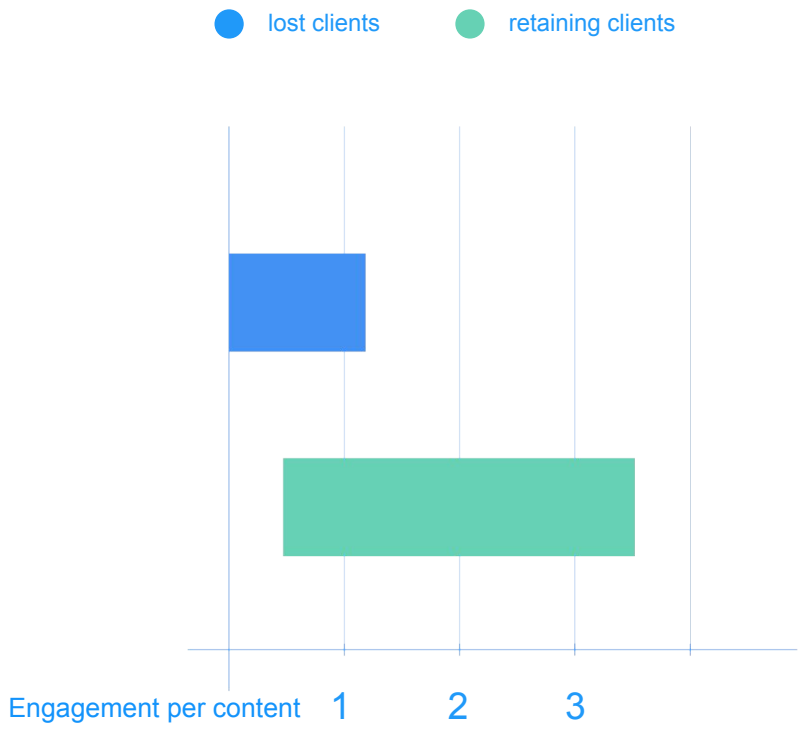
So what is the basis of a good relationship with client?

- Transparency
- Feedback



Feedback

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

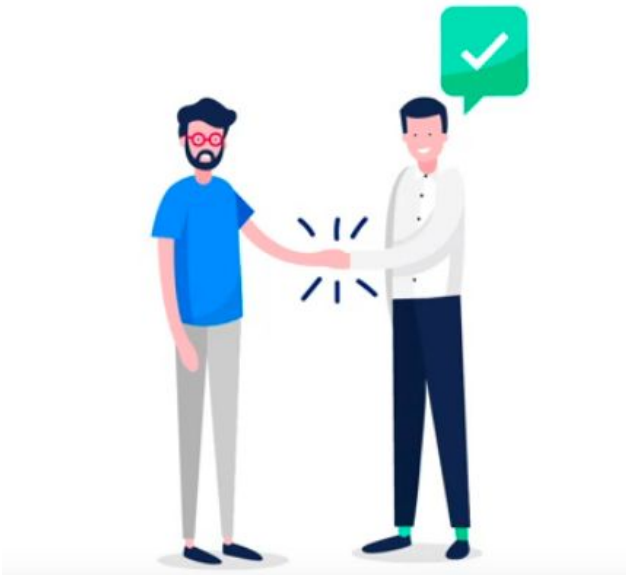


Source: Kontentino, 2021

Kontentino

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

- Transparency
- Feedback
- Education

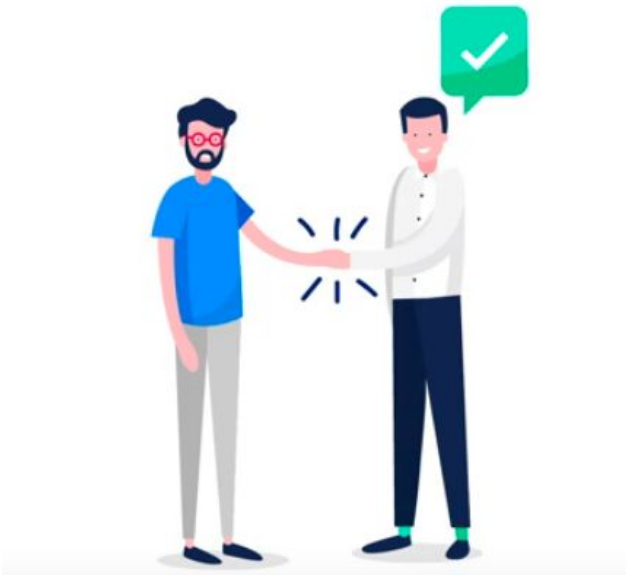


“Agency as a trend identifier and educator”

Kontentino

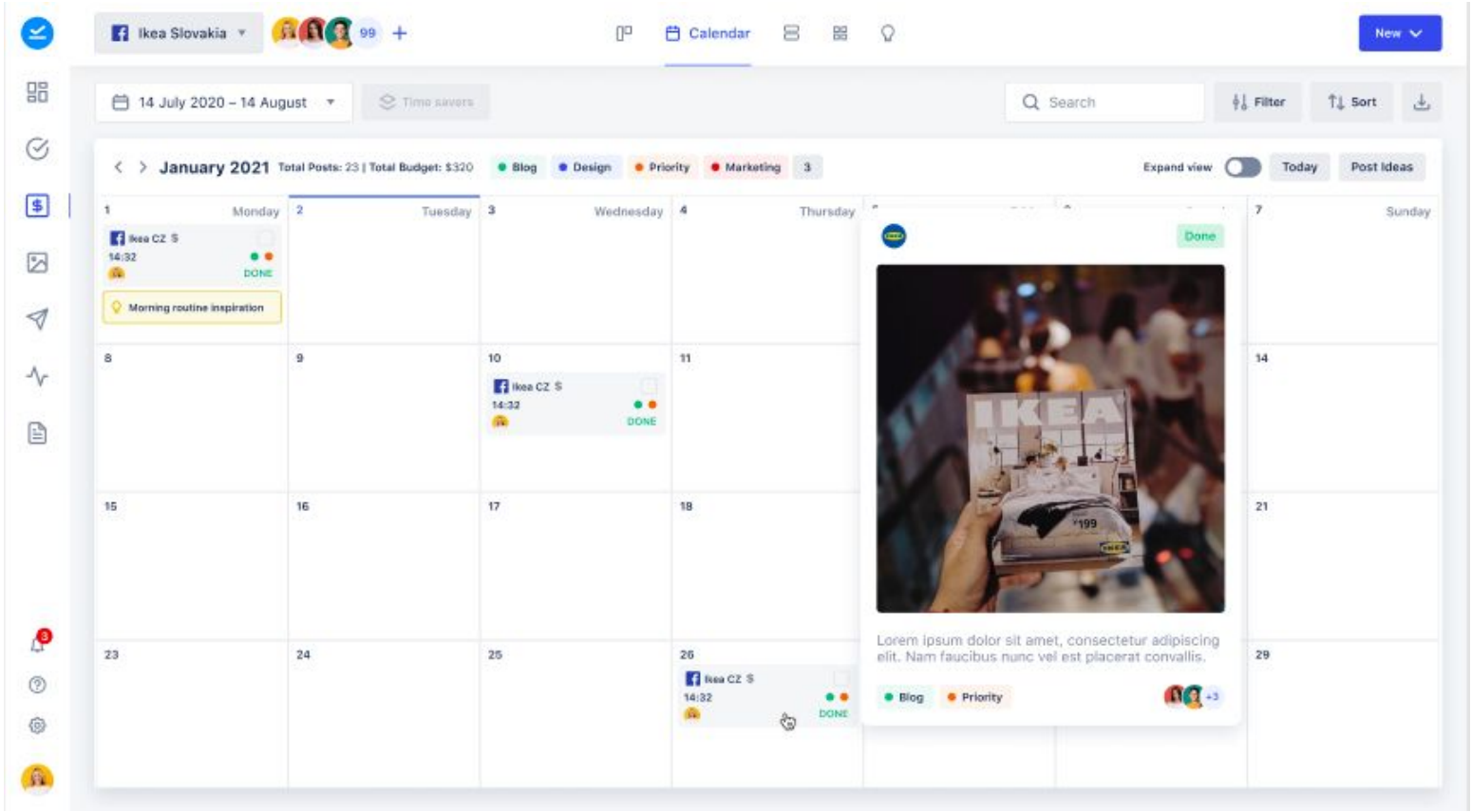
So what is the basis of a good relationship with client?

- Transparency
- Feedback
- Education
- Trust

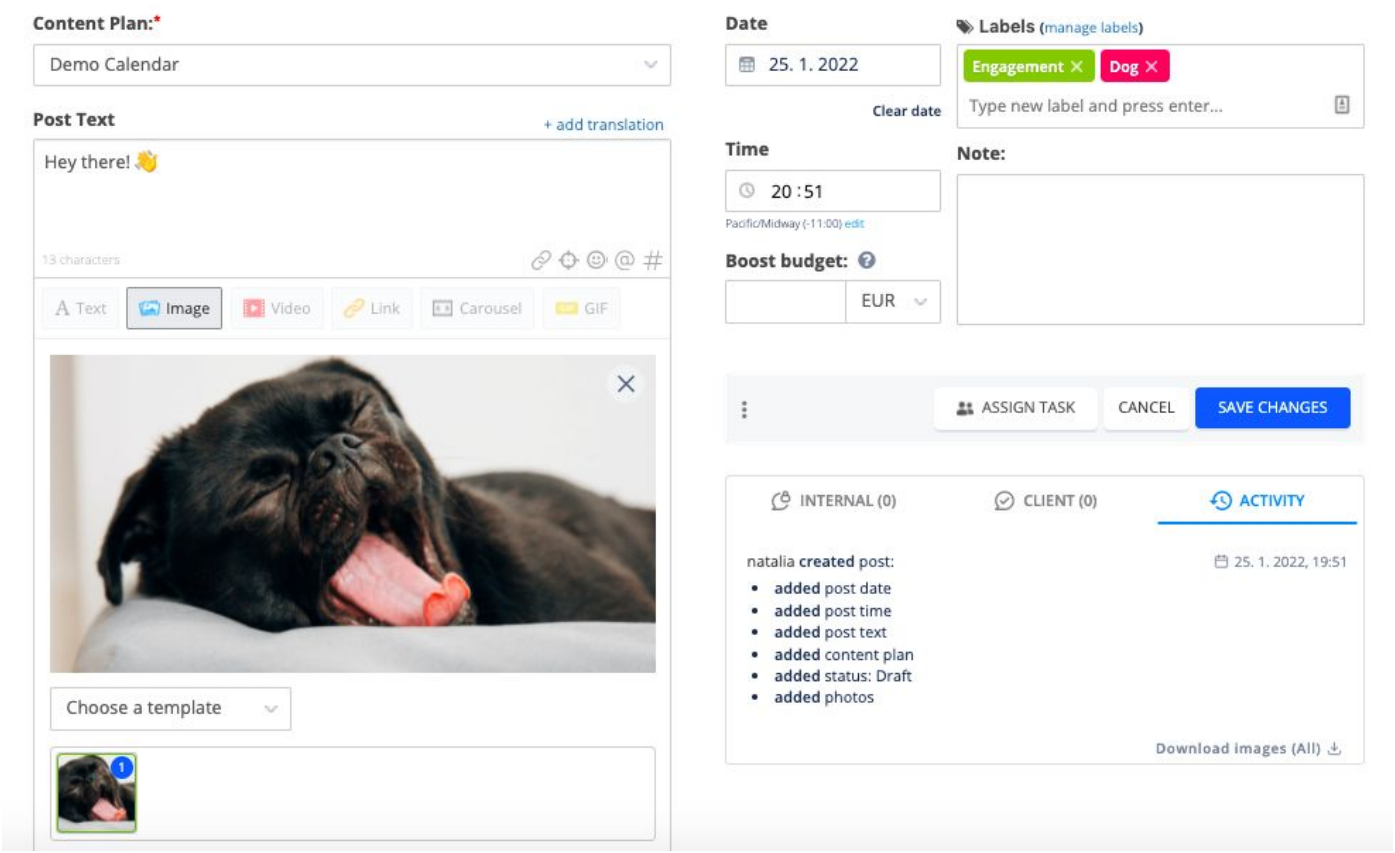


The Loop Marketing agency

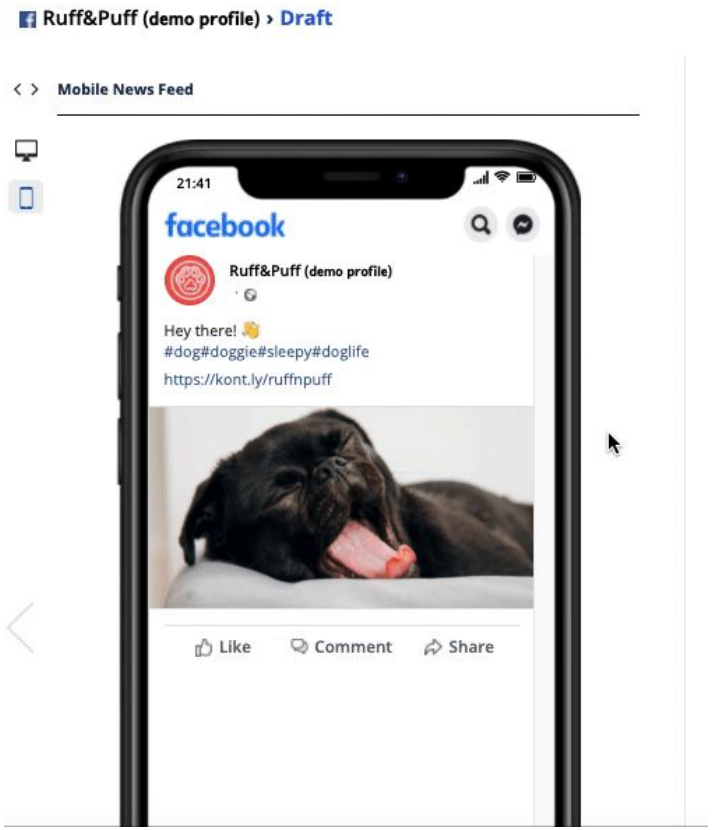
Intuitive Calendar



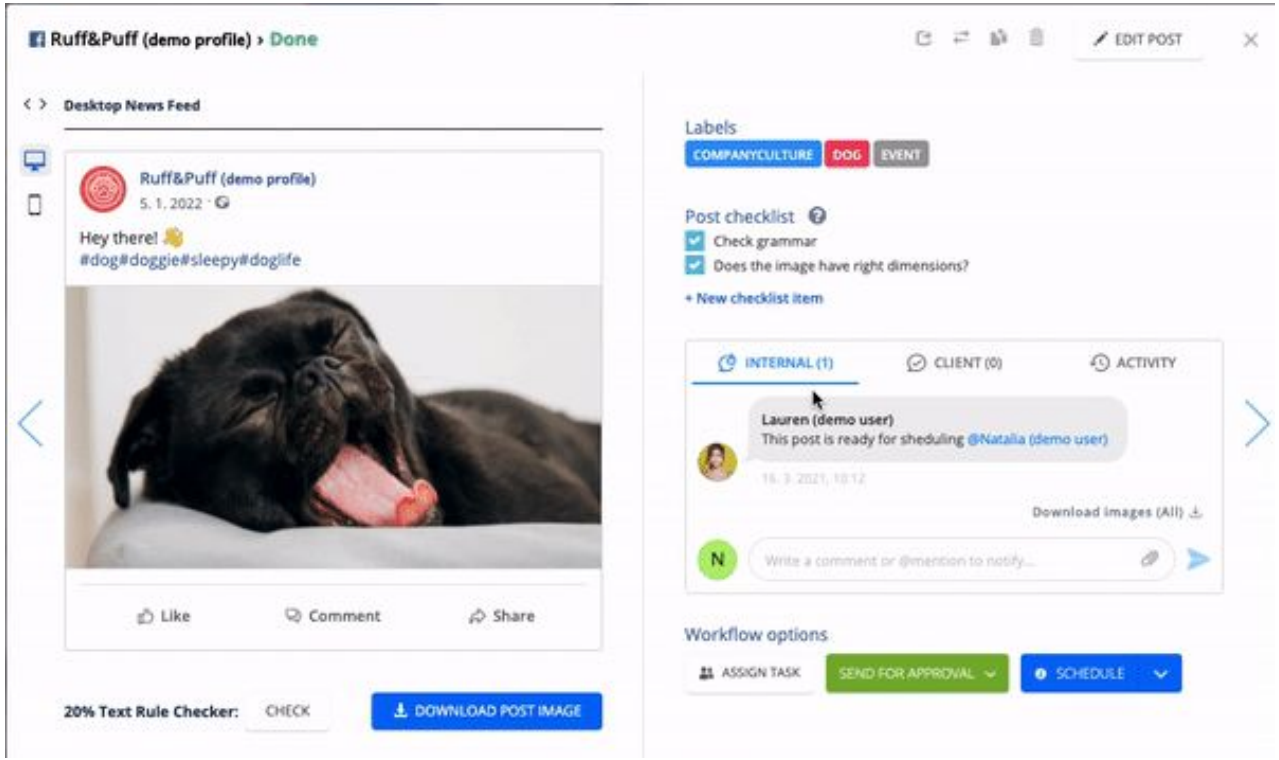
Easy post creation process



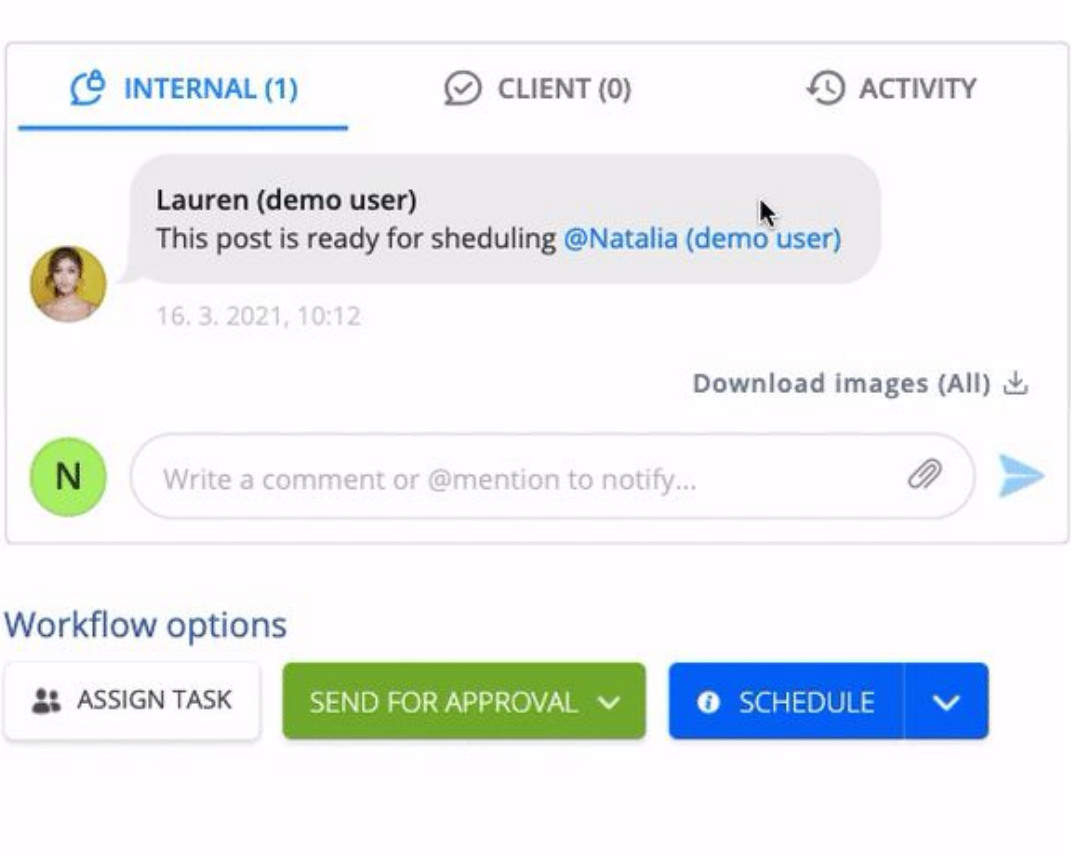
Live post preview



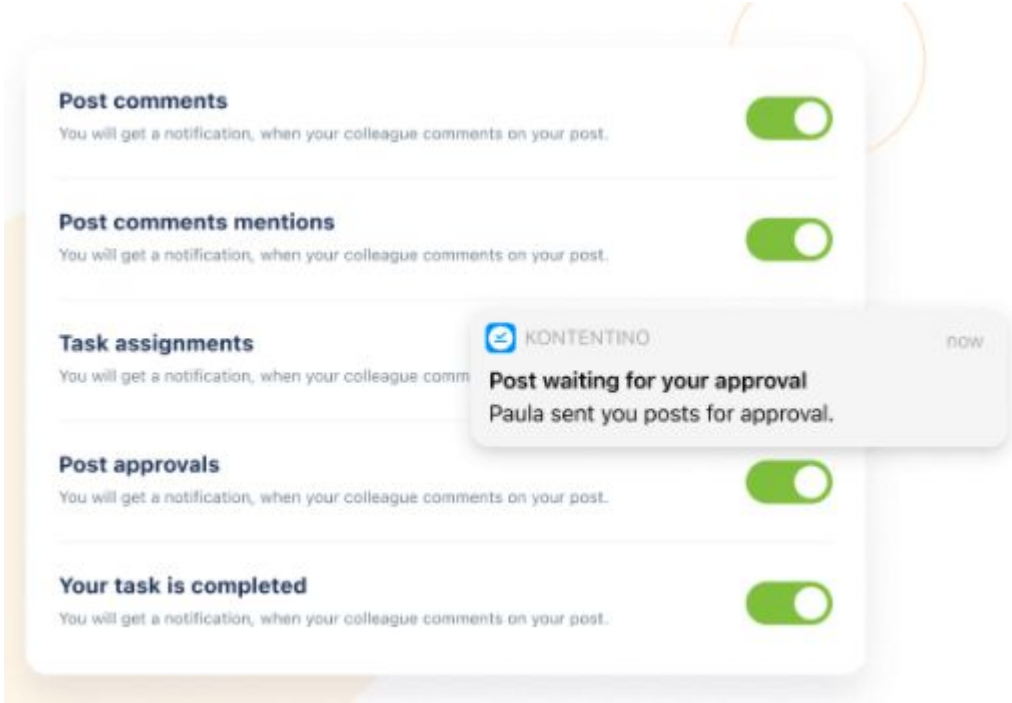
Transparent collaboration



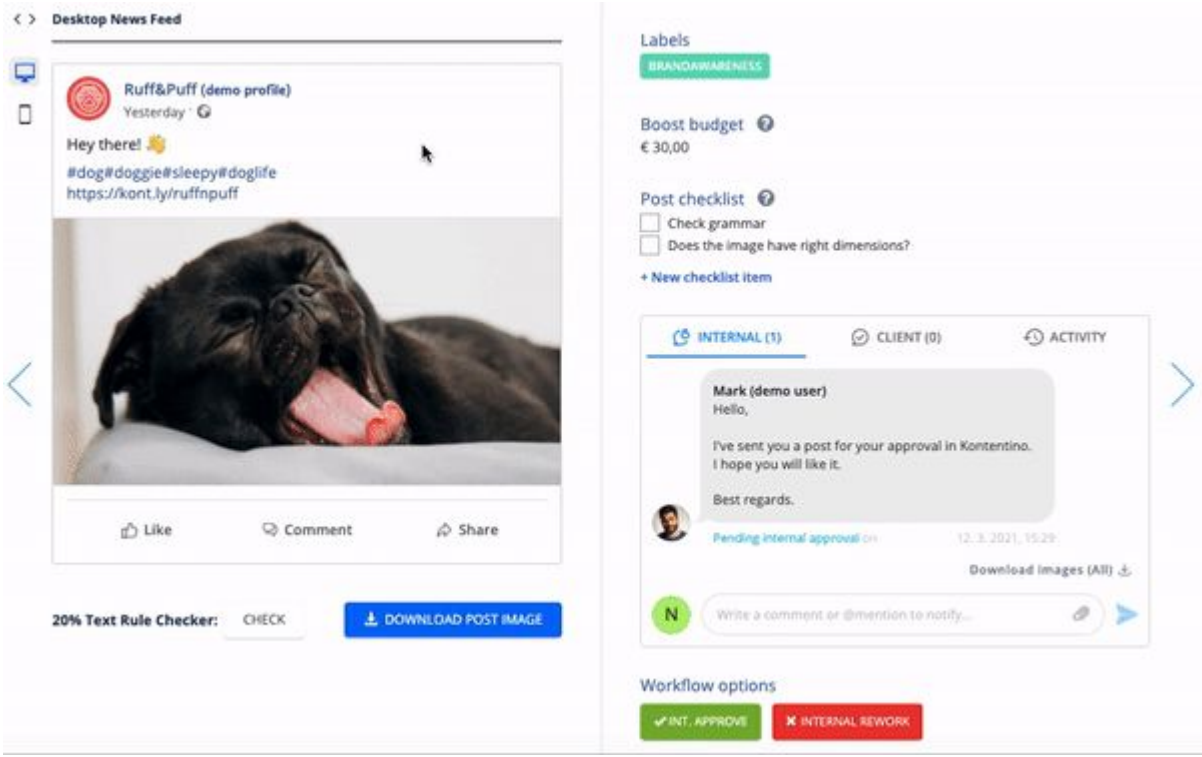
Transparent Collaboration



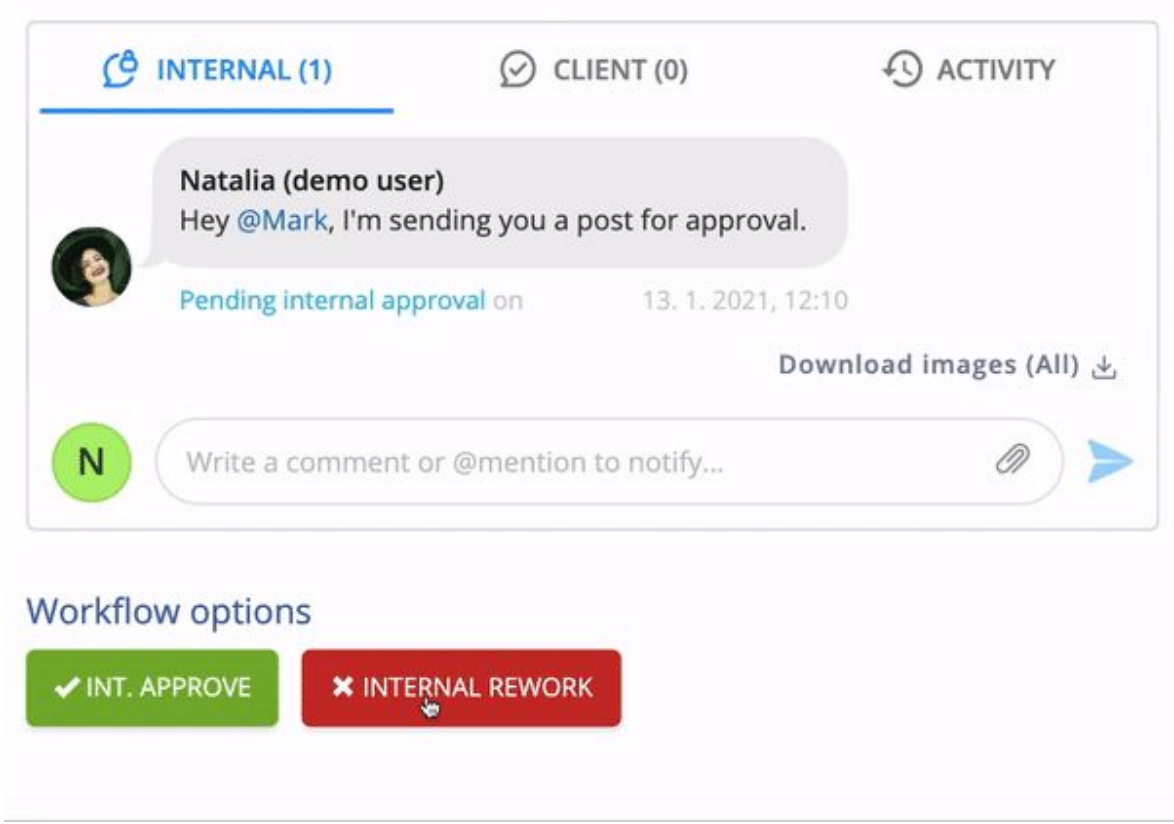
Approval


Post comments
You will get a notification, when your colleague comments on your post.
Post comments mentions
You will get a notification, when your colleague comments on your post.
Task assignments
You will get a notification, when your colleague comm
KONTENTINO
now
Post waiting for your approval
Paula sent you posts for approval.
Post approvals
You will get a notification, when your colleague comments on your post.
Your task is completed
You will get a notification, when your colleague comments on your post.

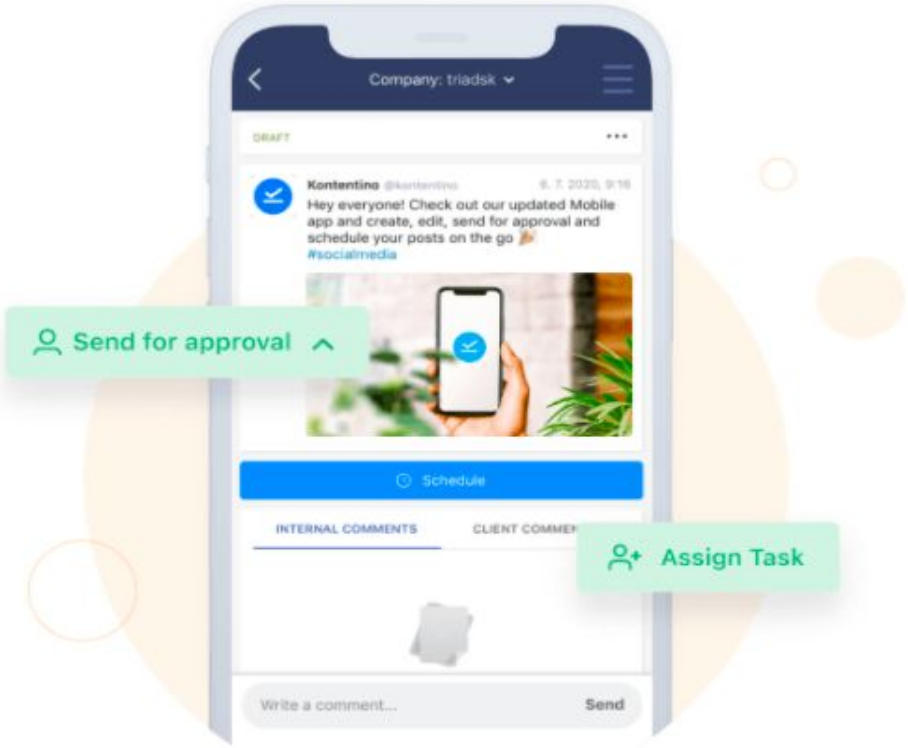
Easy approval



Easy approval



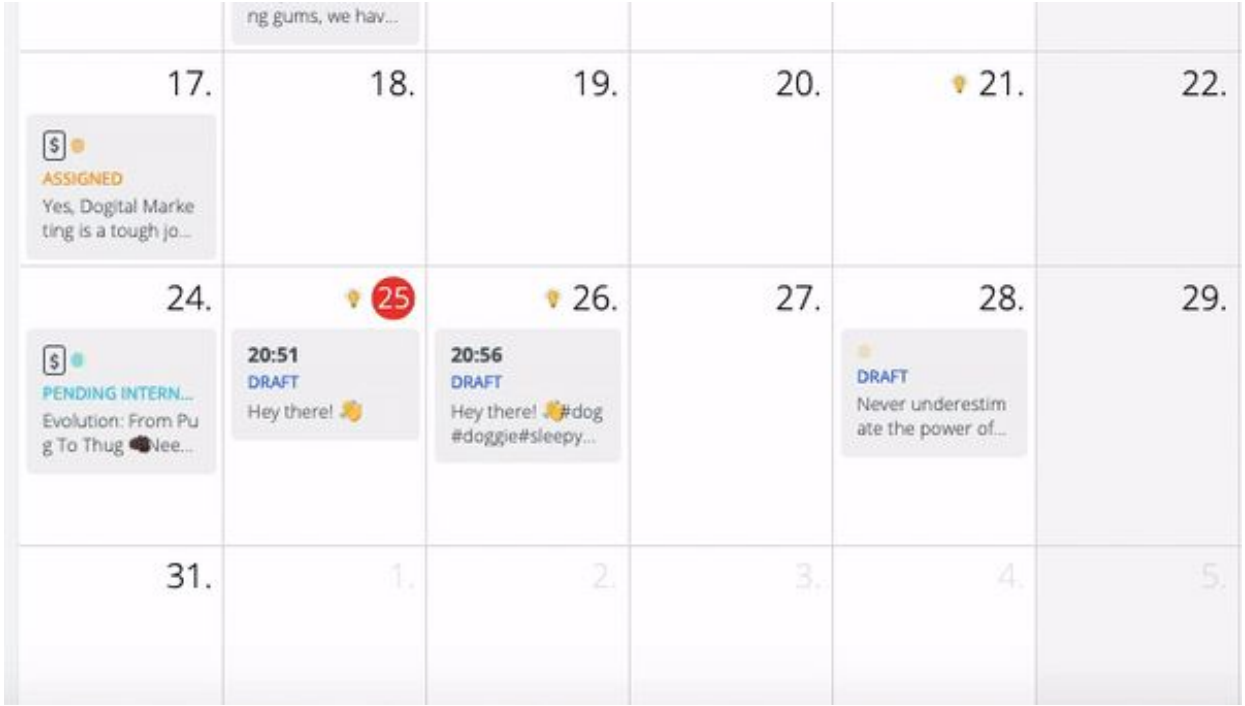
Approval on the go



Available on the App Store

GET IT ON Google Play

Inspirations



Result

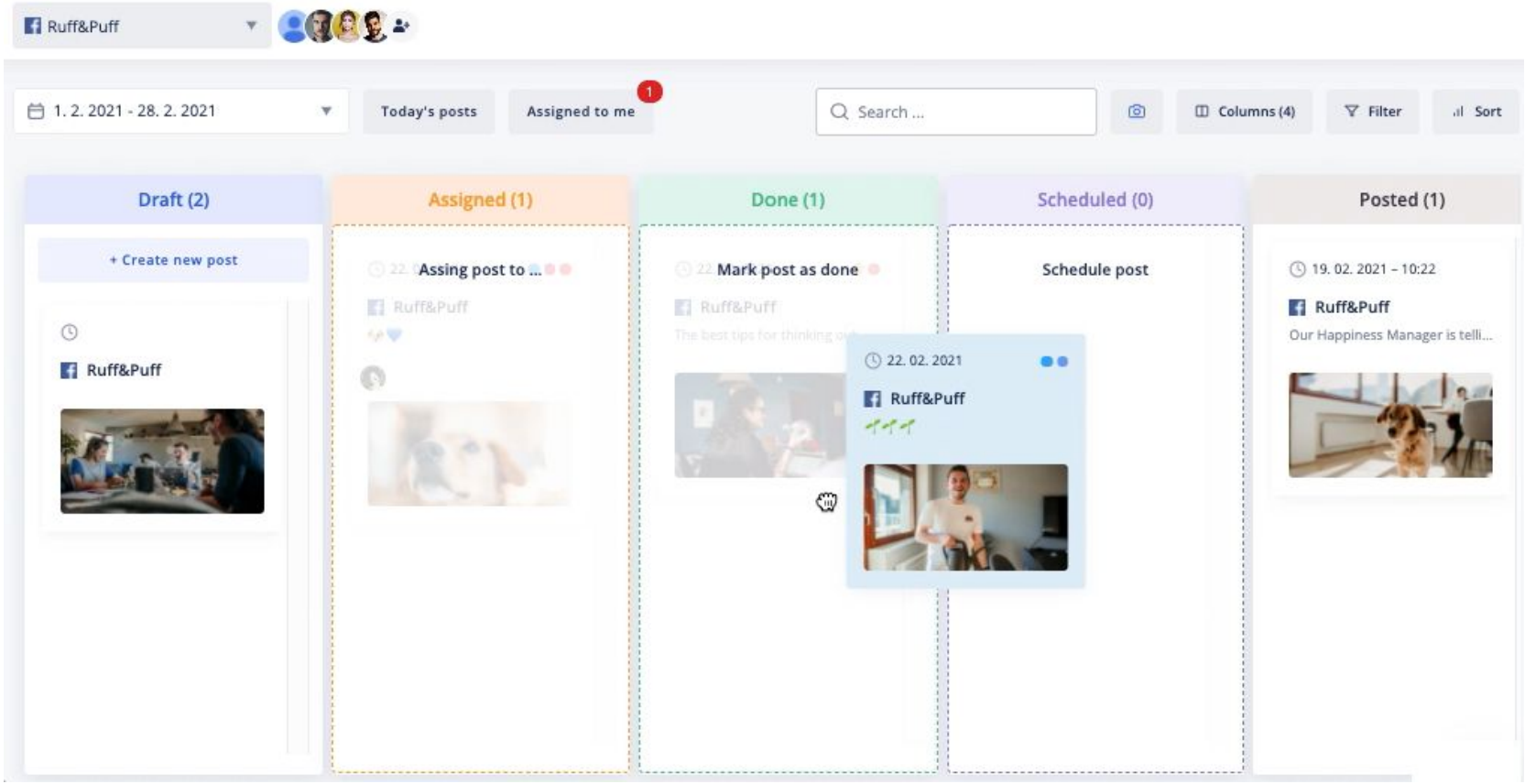
"We have seen a very positive reception from our clients and our client turnaround time has improved by more than 50%."

Elijah Litscher,
President and Chief Digital Strategist

Kontentino saves 40% of your time

What else can Kontentino help with?

Workflow

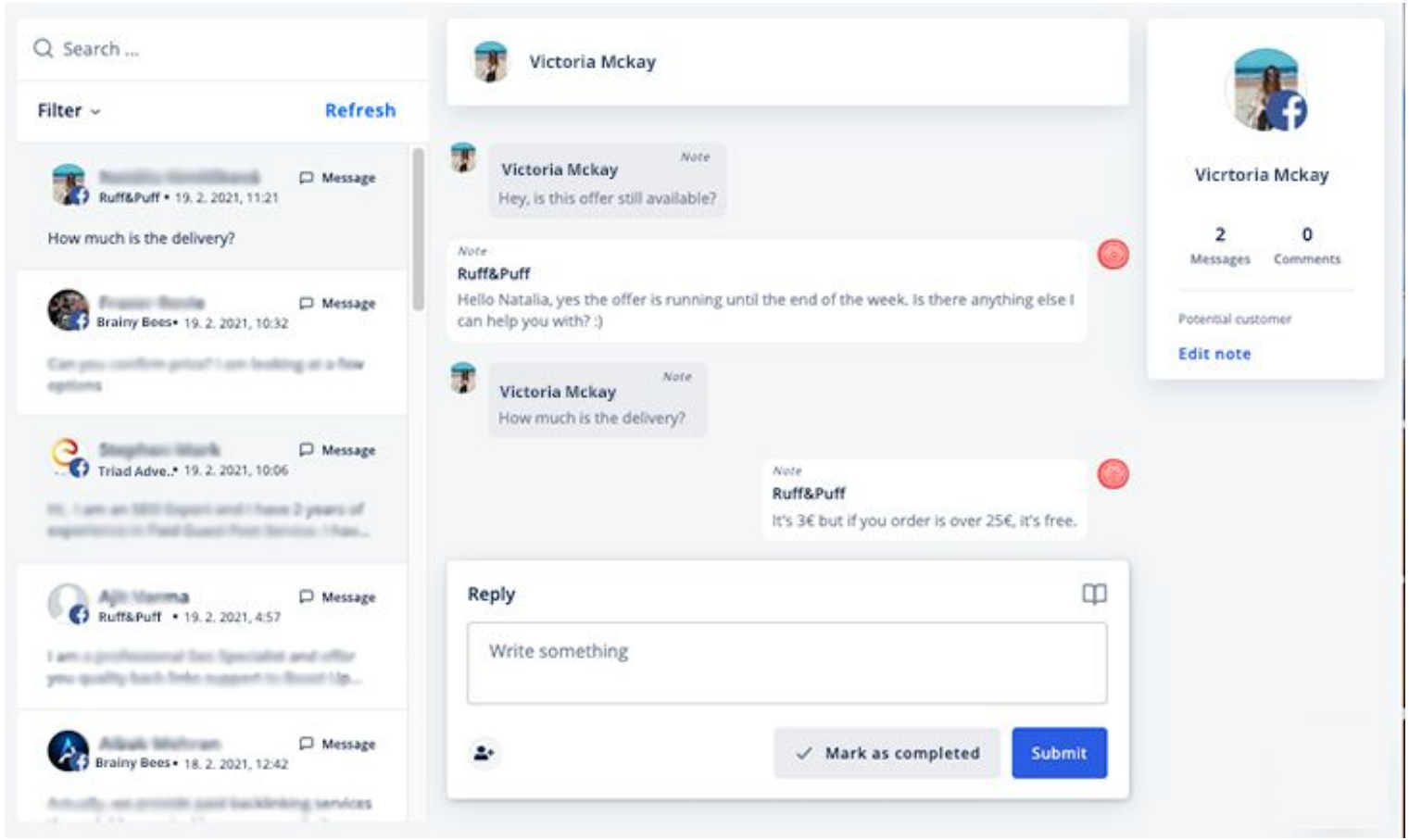

Ruff&Puff
1. 2. 2021 - 28. 2. 2021
Today's posts
Assigned to me
1
Search ...
Columns (4)
Filter
Sort
Draft (2)
+ Create new post
Ruff&Puff
Assigned (1)
Assing post to ...
Ruff&Puff
Done (1)
Mark post as done
Ruff&Puff
Scheduled (0)
Schedule post
Posted (1)
19. 02. 2021 – 10:22
Ruff&Puff
Our Happiness Manager is telli...
22. 02. 2021
Ruff&Puff

KontentBase

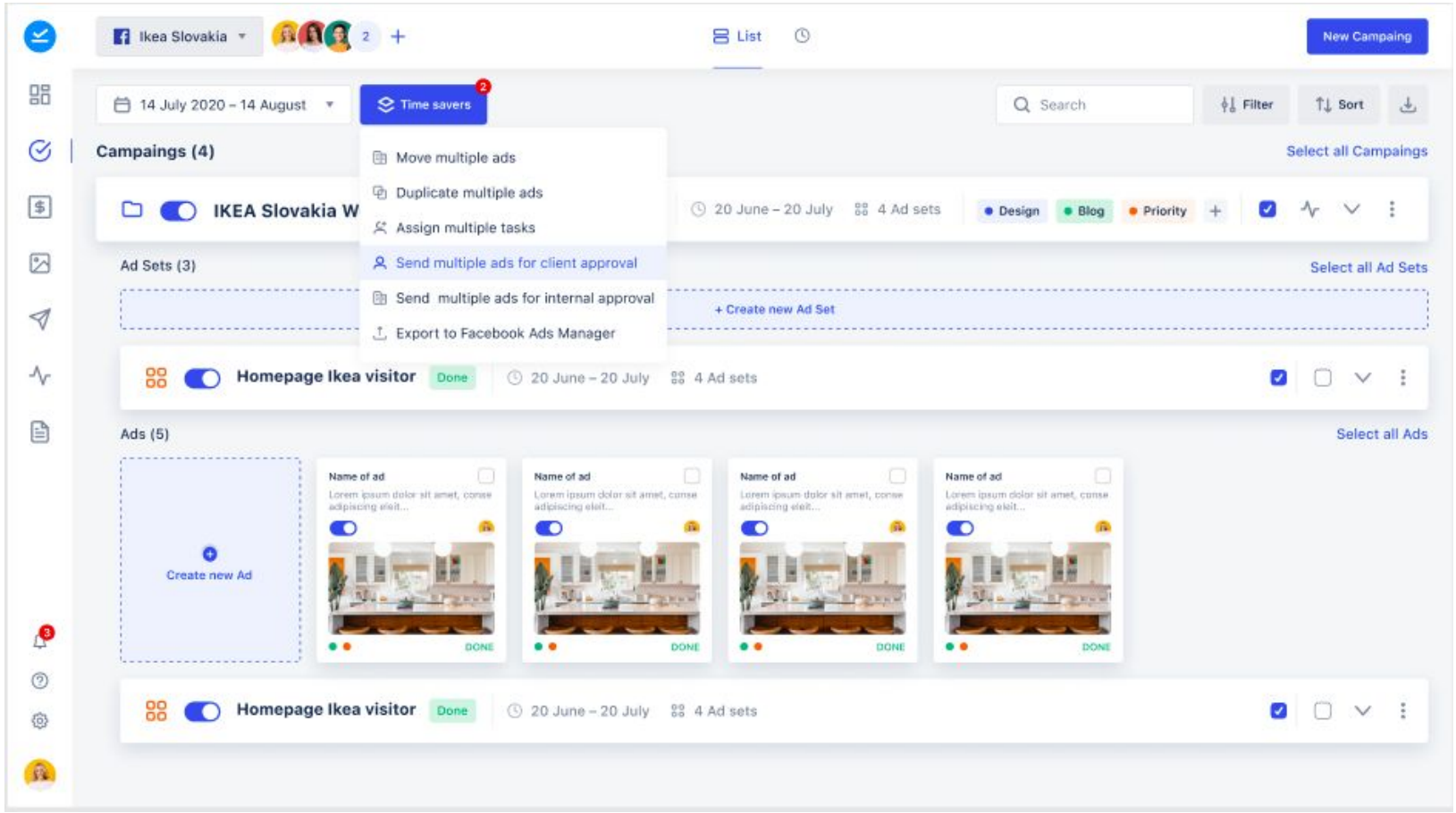
Analytics

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
Page post cumulative reach
Graph
Women
Men

Engage


Search ...
Filter
Refresh
Message
Ruff&Puff • 19. 2. 2021, 11:21
How much is the delivery?
Message
Brainy Bees • 19. 2. 2021, 10:32
Message
Triad Adve.. • 19. 2. 2021, 10:06
Message
Ruff&Puff • 19. 2. 2021, 4:57
Message
Brainy Bees • 18. 2. 2021, 12:42
Victoria Mckay
Note
Victoria Mckay
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? :)
Note
Victoria Mckay
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
Vicrtoria Mckay
2
Messages
0
Comments
Potential customer
Edit note

Ads Planner


Ikea Slovakia
2
List
New Campaing
14 July 2020 – 14 August
Time savers
2
Search
Filter
Sort
Campaings (4)
Move multiple ads
Duplicate multiple ads
Assign multiple tasks
Send multiple ads for client approval
Send multiple ads for internal approval
Export to Facebook Ads Manager
Select all Campaings
IKEA Slovakia W
20 June – 20 July
4 Ad sets
Design
Blog
Priority
Ad Sets (3)
Select all Ad Sets
+ Create new Ad Set
Homepage Ikea visitor
Done
20 June – 20 July
4 Ad sets
Ads (5)
Select all Ads
Create new Ad
Name of ad
DONE
Homepage Ikea visitor
Done
20 June – 20 July
4 Ad sets

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Thank you

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