

08/11/2012 - 100% of partners would recommend socialondemand!

BATTLE, UNITED KINGDOM - A review of discussions with some of our customers' partners – by purechannelapps.

The growing popularity of social media has enabled channel partners to target global audiences: a great prospect allowing businesses to establish a rapport with end-users and thus influence their decision-making process. Yet, like all recipes for success, this remains contingent on the crucial fostering of a relationship between channel partners and said end-users; a relationship dependent on the production of rich media content.

More often than not, channel partners don't have enough content and struggle to find the time to produce it. However with the emergence of social media syndication tools, vendors may now amplify their brand messages through their partners, benefitting both parties greatly.

One such online tool is socialondemand® from purechannelapps, which equips vendors with the means necessary to target and distribute content to end-users via their channel partners' social presence. But just how user-friendly are such platforms for channel partners? Do they really improve the rapport between partners and end-users?

In July 2012 purechannelapps conducted interviews with eighteen partners across a number of global customers to assess how easy to use and successful they deemed the socialondemand application. The results proved to be a very interesting read. All partners believe the content received added value to their businesses whilst also confirming the process of finding and reposting the relevant content to be simple and quick.

socialondemand's unique selling points include the ease at which relevant information is made available to partners, which was certainly proven in this survey. Partners such as Systems Architecture Ltd said the platform was "excellent for providing readymade content" and Synexus GmbH commented that the "handling was easy and that it allowed them to use social media more effectively as a marketing tool". NCA revealed how they had "tripled their followers since using socialondemand" and also how they "wished all their vendors had socialondemand".

Such figures and testimonials speak for themselves and reiterate the end-to-end simplicity of socialondemand. They demonstrate how it is being used by vendors to make the most of the social media presence of their partners, helping to influence their end-user decision makers in a positive way.

[Click here to view the full survey.](#)

To find out how you can give your partners the power to extend their social media reach with your content via socialondemand, simply visit www.purechannelapps.com for an online demo or to request further information.