

15/06/2011 - socialondemand Webinar Press Release

BATTLE, UNITED KINGDOM, JUNE 15th, 2011 – purechannelapps' webinar launches the first web-based tool to enable vendors to seamlessly target and deliver social media content to end-users via their channel partners' social media presence.

"We've been developing socialondemand over the last eighteen months. During that time, we've been speaking to some of our vendor customers about its features and I can honestly say that I've never seen people's eyes light up so much at the possibilities of what it can deliver for both them and their partners." explains Olivier Choron, Founder and CEO of purechannelapps.

"Many vendors see social media websites and services as the perfect low-cost way to reach a mass international audience but creating and delivering content to multiple communities requires time and some expertise," continues Choron. "For vendors that use a channel route to market, managing what content should go to which partners and ultimately their end-users is a complex task and there is no guarantee that partners will redistribute content." Choron also points out the difficulties in tracking and evaluating the success of content distribution campaigns.

Webinar participants will see first-hand how the easy-to-use, multi-lingual and customisable socialondemand interface enables vendors to input, categorise and target content to their partners. These are in turn able to control and track what, when and how content is published to their own social media networks. Comprehensive reporting enables vendors to monitor exactly when, where and by whom their content is being read. "Now we're ready to launch, we're inviting senior channel decision makers, analysts and journalists to join us on the 21st June to find out how socialondemand works, and the benefits of using it. People we show it to are finding it hard to believe – now it's time to prove it and let people start benefiting from it."

Register now for the webinar that will take place on 21/06/11 (4.00pm BST) at <https://www3.gotomeeting.com/register/590586110>.

About socialondemand :

socialondemand is a revolutionary patent-pending web-based tool from purechannelapps that enables vendors to seamlessly target and deliver social media content to end-users via their channel partners' social media presence. With an easy-to-use, multi-lingual and customisable interface, socialondemand enables vendors to input, categorise and target content to their partners. These are in turn able to control and track what, when and how content is published. Comprehensive reporting enables vendors to monitor exactly when, where and by whom their content is being read.

socialondemand works by creating a system-to-system link between itself and the partner's social media accounts, so that partners do not even have to log into their accounts, hence simplifying the way content is published. socialondemand is cloud-based and also available via mobile applications for partners, giving them the flexibility and ubiquity to control and publish new information to the end-user community at any time. socialondemand pricing is based on a 'per partner' model (details available on application). It will launch with support for Twitter, Facebook and LinkedIn though more connectors for both mainstream and specialist industry sites will be added over the next few months.

About purechannelapps :

purechannelapps Limited delivers innovative, revolutionary and channel-focused web- and app-based solutions that help vendors – be it hardware manufacturers, software editors or other suppliers – better influence and collaborate with their channel partners and intermediaries. purechannelapps' motto is to simplify many of the vendor-to-partners business processes found in complex channel eco-systems and to increase vendor profitability. For additional information, visit www.purechannelapps.com .

Supporting materials:

To learn about socialondemand, please read the Solution Overview at http://purechannelapps.com/uploads/socialondemand_solutionoverview.pdf .

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