

29/09/2011 - Major enhancements to socialondemand including how to post content to Viadeo and LinkedIn Groups

purechannelapps has made a number of major technical enhancements to socialondemand, including support for Viadeo, plus the flexibility to post to LinkedIn Groups and track 'retweets' and 'likes'.

BATTLE, UNITED KINGDOM, September 29th, 2011 – purechannelapps™ announces that it has made some significant enhancements to socialondemand™ – the web-based solution that enables vendors to seamlessly target and deliver social media content to end-users via their channel partners' social media presence. Launched just over three months ago, socialondemand is proving to be an invaluable tool for vendors looking to improve their social media strategy.

Enhancements include the support of Viadeo, the rapidly-growing professional social network with over 35 million members worldwide. Other developments include the ability to post content automatically to LinkedIn Groups, as opposed to just personal pages.

"Similar to the functionality behind Facebook fanpages, being able to post content to LinkedIn Groups is very significant. Well-targeted groups include highly influential like-minded professionals exchanging their experiences and giving advice. By enabling partners to reach these contacts with the correct and most relevant posts from their suppliers, socialondemand helps them raise their profiles as trusted advisors in the right place and at the right time," commented Olivier Choron, Founder and CEO of purechannelapps.

When socialondemand was launched, it provided vendors with the ability to track url clicks and document downloads for each and every vendor post reposted by their partners. Now socialondemand goes one step further and allows vendors to track 'retweets' and 'likes', at a partner-level. This enables them to gauge exactly how far their content is proliferating within the end-user community.

As Choron explains, "socialondemand sounds great on paper, but akin to any channel marketing activity worthy of investment, it is imperative that vendors are able to measure the effectiveness of reaching and delivering content to end-users in this way. Now, at the touch of a button via our intuitive reporting dashboard, vendors are able to see at a glance exactly how their content is being received and how much interaction between end-users and channel partners it creates."

purechannelapps has several further developments in the pipeline. 'As our vision for socialondemand becomes a reality, the statistics we are seeing from early adopters of the tool are incredibly inspiring. It's an exciting time for all of us here at purechannelapps, and we're looking forward to announcing further enhancements in the near future," added Choron.

Register now for the next socialondemand webinar, which will include a live demo and will take place on Tuesday, October 25, 2011 5:00 PM – 6:00 PM BST. Simply visit <https://www3.gotomeeting.com/register/620036822> to register.

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 currently supports Twitter, Facebook, LinkedIn and Viadeo, 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.