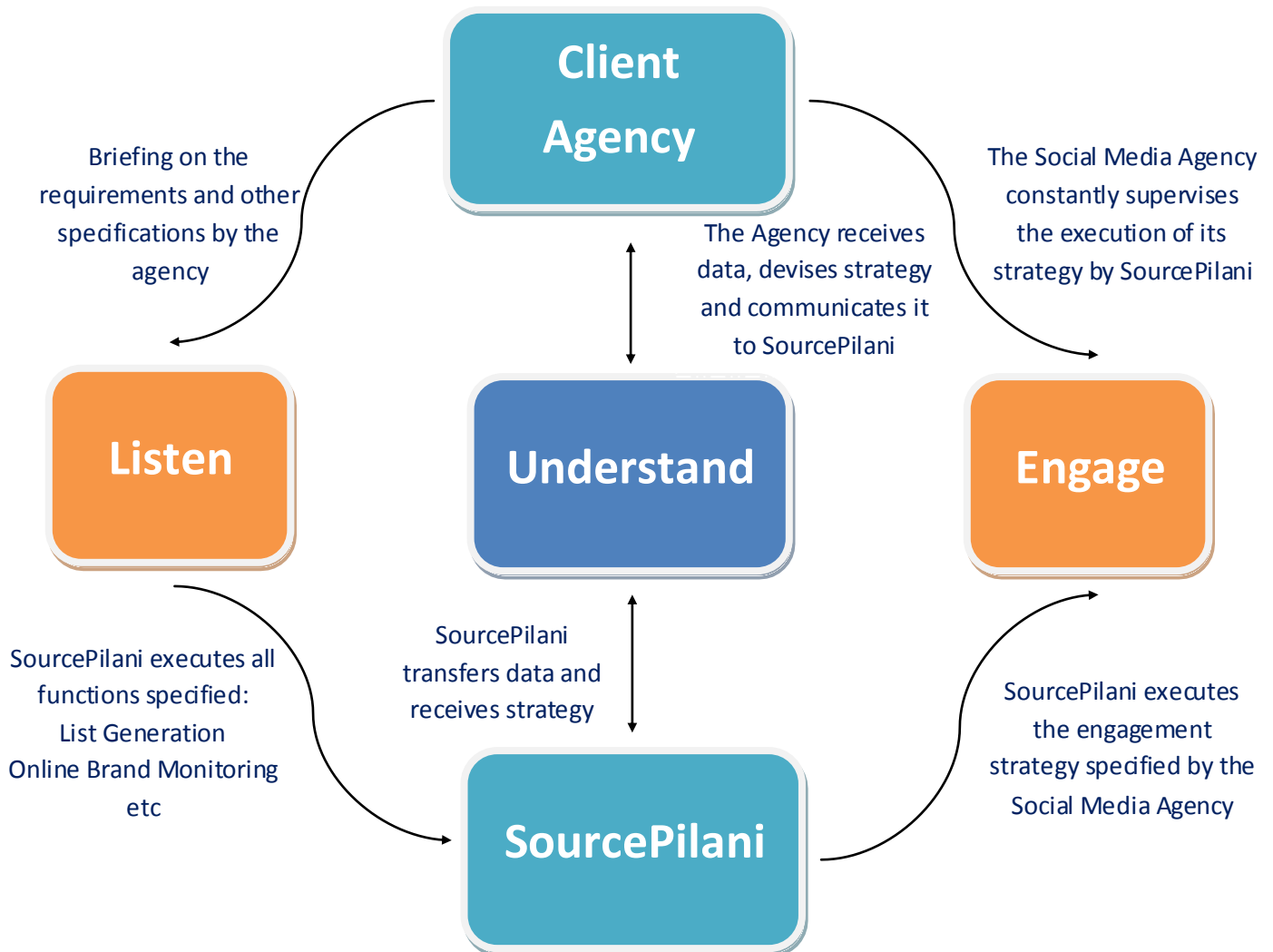


The Social Media landscape is like quicksilver –dynamic and ever changing. Every day social media agencies bring new innovations and exciting ideas to the marketing mix. And every single day at SourcePilani we help them in executing their new visions and strategies. By handling repetitive standardized social media tasks for Social Media Agencies the world over with high efficiency, we help them do what they do best – **Innovate.**

**You are the architect and we build your vision**

With well established delivery models, one of the highest quality standards in the industry and an unmatched cost advantage, SourcePilani works with utmost precision to execute client requirements by meeting stringent service levels. With a wide ranging expertise in several social media tasks, SourcePilani is the best potential back-office for your media agency.

### The Workflow Model





## The Break-up

Platform → Service ↓	Social Networking Sites	Social Bookmarking	Message Boards/ Forums/ Niche communities	Microblogs
<b>Listen (SourcePilani)</b>	Conversation Tracking, Feed Tracking, Target Market Aggregation	Real Time Bookmarking, Target Tag Cluster Identification	Alerts, Feeds and Posts from Relevant Communities	Feed Posting, Twitter Trend Identification
<b>Understand (Social Media Agency - SMA)</b>	Deliverable to SMA daily on Posts Made and feedback	Deliverable to SMA daily on bookmarks and trends	Deliverable to SMA on comments made, messages posted etc.	Deliverable to SMA on posts, reposts, follower base
<b>Engage* (SourcePilani)</b>	Rudimentary Engagement like Community Building, Adding Friends etc.	Adding Friends, Maintaining Presence on Relevant Communities	Answering basic questions on company profile and so forth.	Adding followers, building profile numbers, acknowledging retweets etc.

\* - SourcePilani can provide customized engagement services basing on individual requirements



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