



## **BE.DIGITAL**

Your locations determine your business's success. Existing incorrect or incomplete business data in the digital world lead to customer dissatisfaction and loss of sales.

bspotted solves this problem and makes sure that all your business data are always up to date. Regular changes / updates (opening hours, holiday, ...) can be made with little to no effort to all of the most important digital platforms (e.g. Google, Facebook, Smart Phone Apps).

### **Location Management - digitalise your locations**

Complete your business data like company name, address, opening hours, phone, email, and webpage and describe your products or services.

We make sure that these information will be distributed to all of the most important networks, navigation systems and orientation platforms - this way your customers will find you more easily.

### **Customer Ratings - don't leave your customers out in the rain**

Do you know how your customers rate your locations?

Through bspotted's central management of all of the most important rating portals (Google, Facebook, Twitter, ...) you can react easily and quickly to customer wishes / customer ratings.

Compensating an unanswered negative rating requires at least 10 positive ratings. In the bspotted dashboard no customer critique will stay unnoticed - show your customers that you care and look out for each and every one of them!

Always stay up to date and further develop and refine your products and services according to those valuable feedbacks.

### **SEO (Search Engine Optimization) - make it onto the top page**

You want to be listed higher on the most important search engines?

But, you don't want to spend any more money on it or be marked with a Google advertisement marker?

Continuous distribution of identical business data to more than 150 digital orientation platforms (e.g. Google, Facebook, Smartphone Apps) increases your discoverability within the digital network a hundredfold. This leads - after a few weeks - to the desired result. You will be listed amongst the first results of your search query.

### **Google & Facebook Places Analytics - analysis provides clarity**

Are you aware of the digital customer flow that leads to your locations?

Use valuable analysis data from the bspotted dashboard to improve your digital footprint and get with these newly gained information customers from the streets directly into your store / business.

## **BE.SOCIAL**

Managing social media channels properly costs time and money.

Which channels are important for me as a business owner?

With BE.SOCIAL by bspotted you will no longer have to ask yourself this question.

Generate your social media content as before and distribute it to multiple channels simultaneously. Keep track of our feeds & tweets and increase your reach without spending any more money for advertisement. Irrelevant, whether you manage only a single or hundreds of locations.

### **Multichannel Posting - there is not just Facebook**

It depends on the right timing!

Do you know when most of your customers are online on various social networks?

Spreading your extensively generated social media postings at the right time to all the most important channels locationally, increases the organic reach of your postings and reaches a higher number of potential customers. bspotted analyses and delivers those important information, in order to plan the ideal posting time for increasing your postings' reach tremendously.

### **Comments & Messages - react quickly, generate revenue**

Keep the overview!

Managing multiple social channels is hard and time consuming.

You can easily and quickly answer to all feeds & tweets on Facebook, Twitter or Instagram through the overarching management of your social channels.

### **Editorial Plan & Usermanagement - Getting the best out of your employees**

Plan and exchange your posts with your advertising experts.

In doing so you can communicate with your social media colleagues and optimise your advertising messages to your customers.

### **Ticketing & Group Management - Your customers only want to help**

Involve your specialist departments in your social media activities. Valuable feedback, critique, and recognition provide insight into the performance of your location management. Improvement of your products and/or services lead to more customer satisfaction. Promote multiple locations in a city or the whole country precisely and simultaneously with one "click".

### **Social Media Analytics - because you want to know what cuts the mustard**

Analyse your locations with our analytical tool, no matter, whether you have a single location or a large branch network. Use these information to review your social media activities. Meanwhile, bspotted calculates which revenues arose out of your social media activities.