



# Falcon Live.

Meet your **customers.**



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# Agenda.

## Publish

- How to create and schedule engaging content

## Engage

- How to structure your conversations with our multifeed

## Audience

- How to learn from Audiences that go beyond social

## Listen

- How to monitor what's being said around any given topic

## Measure

- How to identify top KPIs

## Q&A



# Support Team.

Reach us on [support@falcon.io](mailto:support@falcon.io) or in app chat.

- 7 days a week
- 96% Satisfaction rate
- Median response rate In App < 5 min
- Median response rate E-mail < 1 hr



A man in a grey suit and tie is looking down at a laptop in an office. The background shows a blurred office environment with desks and chairs. The text is overlaid on the image.

# THE PLATFORM.

Meet Your **Customers.**

# Meet Your **Customers.**

Explore our other products within the Falcon Platform.  
Contact your Falcon Social representative for more information.



## **LISTEN.**

Monitor social media channels and online media to collect insights.



## **ENGAGE.**

Your social inbox for all your customer engagement needs.



## **PUBLISH.**

Plan and publish with a social media content calendar.



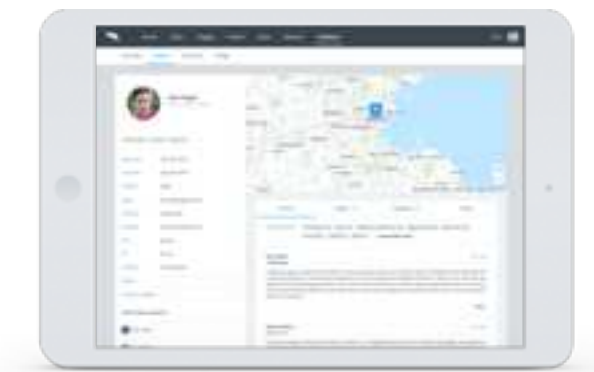
## **MEASURE.**

Make informed decisions with social media analytics.



## **BUILD.**

Create beautiful & responsive campaign pages.



## **AUDIENCE.**

Connect all your customer data in enriched profiles.



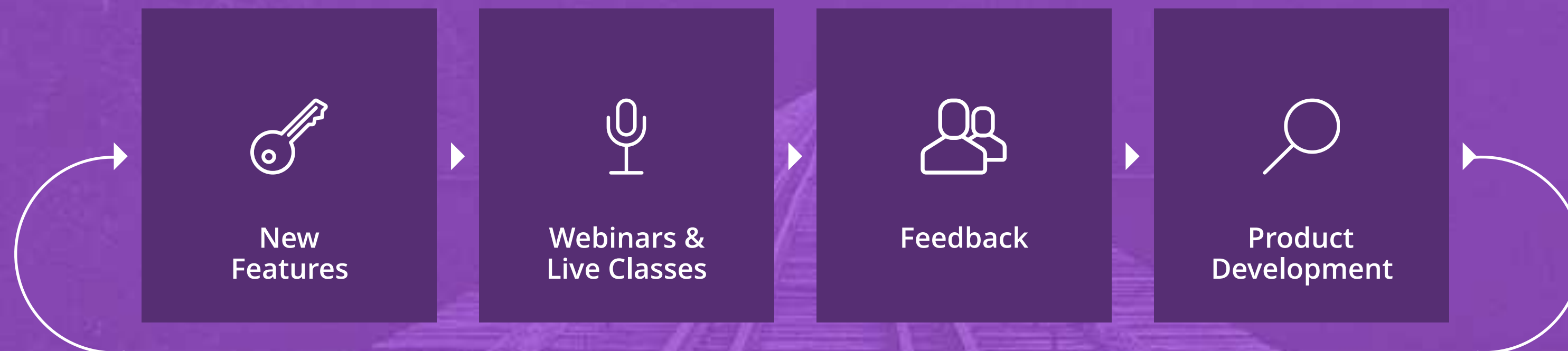


# RESOURCES.

We are still **here to help**

# The Falcon **Feeling.**

**A strategic approach** to social media is essential to drive business value.





 [@falconIO](https://twitter.com/falconIO)

 [falcon.io](https://falcon.io)

 [support@falcon.io](mailto:support@falcon.io)