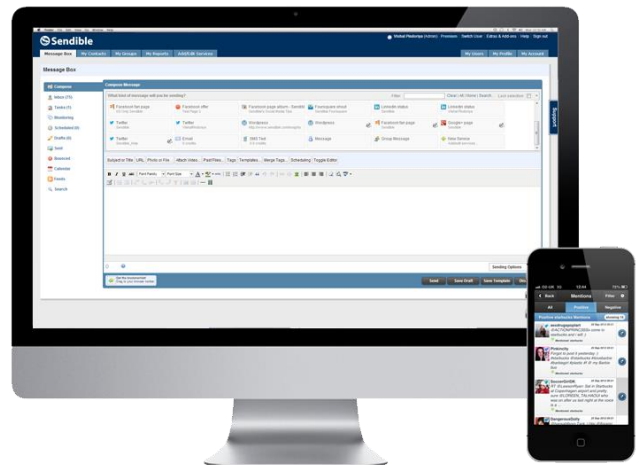# 5 Great Reasons to Start Using Sendible

Sendible is an online marketing service for businesses and marketers to promote, grow and track their brands through the use of Social Media, Email and SMS messaging. Sendible is the easiest way to grow and build your brand online and is a one-stop-shop for all your marketing needs.

Find us on:

START YOUR 30-DAY FREE TRIAL ▶

Don't just take our word for it...

"With this cross-platform tool, you can post individually across your social media accounts. Sendible provides a great deal of specificity to each application, and the attention to detail is a real time saver. It also has monitoring capabilities, making it the perfect tool for any small business looking for more strategic exposure."

Alice Brennan - **Forbes**

"The full array of services you can connect to Sendible is impressive, so most business owners should be able to manage their social media efforts quite easily"

Kerry Gorgone - **Entrepreneur.com**

"If you are looking for a way to send and track messages through a variety of different services, Sendible is worth a look. Its SMS integration and options for e-mail newsletters set it apart from some of the other multi-service management tool"

Christina Warren - **Mashable**

"It's easy to see how serious bloggers and website owners could use it to drive traffic to their site. Analyst tools show you which social channel work best for you … If your business is all about staying in touch with your customers. I can see real time saving value in the investment"

Kate Russell - **BBC**

Sendible Advantage #1: Get more done in less time.

Let's face it, in today's ultra-competitive business world, productivity reigns supreme. You need to make the best use of your time each and every day.

How Sendible delivers: Sendible makes it easy to see and manage all your social media activity in one place. From a single dashboard, Sendible gives you access to all these social media platforms:

Social sites

Facebook: Sendible helps you manage your company's Facebook campaigns. You can post updates, add images, and monitor your feeds, manage Profiles, Pages, Albums, Groups, and more.

Twitter: Sendible provides you with all the tools you need to find, grow and engage your audience. For each of your Twitter accounts, you can send and schedule Tweets, monitor relevant keywords, and see Mentions, Direct Messages, Sent Tweets, and more.

LinkedIn: Sendible can help you stay in touch with your customers, broadcast company news, and monitor the buzz in your industry. You can post and schedule directly to your Discussions, Groups and Profiles

Google+: Sendible helps you manage and publish to multiple Google+ Pages, monitor and respond to your Google+ connections and retrieve analytics and reports.

Sendible also allows you to post to **Bebo, Ping, Foursquare**, and **Plurk.**

Wordpress: With a Sendible subscription you can create and schedule posts to your self-hosted **Wordpress** blog and your **Wordpress.com** blog.

Blogger: Sendible allows you to create and schedule posts to your Blogger and Blogspot blogs.

Tumblr: You can also create and schedule posts to your Tumblr account.

Sendible also works with SquareSpace, MovableType, Ning, Posterous, TypePad and Sendiblog accounts

Images and video sites

Instagram: Sendible lets you manage comments, follow other Instagram users., and 'like' their images. You can create custom reports including Followers over time, Following over time, Photos and Comments.

Flickr: Sendible provides you with the ability to post and schedule pictures to your Flickr account.

SlideShare: Sendible is also integrated with SlideShare.

YouTube: With Sendible you can upload videos, respond to comments and retrieve and report on YouTube analytics.

And there's more: Sendible posts to **MobyPicture** and **Sribd**.

Sendible

Sendible also helps you manage Email and SMS campaigns.

Email: Sendible will help you build and schedule a series of automated emails. For example, you might trigger an email sequence as soon as a potential customer subscribes to your newsletter list.

SMS: You can create and schedule series of automated SMS texts - making it easier to follow up with your most promising sales prospects.

Sendible is integrated with loads more services, including bookmarking sites such as **Delicious, Diigo, Pocket,** and **Instapaper.**

Sendible makes social media simpler

Sendible helps you manage your social media accounts more easily.

Sendible's **priority inbox** sorts through all of your incoming messages. These might be direct messages, ReTweets, mentions or comments on your posts. Sendible automatically highlights the most important, so you can get to work quickly.

Sendible allows you to **schedule your posts** so they go out at the times when your audience is likely to respond. And you can ask Sendible to **repeat popular posts** throughout the week. Your social media workload just got a lot smaller.

What's more, Sendible helps you plan and prepare your editorial for the week, or month ahead, all at one time. For example, you can **import your posts** in bulk. So you get more done in less time.

Sendible Advantage #2: Grow your business.

Social media can be a great way of finding out what's going on in your market. But, far too many businesses fail to use social media effectively when it comes to promoting themselves and generating new business.

How Sendible delivers: There's no substitute for genuine conversation in social media. But, Sendible automates the routine aspects of business development and sales.

By automating your social media you can grow your following (even when you are asleep).

For example, Sendible allows you to **follow relevant Twitter contacts automatically**. Often, relevant prospects will follow back, which means you'll be able to grow your Twitter following with less effort. You simply set criteria for who you'd like to follow.

Another great tool is **Twitter Auto Replies,** which enable you to send out pre-designed messages to prospective customers when their Tweets contain your target keywords. You can personalize the message using merge tags, so they'll always look authentic. All you need do is follow up with a human response once initial contact has been made.

Sendible's **priority inbox** lets you see all your social profiles in one place, so you'll be able to respond quickly and easily. Which leaves more of your time free for developing new relationships and generating new business.

Sendible Advantage #3: Manage your online reputation

Occasionally, every business receives negative feedback - whether it's justified or not.
When you receive criticism offline, it's usually possible to limit any damage. On the internet? Not so much. Online, communication is much faster and easier, so your reputation is more easily tarnished.
In today's fast-moving online world, customers expect responses at lightning-quick speed. Respond too slowly and ... well, we've all seen stories of companies that get social media badly wrong:

By monitoring social media effectively, you're better placed to **spot potential problems** before they develop.

Reacting positively and quickly to any comments you receive - positive or otherwise - can help you build a loyal audience.

How Sendible Delivers: Sendible enables you to **monitor what's being said** about your brand on blogs, news, social networks and in comments.

Sendible's **sentiment analysis** flags the mentions you should pay particular attention to.

Monitoring all your social media activity in one place, means you're more likely to **see possible problems quickly**. And you'll be able to react faster.

That's not all. Sendible helps you **manage your team's activities.** You can restrict the access of junior team members, so you get a chance to review posts before they go live. This reduces the risk that you'll post material that could inadvertently damage your brand.

Sendible Advantage #4: Measure your profitability and progress.

Many companies have invested heavily in social media. Yet almost as many have failed to see a return.

As with any marketing activity, it's crucial that you're measuring your company's return on investment (or ROI).

ROI is a financial return. I**t's the measure of success for business**.
By knowing your ROI, and investing in the social media that's working best, you'll be able better placed to grow your business.

Yet many businesses are failing to measure their social media investment, or its profitability.

How Sendible Delivers: Sendible provides you with the metrics you'll need to make well **informed marketing decisions** - and grow your business.

Sendible has the most robust **analytics dashboard** available. We've integrated Facebook Insights, Google Analytics, Bit.ly and more.

Not only do you have the ability to create your own branded reports but also you can select from a library of over 100 different graphs and metrics.

You can set up Sendible so that it emails weekly reports to your client or boss. Which, again, saves you time and resources. And allows you to focus on more creative tasks.

Sendible Advantage #5: Brand awareness –
Keep Sendible Secret

No-one need ever know that you're using Sendible to **manage your campaigns.**

Sendible is the only social media management tool that enables you to create branded posts. You can easily to add your brand's tagline to each of your posts. You can even add a link back to your site, which will drive direct traffic *and* give a boost to your search engine optimization (SEO) efforts.

If you are a Franchisor or Agency you can create your **own branded dashboard**. The dashboard and all your reports will be customised to complement the look and feel of your organisation. So, your clients will never know that Sendible exists; you'll take all the credit.

START YOUR 30-DAY FREE TRIAL ▶

Reach Customers on Multiple Platforms
Reach customers via Email, SMS and Social Media. Update multiple social networks and blogs at once.

360° Brand Monitoring & Sentiment Analysis
Read and respond to what people are saying about your brand across the social web.

Message Scheduling & Autoresponders
Create online marketing campaigns in seconds. Preschedule automated messages for birthdays and other events

Powerful Tracking & Analytics
Measure the effectiveness of your social media and email campaigns. Track the success of your marketing efforts.

Generate Leads & Build Brand Awareness
Use Sendible's powerful automated marketing tools to generate leads and drive traffic to your website.

Manage Multiple Users & Clients
Manage accounts for multiple clients and contributors. Become a white label partner and maintain brand identity.