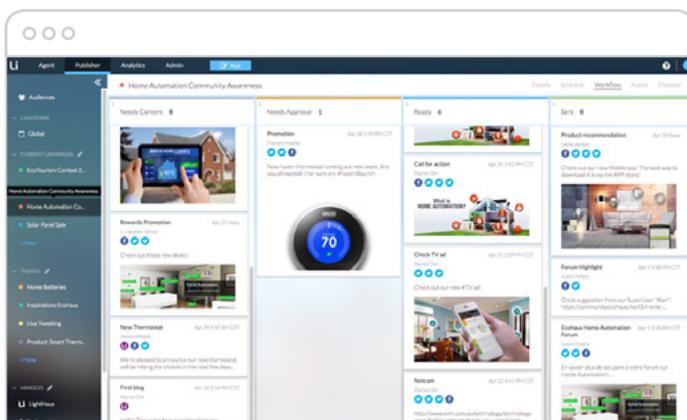# Drive 25% More Engagement In Half The Time with Lithium Reach

Lithium Reach is a social marketing tool designed to help your brand drive more engagement and make your teams more efficient. Lithium Reach helps brands connect with customers across social channels and blogs.

Simplicity at scale: teams see a 50% efficiency increase

Brand presence on social media is table stakes. On average, consumer brands have 55 social media accounts and nearly 45 employees managing those accounts.[1] High quality content is time intensive, challenging brands to find ways to scale their resources and processes. The average social marketer spends 3.3 hours a day in a tool.[2]

Reach makes marketers more efficient with an easy user-interface for content creation and planning across teams, helping teams save time by using Reach's enterprise-level workflow.
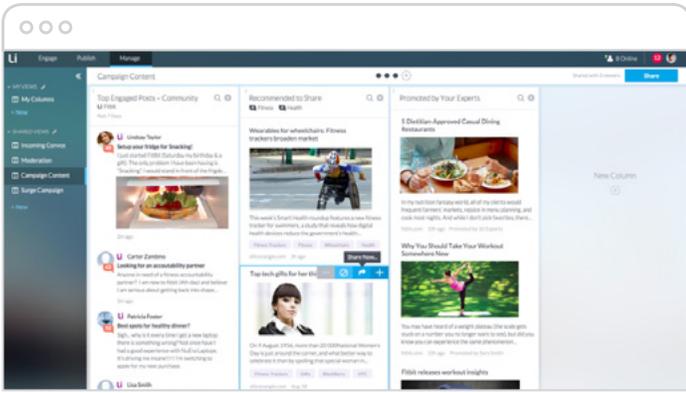
- Global calendars enable collaboration and sharing between teams, eliminating the need for multiple documents.
- Workflow capabilities make it easy to work across teams and locations. Clear role assignments and deliverables eliminate the need for back and forth communication over email.
- Campaign level reporting is available out-of-the-box, with no time-consuming set-up.

SIMPLICITY AT SCALE

Our work-in-progress view makes it easy to work across teams and locations so everyone is on the same page.

Teams can expect to see a 50% efficiency increase from reduction in email and streamlined processes.

Data-driven recommendations: a 25% increase in engagement

Brands still lack efficient social marketing tools, which have substituted complexity for intelligence. As a result, content strategy (when to post and what to post) is a guessing game. It's difficult for brands to develop and curate the right content, post at the most effective times, and understand if they are impacting business results.

Reach's data-driven recommendations maximize engagement and reach by helping brands publish the right content at the right time. Early results show that Reach's data-driven recommendations lead to a 25% increase in engagement.

Lithium | KLOUT

- Lithium Communities reflect what is top of mind for customers and prospects. Customers trust user-generated content (UGC) over branded content. When brands leverage content from their Lithium community, they improve their relevance and authenticity.

- Publishing at the right time optimizes business results. Reach's auto-scheduler automatically picks the right time to publish and saves time in the process.

- Marketers can use Klout content recommendations to inform and help them improve the relevance of their content.

Reach's content recommendation engine helps brands tap into their community content and inform brands of trending topics.

One customer experience: improve customer retention and lifetime value

When brands get engagement right, they reap the benefits of cost savings, higher sales and customer satisfaction and they drive deeper customer affinity. Highly engaged consumers are more likely to recommend a brand and even more importantly, will defend a brand in times of crisis or challenge.

Combined with Lithium Response, Lithium Reach allows brands to use one platform across social channels, allowing them to improve customer retention and lifetime value by providing a better customer experience.

- One platform across marketing and care ensures the right governance of your social media activities so your brand is not at risk.

- Brands have a better understanding of their customers because they can access all customer interactions combined with Klout data in one tool for analytics.

- Better visibility into marketing campaigns enables Care teams to optimize staffing so they are ready to respond when marketing campaigns generate customer service inquiries. This coordination improves the effectiveness of marketing efforts.

- Brands can simplify the number of tools they are using without sacrificing functionality.

One customer experience leads to higher retention rates, greater lifetime value and a 360-degree view of the customer across social marketing and support.

To learn more

For additional information about Lithium Reach or to request a demonstration, please contact your Lithium Account Representative or visit lithium.com.

1. Redshift study of 400 marketers who use social media management tools, September 2015. Data for companies larger than 50 people.

2. Marketers cite "finding and creating the right content" and "deciding what content to publish" as two of their top three challenges. The Forrester Wave™: Social Relationship Platforms, Q2 2015 by Nate Elliott, April 20, 2015.